



Summer Corporate Profile 2016

BRISBANE ■ GOLD COAST

Welcome

We appreciate this opportunity to provide a profile on Property Direct International, one of Queensland's most prolific and progressive Project Marketers with 5,200 property sales since opening in late 1997. Thank you for reading our body of work and being part of our future.

Regards,



DAVID BEARD JP
MANAGING DIRECTOR

davidb@propertydirect.com.au



TIM FRASER
PARTNER & PROJECTS MANAGER

timf@propertydirect.com.au



LOCAL ■ INTERSTATE ■ INTERNATIONAL

SINCE 1997

EXPERIENCE MATTERS



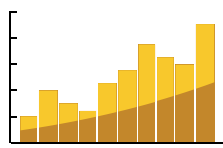
INTERNATIONAL

LOCAL ■ INTERSTATE ■ INTERNATIONAL

SINCE 1997



SOUTH EAST QLD'S
NO.1 ESTATE WEBSITE
& PROJECT MARKETER



5,200 **PROPERTY SALES**
(& COUNTING)



UDIA MARKETING
AWARDED FOR
EXCELLENCE



2015 - EXCLUSIVE
CHINESE & INDIAN
PROPERTY BUYERS TOURS
COMMENCE THROUGH WORLD
WIDE PROPERTY TOURS

2002 PDI awarded an UDIA Marketing Award for Excellence. Sales growth is recognised by BRW as being in the Top 100 fastest growing companies - 2002, 2003 & 2005.

2005 Awarded BRW fastest growing companies.

2009 PDI awarded ALEXA highest ranked real estate website in South East Queensland.

2014 PDI implements new project specific CRM & Reporting System to further streamline the selling & reporting process & provide more comprehensive analysis & feedback to developers & vendors.

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

2003 Awarded BRW fastest growing companies.

2004 The SUPEROFFICE is formed to provide low cost all in one SMSF/ Finance Planning/ Insurance Services.

2012 PDI and Niche Realty Pty Ltd, two of Brisbane's most experienced Project Marketing companies join forces to offer more experience and better options to their clients and customers.

2015 Property Direct International Re-Brand

OCTOBER Re enters Gold Coast Property Division.

ABOUT US



Property Direct Pty Ltd – formally Coldwell Banker Property Direct- is a 3 time BRW Awarded property business that commenced in 1997 in Brisbane and has almost exclusively focused on delivering new residential projects for local consumption. Clearly we now have an international market to evolve our business far outside any traditional or non-traditional real estate franchise model incapable of capitalizing on this rich fast evolving high margin generational change just outside Australia.

Our widely respected and awarded company has brought to the market a wide variety of residential projects and sold more than 5,200 new properties to buyers from all around the world.

Due to the exclusive relationship between Property Direct and Worldwide Property Tours - and specifically Australian Property Tours, in July 2015 Property Direct rebranded from Coldwell Banker Property Direct to Property Direct International. This rebrand reflects the true international nature of the Australian marketplace.

We encourage you to experience the difference with Property Direct International and look forward to providing you with a fast and effective sell down.

Our commitment to servicing our clients and customers is second to none.

The competitive advantage on a project is not the project itself, but the people with experience behind the scenes who know how to service the buyers and acclimatise to changing market conditions and needs.



THREE TIME BRW FAST COMPANY



Property Direct International Project Marketing has extensive experience in the following:

- Branding the development to appeal to the correct market demographic.
- Size pointing and price pointing properties at design / feasibility stage.
- Continually monitoring the market and customizing the campaign to suit.
- Networking with a team of experienced and successful consultants.
- Creating professional advertising campaigns that work.
- Committing dedicated licensed sales professionals for the life span of each project.
- Networking with and farming outside agents for project sales.
- Managing the future re-sales (and values) after the original sale has been made.
- Open lines of honest and informative communication.

LET'S WORK TOGETHER TO BRING YOUR PROJECT TO LIFE!

Property Direct International has a long reputation of consultancy excellence with South East Queensland developers. As project marketers, the team has expanded and diversified to suit market trends and our developers needs, to ultimately be accountable for than just the sell out of a project.

Since 1997, Licensee Property Direct Pty Ltd has sold over 5,200 trouble free local properties, of which 95% were 'off the plan' property sales. The company's sales growth was recognised in the BRW Fast 100 list with a ranking of 11th place in 2002, 9th in 2003 and ranging again in 2004. In addition a top Q400 private company in 2005 and again in 2007.

The team's project experience, from the Contract Managers, Projects Sales Managers to the Property Direct International sales people is simply unrivalled.

LEADERSHIP TEAM

Our team boasts a wealth of experience - we have an envious reputation for developing targeted and effective marketing solutions for developments that deliver results. Our dedicated team uses a uniquely developed approach, we create a complete marketing program, which is tailor-made to match buyers with sellers. Our contracts and development team are followed up by a talented team of sales professionals.



DAVID BEARD JP
MANAGING DIRECTOR

Over the past 20 years, Dave has won uncountable awards for success in the real estate business. Dave's passion and integrity has created one of the largest real estate business's in Queensland. This success has been recognized with 3 separate BRW Awards and 2 Top Qld 400 Private Company award.



