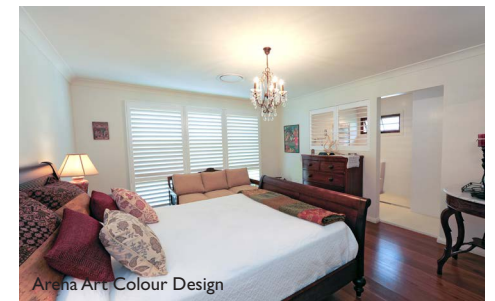


“Within the site there are also handy tools for any home renovator including building cost calculators, a colour wheel tool, renovation tips, plus DIY instructions for everything from decks to wallpaper.”.You can also find a professional architect, builder, building designer, interior designer, kitchen or bathroom company or landscaper.

HOME

DESIGN
DIRECTORY



Home Design Directory Re-Branding Media Release

HOME DESIGN DIRECTORY HAS REBRANDED

The widely successful online magazine 'Home Design Directory', has taken the vision of home design and construction to the next level.

In September 2013 Home Design Directory, Australia's leading online magazine for home design, construction and landscaping, officially relaunch it's very popular website.

The rebrand reflects the business' core focus on providing its readers with high quality articles written by industry professionals. This site already receives around 200,000 visitors per month, and an estimated 3.8 million page views so far this year, with expectations for growth to 4.5 million page views.

The site began in 2006 and is the vision of co-founders Angela Elliss and Alan Bron.

"I was looking for a way to promote my architecture practice," Angela says. "Within two years, the business had really taken off, so we started a new website called Home Design Directory Now, we want to build on what we've achieved to take it to the next level by providing the best information resource nationally for building, renovating, interior design and gardening," she adds.

A WORLD-CLASS ONLINE RESOURCE

HomeDesignDirectory.com.au offers the most comprehensive range of articles designed to provide unprecedented information to anyone building, renovating or extending a home. The articles are written by industry professionals who provide practical know-how and advice on everything from interior design, to DIY tiling and choosing a plants.

"No matter what ideas, information or advice you need, if it's related to home design, building or renovation, you'll find it," Angela says. "Home Design Directory is a unique resource for homeowners and professionals alike - a place to inform, inspire and connect." And it's all there in one easy to navigate spot with DIY articles on: home design, kitchen design, bathroom renovation, floor tiling, retaining walls, home office set-up, attaching a carport, timber floor repairs, wallpaper, decking, home inspections, 3D wall panels, carpet laying, wall decals, paving and much more.

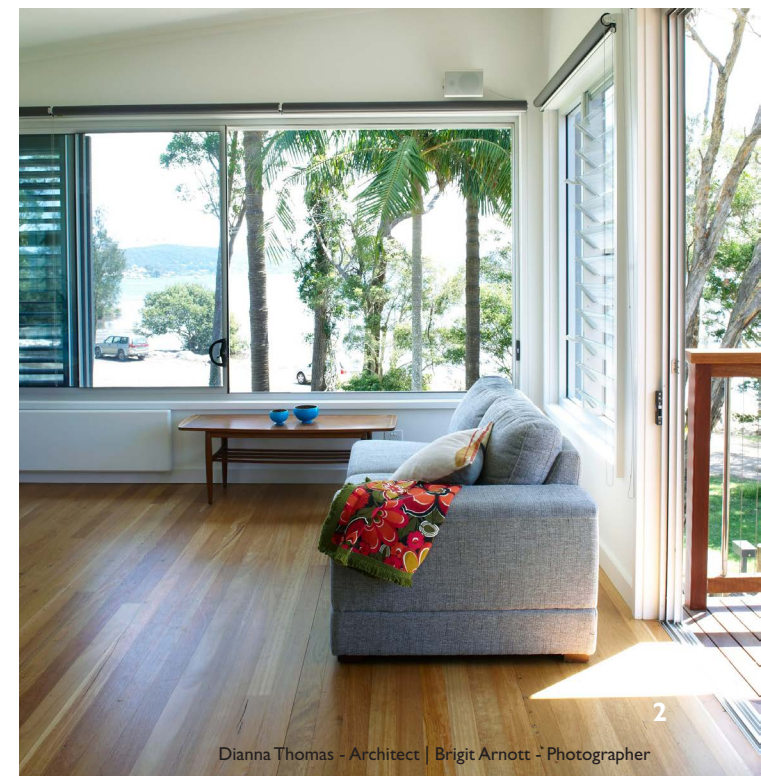
"There are also handy must-have tools for any home renovator including building cost calculators for kitchens, bathrooms and new homes, a colour wheel tool, and lots of information about council requirements when undertaking home renovation or building," Angela explains.

