

media kit



twohomes

positive connections. smooth transitions

[www.twohomes.com.au](http://www.twohomes.com.au)



# the Two Homes story

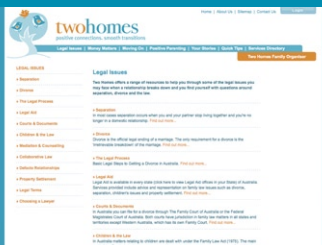
**twohomes.com.au was created specifically to help, educate and empower separated parents. Two Homes has been set up by a team of parents who all have first hand experience of working through the difficult issues of separation, divorce and raising children who live in two homes.**

The Two Homes team came together with the unified vision to create a place for people like us to easily access local information, resources and tools about separation, divorce, parenting and moving forward.

Separation and divorce is hard. It's obvious to us that people need guidance and support. In fact, they depend on it. And us.

Twohomes.com.au reaches a vast audience eager to move forward. To learn and do what ever they need to help themselves and their children through this difficult time. As a result, behind all our content lies an in-depth understanding of what the separated parent wants and needs: information, tools and resources to conquer daily challenges in family life.

“Our aim is to provide a place that is informative and supportive and helps shed some light and clarity on a difficult situation”





## the Two Homes organiser

**The Two Homes Organiser is a result of the founders need to find an efficient way to manage complex parenting arrangements, communicate without emotion to their former partners and keep them up to date on information about the children - in an easy, no fuss way.**

When parents separate and no longer live in the same house it can be difficult to work out how you will continue to parent together, but separately. Communication is usually the first thing that breaks down and it's the most important part to get back.

The Two Homes Organiser is designed specifically to help improve communication and take the stress out of managing the children's routines and activities. The online organiser helps separated and divorced parents to manage their parenting arrangements, limit emotional dialogue and provides all parties with the opportunity to be fully informed in relation to the child.





# did you know the Two Home's organiser can help...

## **Reduce stress & anxiety**

Ease your fears and worries around your child not being picked up on time or at all! The Two Homes Organiser ensures that important dates and events will not be overlooked and any changes are recorded for easy reference.

## **Improve communication**

Many parents find face-to-face contact and phone calls very difficult. The Two Homes Organiser can be extremely helpful in removing the emotion from communication. Reduce the stress attached to speaking to your ex by using the Organiser as your main method of communication.

## **Save you money**

Map out proposed parenting plans quickly and easily. Simply view the proposed parenting time over any given day, week, month or year. Disagreements can be discussed directly and proposed changes can be entered and viewed instantly - without the need of expensive lawyers fees.

## **Save you time**

The Two Homes Calendar highlights who your child is with at any given time and any events for that day. No more time wasted trying to organise schedules, pick ups or drop offs! Need to make a change to the routine, simply send a request for change and let the system do the hard work for you.

## **Your kids be happy**

Let your kids get on with the job of being kids by providing them with consistent routines and schedules. Empower them to use the Two Homes Organiser so they can easily see for themselves who they're with on any given day.

## **Keep everyone up to date**

Keep family and friends connected and informed by inviting them to be guests to your family organiser. Guests can view your child's calendar and communicate securely with other members of the Organiser.





## the person behind Two Homes ...

### **Rebecca Jackson** **Founder & Managing Director**

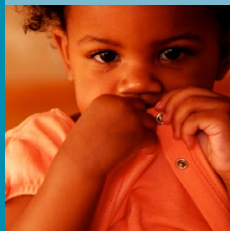
Rebecca Jackson founded Two Homes Pty Limited with the goal of creating an online tool that would help manage her parenting arrangements with her former partner. In 2008 Rebecca set about developing an online solution that would deliver real benefits to separated and divorced parents.

During this process she realised that she was not alone in the frustration she experienced in trying to find out what she needed to do, to best manage the separation process - legally, financially and emotionally. Rebecca soon recognised that there was also a real need to provide separated parents with information, resources and services, all in one place.

“Just getting through the day can be hard enough which is why clarity and focus are so important in the early stages of a separation. I wanted to create a place where parents can come and feel supported and feel like they are not alone. A place where they can take stock of the situation and access information, support services and helpful tips to help ease them through the process”

Consequently, [twohomes.com.au](http://twohomes.com.au) was born. Rebecca was driven to create a positive, resource that provided Australian parents with information, tools and resources that guide and empower them to do what ever they need to, to help them and their children through this difficult time.

Rebecca combines her corporate experience and her desire to help families to guide Two Homes and it's corporate vision. The company's goal is to create information, resources and tools that help create smooth transitions for families who share parenting – but not the same home. So kids can be kids and parents can relax knowing that their children are happy, stable and feel loved.



## corporate experience

Rebecca has over 15 years experience in the field of SME marketing, with a particular focus on technology products and services. Before starting Two Homes she spent several years working as a brand and marketing consultant helping a range of businesses to define and implement their strategic marketing direction to achieve their business objectives. Prior to this she helped establish a successful international software company.

Rebecca is also an proficient writer and is the primary content writer for [twohomes.com.au](http://twohomes.com.au). She regularly contributes articles to parenting publications, forums and BLOGS and has her own BLOG - Single Mums Rock ([www.singlemumsrock.com](http://www.singlemumsrock.com)).

## available for comment

- Single mother issues
- Children and separation
- Children and divorce

Media Enquiries: Anyone interested in making a media enquiry should contact:

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