



## Social Impact through Purpose-Driven Property Management

Key2 Realty, is Pacific Link Housing's purpose-driven, property management real estate agency. The social enterprise provides professional services to residential landlords across the Central Coast, Lake Macquarie and Newcastle regions, while donating part of its profits to support Pacific Link Housing's tenant programs. As a licensed real estate agency and registered Community Housing Provider, Key2 Realty brings specialised expertise in affordable housing, combining professional property management with a strong social purpose.

This year, Key2 Realty was proud to be named the 2024 Business NSW Central Coast Winner for Excellence in Micro Business. The award recognises the agency's strong foundation as a profit-for-purpose business, combining consistent service standards with a clear social mission. Shortlisted alongside other outstanding local businesses, Key2 Realty progressed to the State Finals in its category.

### Ethical Investing That Supports Tenants

Landlords who choose Key2 Realty are making a direct contribution to better outcomes for people in our community. By partnering with a social enterprise, they are aligning their investment properties with ethical principles that go beyond financial returns.

Each tenancy managed by Key2 Realty helps fund programs that support education, employment, independence and social connection. These programs have helped tenants pursue studies, gain a driver's licence and take part in health and wellbeing activities that reduce isolation and build confidence.

Through this model, our landlords become part of Pacific Link Housing's broader vision of thriving and inclusive communities that benefit everyone. A portion of Key2 Realty's profits help support:

- Sheila Astolfi Education Support Program
- Learner Driver Program
- Health and Wellbeing Program



The Hon. Anthony Albanese MP (Prime Minister of Australia) and Molly Smith (Key2 Realty Business Manager)

### Expanding Our Impact Through Partnerships

In addition to managing properties for private landlords, Key2 Realty continues to work with local businesses, councils and not-for-profit organisations to deliver ethical, community-aligned property management services. These partnerships create new opportunities to support housing stability, particularly in the affordable and key-worker housing space.

As a registered Community Housing Provider, Key2 Realty is uniquely placed to meet the needs of partners looking for both professional service and regulatory compliance in managing affordable housing. The agency is actively engaged in headleasing arrangements and property management solutions for housing providers, build-to-rent developers and community organisations who want to retain ownership of their properties but outsource day-to-day tenancy management.

This approach allows partners to maintain control of their assets while ensuring that tenants receive a high standard of support and tenancy service. It also enables Key2 Realty to increase its social impact by broadening the range of people who benefit from secure, well-managed homes.

Key2 Realty continues to pursue opportunities through these avenues to grow its portfolio in a values-aligned and sustainable way.



Key2 Realty  
Website



## Meeting National Standards as a Tier 3 Community Housing Provider

This year, Key2 Realty completed its first full compliance return under the National Regulatory System for Community Housing (NRSCH), following Tier 3 registration in late 2023. As a small agency with a strong social purpose, this was a substantial operational milestone.

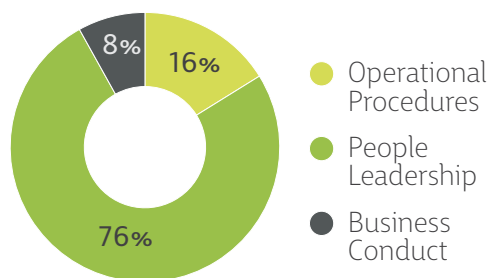
The return covered governance, financial management, tenant services and housing quality, which was a major undertaking for a micro business. With support from Pacific Link Housing, the team developed policies, procedures and reporting tools to meet regulator expectations. The return was accepted with no recommendations for improvement, which was a strong result that reflects the quality of the systems in place.

As the only locally based real estate agency accredited under the NRSCH, Key2 Realty is now qualified to manage affordable housing in line with NSW Government guidelines. This includes compliance with the Affordable Housing Ministerial Guidelines, which ensure that housing remains genuinely affordable for those on lower incomes.

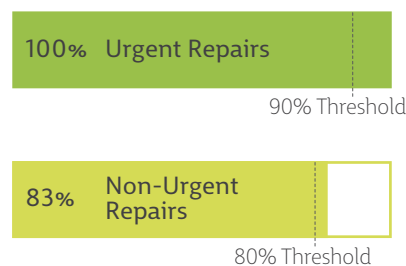
The accreditation strengthens Key2 Realty's capacity to support developers, councils and other partners delivering affordable or key-worker housing. It also provides landlords with a level of confidence not typically offered by traditional agencies, particularly where regulatory obligations are involved.



### Compliance Activities and Obligations



### Property Repairs Completed within Benchmarked Timeframes



### Tenant Satisfaction

Is your home habitable, safe and a good place to live?

4.36 ★★★★★

Overall, how satisfied are you with Key2 Realty?

3.82 ★★★★★

## Partnering for Purpose with Central Coast Group Training

Key2 Realty has commenced a new partnership with Central Coast Group Training (CCGT), a respected not-for-profit with a long history of supporting local employment and training on the Central Coast. In a proactive step to help address the region's housing crisis, CCGT purchased a residential property that is now being rented as affordable housing.

Key2 Realty provided guidance to CCGT throughout the purchase process, offering advice on property selection and long-term management needs. The tenancy is now professionally managed by Key2 Realty in line with affordable housing guidelines, helping ensure the home provides stability and remains genuinely affordable for those who need it most in the long term.

This collaboration reflects a shared understanding that secure housing creates the foundation for broader opportunities in education, training and employment. We commend CCGT for its leadership and commitment to local investment. Their action shows how local organisations can respond to community needs in practical and forward-thinking ways.



We look forward to building on this partnership and exploring new opportunities together, including potential services for tenants or employment pathways across the Pacific Link Housing group.