Within the site, you can also find a professional architect, builder, building designer, interior designer, kitchen or bathroom company or landscaper for those projects that are too far outside your skill set to attempt. It's as easy as entering your postcode and selecting from a range of services. An extensive list of locally based companies will then appear for readers to choose from. The service is free to users.

HELPING DIY ENTHUSIASTS GET IT RIGHT

Home Design Directory has been designed to help DIY renovators and owner builders through every stage of what can be an overwhelming process. The extensive library offers snappy, easy-to-read articles on everything from 'The Seven Deadly Sins of Home Design' to 'How not to blow your renovating budget.'

"When people are renovating or building it's very dear to their heart because they're beautifying their home and their biggest investment. But people often don't realise how hard it can be," Angela says.





“Home Design Directory will help people clearly see what lies ahead in the process and this is extremely useful when it comes to keeping a cool head and not blowing the budget,”

“It doesn’t matter if you’ve never renovated before or if you’re a bricks and mortar veteran,” she adds. “The site can take you through every step along the way and also provides inspiring ideas for those who aren’t quite sure what look they’re after for their new home or extension.”

A RESOURCE FOR PROFESSIONALS

“Home Design Directory has become so successful that it is essential for us to meet the ever growing needs of our readers. Our readers also include industry experts like builders, architects, interior designers, landscapers, and bathroom and kitchen companies,” Angela says. “The rebranding has seen more articles being released and a greater volume of expert advice being provided from all over Australia

and the above professionals will have the opportunity to advertised on our site as well as being listed in an exclusive directory”.

Home Design Directory will also serve as the premium place on the web to display and find the best products and services available to help with building, DIY or renovation, as well as for design and innovation. We actively source the latest trends, materials and new ideas to serve our growing readership.

ON-TREND

Home Design Directory will keep readers on top of up-to-the-second trends in home design, renovating and construction. “At the moment, we are seeing everything from funky cladding solutions, to decorative privacy screens and polished concrete flooring and bench tops,” says Angela. Home Design Directory has launched an exciting new phase in the Australian home design and improvement space, bringing a new level of quality information, products and innovation to the Australian market.



Home Design Directory Company profile

HOME DESIGN DIRECTORY: AUSTRALIA'S LEADING ONLINE MAGAZINE FOR HOME DESIGN, CONSTRUCTION AND LANDSCAPING

Founded in 2006 by Angela Elliss (B. Sc. Architecture) and software engineer Alan Bron, Home Design Directory and now sees up to 200,000 visitors per month.

Home Design Directory, provides renovators with a huge online library of practical, informative and inspirational articles, written by industry professionals such as architects, builders and interior designers, on all aspects of DIY home design, construction and landscaping.

Among the site's most popular features are calculators that can be used to help keep track of costs for just about any home renovation project imaginable from kitchen and bathroom makeovers to general construction.

There is also an interactive colour wheel tool designed to take the guesswork out of choosing your colour scheme and also teach DIY interior decorators the rules of colour selection.

"These articles, calculators and tools have been developed to educate anyone wanting to know more about the home design and construction processes," says Angela.

