

# PROJECT MARKETING PROFILE

**SPACE** PROJECTS

To The Developer

**Re: Risk reduction project marketing**

It is my great pleasure to provide this letter of introduction to our company and explain how we may be of assistance to you in the marketing of your developments in the future.

Conventional wisdom says that property developers are risk takers, maybe even more so in the current economic environment. With more than 30 years as a project marketer and property developer myself, I have learned that the key to successful property development is to reduce risk.

I know, because I've developed my own projects, that some risks are outside the control of the developer. But being aware of the risks helps to minimise them.

My team and I can offer risk reduction strategies at every stage of your project: everything from methods to secure vital presales during financing and pre-construction, to building momentum for ongoing sales, or selling the final apartments so you can get your full profit.

We can help you 'fish with a net, not a line' via a network of financial planners, mortgage brokers, investment sellers, and Space agencies and affiliates locally, nationally and internationally.

Perhaps the greatest risk reduction strategy we offer is knowledge – about the right product for your site, the area's demographics, who will be the likely buyers and investors, and what are their motivations.

Having been involved in more than 50 projects in South East Queensland, I know successful project marketing is more than just selling apartments. It's about maximising profit and return on investment. Fine-tuning the product and fixtures can sometimes make all the difference.

Our detailed company profile and my personal profile are attached, and I would happily meet face to face to discuss how we can deliver project marketing solutions that reduce risk and get results. Please feel free to call me on 0418 708 661 or 07 3252 3344 so that we can arrange a convenient time.

I look forward to speaking with you shortly. We can make it work for you.

Yours sincerely,

**Adam Gray B. Eng (Hons), F FIN, MBA**  
Director

SPACE PROJECTS

# CAPABILITY STATEMENT

## DEVELOPMENT SITE SALES ACQUISITIONS & ANALYSIS

- Creating stock opportunities & locating suitable development sites
- Site acquisition
- Feasibility cost analysis assistance
- Design & advice / architect advice
- Setting the project
- Pricing
- Product mix & design
- Pricing phased developments
- Advice on fees / deposit / price
- Advice on terms of sale & contract preparation
- Industry networking
- Research - market analysis, trends, competition, etc.
- Selling off the plan
- Development funding options / underwriting advice
- Helping with setting management rights / body corporate management  
critical path analysis

SPACE PROJECTS

# CAPABILITY STATEMENT

## PROJECT SALES & MARKETING

- Appointment & training of project sales persons
- Sales & marketing strategy development
- Sales budgeting
- Sales track development
- Investment service marketing & co-ordination
- FIRB considerations
- Project exposure via Space Projects corporate website
- Contract administration/trust account management
- Co-ordination of real estate agents/outside agent sales
- Management of ongoing marketing activities
- Reporting
- Public relations consultant support
- Equipping site office and layout
- Electronic marketing & web site development
- Database marketing - direct marketing/direct mail
- Database management
- Press advertising - media booking & creative
- Advice on signage/directional/on site
- Furnishing display unit

## POST SALES

- Customer relationship management with all buyers
- Management of product inspections
- Management of buyer financing for settlement
- Buyer surveying & research
- Management of settlement procedures
- Manage settlement process with buyers & their solicitors
- Ongoing product re-sales

# PROJECT HISTORY

PAST AND CURRENT PROJECTS



**SEATON RESIDENCES**  
Wynnum  
13 three bedroom apartments



**THE LANE RESIDENCES**  
Wynnum  
16 two and three bedroom apartments, 1 heritage house



# PROJECT HISTORY

PAST AND CURRENT PROJECTS



**THE MASON APARTMENTS**  
Mitchelton  
14 two bedroom apartments



**QUATTRO**  
Indooroopilly  
17 two and three bedroom apartments





# PROJECT HISTORY

PAST AND CURRENT PROJECTS



**THE JASMINE APARTMENTS**  
Indooroopilly  
16 two and three bedroom apartments



**INDIGO**  
Wynnum  
16 two bedroom bayview apartments



# PROJECT HISTORY

## PAST AND CURRENT PROJECTS



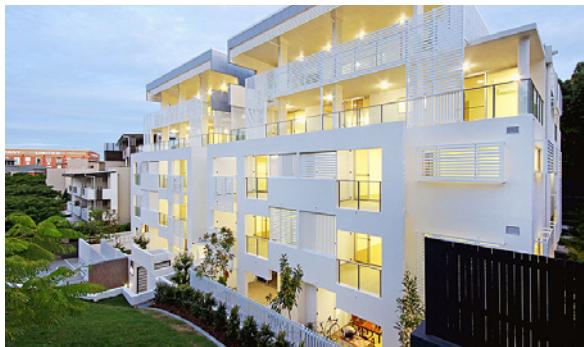
**18 DAVID ST**  
Nundah  
19 one and two bedroom apartments



**ELYSIUM**  
Nundah  
25 two and three bedroom apartments



**ECCO ON HELEN**  
Teneriffe  
15 luxury three bedroom apartments



**HYDE APARTMENTS**  
Teneriffe  
44 two and three bedroom apartments



**ARIS**  
Newstead  
95 one and two bedroom apartments



**ELEVEN ON HELEN**  
Teneriffe  
7 luxury three bedroom apartments



# ADAM GRAY

DIRECTOR/PRINCIPAL

*“Insight.  
Experience.  
Dedication.”*



**Whether instilling absolute confidence in a buyer or advising a developer through a project’s highs and lows, Adam is a straight talker delivering above and beyond his role as a project marketer.**

Adam focuses exclusively on project marketing in South East Queensland. He boasts a comprehensive more than 30 year career in project marketing and an enviable track record of more than 50 successful projects across the region. He is in tune with the market’s changing needs and expectations, grounded in the knowledge acquired during his tenure as Director of Research at PRDNationwide (1999 - 2003).

His introduction to property commenced on the Sunshine Coast in the late 1980s. By 1992 Adam had started his own property development company providing project evaluation, financial administration and construction management services.

His many successful projects include Hoogley Street, West End, for which he won the QMBA Multi Residential Housing (Duplexes and Townhouses) over \$300,000 Award in 2000; and Petrie Mansions which saw him a finalist in the UDIA Awards for Urban Renewal and Small to Medium Density Housing in 2003.

Adam holds an Honours degree in Chemical Engineering, a Graduate Diploma of Applied Finance and Investment, an Advanced Certificate of Real Estate Management and a Master of Business Administration for which he received a Dean’s commendation. In 2005, Adam was admitted as a Fellow to the Financial Services Institute of Australasia.

**SPACE** PROJECTS