"Our readers find our articles valuable and empowering tools for undertaking a renovation or building a new home. We receive regular emails from our readers thanking us for the information they have found on the site," she adds.



Wall Art Decor



Romandini Kitchens



Tilt Design Collective



Seascape Building

HUMBLE BEGINNINGS

“When we started out,” recalls Alan, “it was just a very simple construction cost estimator on Angela’s online architecture portfolio. The calculator became unexpectedly popular and attracted so many enquiries that we decided to create a dedicated website featuring the calculator and the FAQs.

“From there,” he adds, “the business grew rapidly and we now have 12 websites all related to home design, construction and landscaping. In addition, we provide listings of architects, building designers, interior designers, landscapers, kitchen specialists and bathroom businesses which allow readers to find the right professional for whatever project they are working on.”

HOW IT WORKS

“Our core demographic is people who are renovating or building new homes and who are researching these topics,” Alan explains.

But the site is also a powerful tool for businesses wishing to advertise their services, he adds.

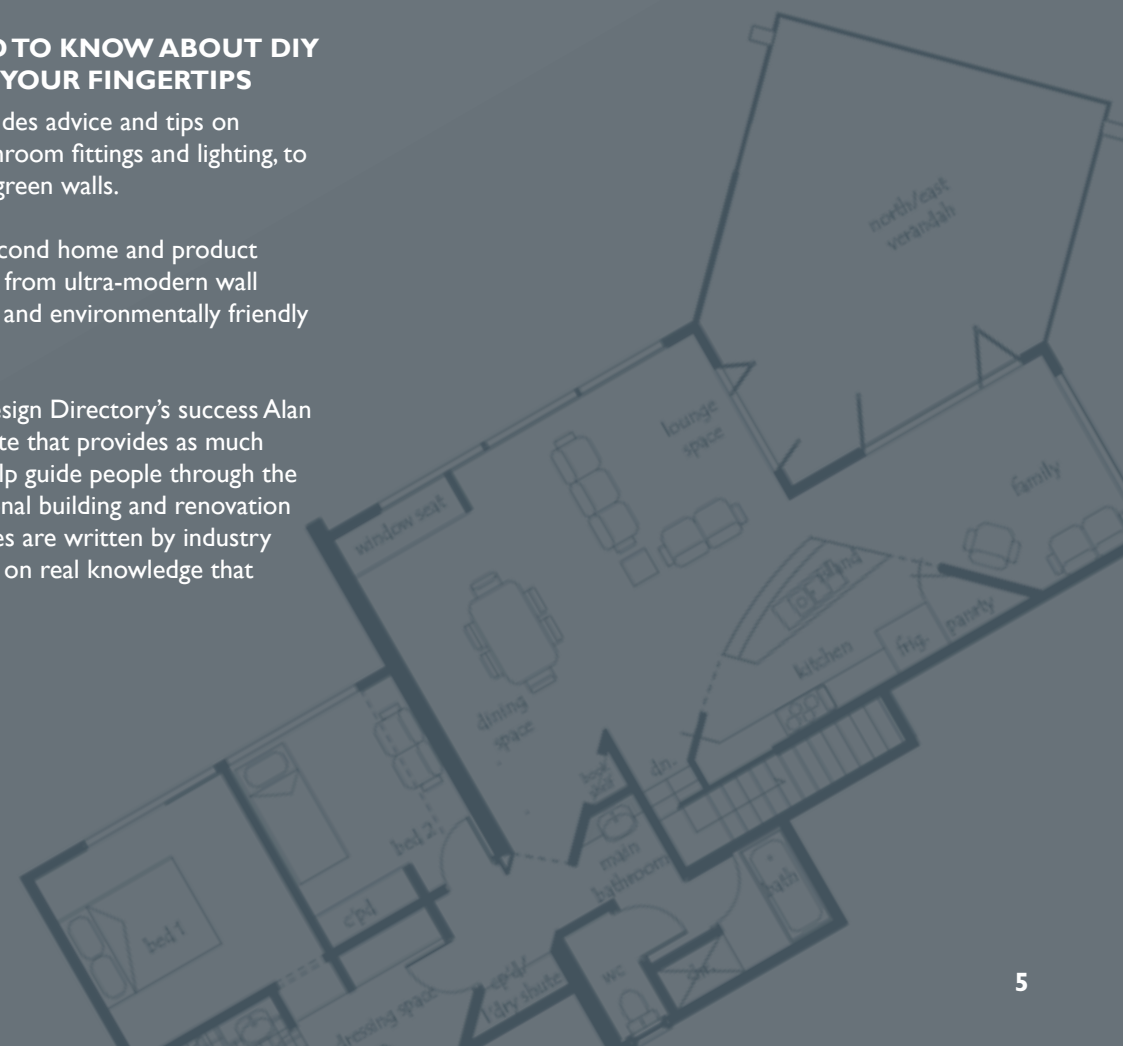
“Readers find us simply by searching Google using home-related search terms. They then find our articles, spend time reading them and therefore engage with the businesses providing the helpful information.”

EVERYTHING YOU NEED TO KNOW ABOUT DIY HOME RENOVATING AT YOUR FINGERTIPS

Home Design Directory provides advice and tips on everything from choosing bathroom fittings and lighting, to polished concrete floors and green walls.

The site is full of up-to-the-second home and product trends. “We cover everything from ultra-modern wall decals, to advice on financially and environmentally friendly homes,” says Angela.

Another reason for Home Design Directory’s success Alan says, “There is no other website that provides as much useful information that can help guide people through the often complicated and emotional building and renovation process. Because all the articles are written by industry professionals, they are passing on real knowledge that people can easily apply.”





Home Design Directory Professional Profile

ANGELA ELLISS HOME DESIGN DIRECTORY CO-FOUNDER AND MANAGING DIRECTOR

Angela Elliss has been practicing architect for 15 years, helping clients create amazing homes to live in.

In 2006, she co-founded Home Design Directory, alongside software developer Alan Bron, who is now her partner in the business.

She has a B.Sc. Architecture degree from Newcastle University, NSW.

The website attracts over 200,000 visitors per month and offers practical, informative and inspirational articles written by industry professionals such as architects, builders and interior designers on all aspects of DIY home design, construction and landscaping.

“Initially, I wanted to set up the website as a way to promote my architecture practice,” Angela says. “It started out as a very simple construction cost estimator on my online portfolio. But the calculator became so unexpectedly popular and attracted so many enquiries that we decided to create a dedicated website for the calculator and the FAQs, and that’s how the business was born,” she adds.

Home Design Directory is a comprehensive online magazine and resource for home design, construction and landscaping enthusiasts.

“My experience as designer has taught me that when people are renovating or building they ask questions such as, what will things cost? How do I spend my money wisely? What council regulations will I have to abide by? And, most importantly, where do I begin? So we created Home Design Directory as the ultimate answer to these and many more burning questions,” says Angela.

“The site provides more than a real-world magazine ever could,” she adds, “with an ever-expanding collection of articles, tools, calculators, DIY guides and listings that allow readers to create the home they’ve always dreamed of.”

For more information on Angela or to view examples of her architectural work, click www.angelaellissdesign.com.au

About Your Home Professional Profile

ALAN BRON HOME DESIGN DIRECTORY CO-FOUNDER, DIRECTOR OF INFORMATION TECHNOLOGY AND PRODUCT DEVELOPMENT

Alan Bron is the technical mind behind Home Design Directory. He has a B.Sc. in Electrical and Computer Engineering and has worked extensively in software development, engineering project management and team leadership.

His specialties include product definition and development, Java, PHP, HTML, CSS, JavaScript, website and web-app design and development, and mobile phone applications.

"I've been playing the technology game for over 25 years and I reckon I'm finally getting good at it," Alan says. "I have a wealth of experience building high-tech stuff including everything from banking and weapons systems to websites."

"In the day-to-day running of Home Design Directory, I am responsible for the design, implementation and maintenance of all the company's websites and applications," he adds.

Drawing on the burgeoning new arena of mobile-web technology, Alan is the brains behind the creation of Home Design Directory's Builder's Buddy app, available for both iPhone and Android.

"It's an app that provides an easy-to-use construction cost estimator and calculator for new houses, renovations and additions," explains Alan. "DIY builders and renovators can use it to obtain a preliminary estimate of building costs in that crucial stage before detailed plans are made."

With his fruitful partnership with Angela now entering its sixth year, Alan is looking forward to their shared vision of the next phase of the business' development.

"Our goal is to provide the highest quality, educational online information to people interested in building a new home, renovating an existing home, interior design, landscaping and gardening," he says. "We also want to build on the Builder's Buddy app and the online calculators with an ever-improving suite of useful software applications that complement the information we publish."

Adds Alan, "When Angela first asked me to build an online portfolio for her new architecture business, I had no idea it would become the thriving entity it is today. I don't believe there is any other website that provides such useful information that can help guide people through the entire building and renovation process."



Home Design Directory Frequently Asked Questions – Media Release

DIY RENOVATORS TOP 10 BURNING QUESTIONS

Home Design Directory founder Angela Elliss answers home enthusiasts' most common questions

1. What are the most common problems home renovators encounter?

They never realise how hard it will be or how costly. The site offers tips for how not to blow your renovation budget by doing the painting yourself, getting a flat pack kitchen, buying bathroom essentials on sale, navigating the tendering process with plumbers and builders and much more.

2. What are the most popular type of renovations undertaken by DIY enthusiasts?

Painting is an old favourite but we encourage people to do lots of other things as well such as 3D wall panels, paving and decking.

3. What are the most common mistakes people make when renovating?

Building your own home or renovating is a highly emotional time in anyone's life. There's a lot at stake and you are lovingly trying to create your dream home and also invest in your future. But going with your emotions and falling prey to, "I have to have that!" thinking will blow your budget every time.

4. What features do you find are the most popular on the website?

Our cost calculator pages. We have calculators that help readers estimate and keep track of costs for construction (this page has over 24,000 visitors per month), bathroom costs (over 8,000 visitors a month) and DIY deck (over 6,000 visitors a month)

5. Do renovators have to pay to use your service?

No, it's free to read our articles written by industry professionals.

6. What new features are you adding to the site in the future?

As of September there will be:

- A dedicated product directory
- An online store selling - DIY eBooks, house plans, books and smartphone apps related to the home design and building industry.

7. What if I'm on a budget?

Home Design Directory has loads of DIY articles that cover everything from paving, tiling, owner builder, house design and much more. Our budget planners and calculators are also really useful for making sure that tight budget stays on track.

8. I've never renovated before. What should I do?

Don't even open a can of paint until you've done your research. Read Home Design Directory's extensive range of DIY articles which fully explain everything about the building process from the inside out. Also, if you're thinking of becoming an owner builder, we offer information and resources that help people come to grips with what can be a very complex process if you don't know what you're doing, particularly when it comes to things such as dealing with councils and difficult tradespeople.

9. What articles do people read most on the site?

The most popular resources for people wanting to learn how to do things are focused around Construction Costs, building construction, kitchen design, exterior wall finishes, find a plant, DIY decking, colour selection rules, general renovating and home design tips, cement rendering, how to read plans, and polished concrete floors.

10. What services does your business provide to home renovators and builders?

Within the site, you can find a professional architect, builder, building designer, interior designer, kitchen or bathroom company or landscaper. There are also handy must-have tools for any home renovator including building cost calculators for different projects, a colour wheel tool and renovation tips, plus DIY instructions for everything from decks, to kitchens, bathrooms and wallpaper.