JOE LEONARDI
PROJECT MANAGER



DONNA BEARD
ADMINISTRATION



TIM FRASER
PARTNER

After working with David on many of Brisbane's most successful developments in the early 2000's, including Emporium (Fortitude Valley) and Felix and Aurora (CBD), Tim successfully founded his own company (Niche Realty Pty Ltd) and from 2005 to 2012, was at the helm of many successful developments including, South Central (South Brisbane), Focus (Chermside), The Barracks (Cannon Hill) and more recently, East Village at Cannon Hill.

Tim and David re-merged and bring with them a dedicated and experienced project marketing team.



MAURIE INFANTI
PROJECT MANAGER



ASHLEY NUGENT
PROJECT MANAGER



JOANNE PRINCE-GILLES
PROJECT MANAGER

The Jo Prince Gillies name is a high-profile name associated with high end residential real estate, including beautiful beachfront/waterfront homes, CBD apartments, Penthouses and Islands. Jo's proven skill as a negotiator has allowed her to represent and manage some of the largest and most prestigious residential development in Australia.



EMMA HOCKING
MARKETING MANAGER



JACQUI CONIAS
MARKETING MANAGER

PDI INTERNATIONAL NETWORK

BEHAVIOURAL MARKETING CAMPAIGNS

Increase the effectiveness of campaigns by capturing data generated by website and landing page visitors and targeting those IP addresses.

CHINA

INDIA

SOUTH
KOREA



AUSTRALIAN
PROPERTY TOURS

EDM MONITORING & LEAD ALERTS

Using partnering companies like 'Sign-Up.to' to accurately create, monitor and customise EDM campaigns to deliver leads.



INTERNATIONAL

LOCAL ■ INTERSTATE ■ INTERNATIONAL

SINCE 1997

HOME VISITATIONS

Bring the project 'to the people' helps reduce the confusion in the marketplace for buyers who are becoming overwhelmed at the amount of projects, online material and opinions available.

PR CAMPAIGNS

Cost effective socially creative campaigns to provide relevant information to the public and attract buyers to the project.

SOCIAL MEDIA MARKETING & APPS

Gaining website traffic and leads through social media sites and Apps for mobile devices.

EFFECTIVE ON-SITE SALES STRATEGIES

Well presented sales offices and on-site signage staffed by our highly experienced sales agents.

PROVEN MARKETING CAMPAIGNS



Successful marketing campaigns go beyond merely advertising and begin long before the project is ready to release to the market. Each development requires a carefully considered and tailored marketing campaign that involves much more than just placing advertisements in the local paper.

Along with our own internal database of over 85,000 clients, Property Direct International recognise that to be the best, we need to be constantly thinking 'outside the square' to delivers new and exciting ways of generating leads and sales.

We have been busy researching alternative cost effective media paths such as:

- **Behavioural Marketing and Cost Per Click**
- **Adword Campaigns**
- **International Media and Press**
- **Professionally created and monitored Email Marketing Campaigns (EDM's)**
- **Mobile Displays and In-Home Presentations**
- **Telemarketing**
- **Property Tours**
- **Mobile Billboards**

...just some of the new initiatives by PDI to generate leads and reach target markets.

We have successfully helped design, implement and evaluate marketing campaigns for over two billion dollars worth of property. At PDI, we will perform weekly reports tracking advertising spends to ensure a cost effective campaign.

These cost effective marketing budget measures, when combined with a clear direction on the branding and product positioning, signage, and total web solutions, have been proven time and time again - the evidence is in our results.

Over the next few pages you'll find but a few examples of different advertising mediums that we can help implement for your project.



OUR PROJECTS



	DESCRIPTION	YEAR	STATUS
Bothwell Street	130 apartments in Mount Gravatt	2016	COMING SOON
Breezes On Bardon	25 apartments in Bardon	2016	PRE SELLING
Renzo's Place	66 apartments in The Gap	2015	COMING SOON
Allure Residences	28 apartments in Mt Gravatt East	2015	PRE SELLING
Serenity at Garden City	30 apartments in Mt Gravatt East	2015	COMING SOON
Summerfield	59 terrace homes in Manly	2015	SELLING
Silhouette	35 apartments in Mt Gravatt	2015	SELLING
Elleve	11 apartments in Mt Gravatt East	2015	SELLING
Verde	9 apartments in Murarrie	2015	SELLING
Signature	96 apartments in Michelton	2015	SELLING
Serendipity	40 apartments in Mt Gravatt	2015	SELLING
Sonata	39 apartments in Coorparoo	2015	SELLING
Duo	25 apartments in Milton	2015	SELLING

Property Buyers Expo SYDNEY- 30th October-1st November 2015




MANLY WEST
SPACIOUS 3 Bedroom Terrace Homes from \$475,500
CALL JOE LEONARDI 0439 919 707

COORPAROO
2 Bedroom LUXURY Investments from \$485,000
CALL JO PRINCE-GILLIES 0448 911 016

MITCHELTON
LUXURY 2 Bedroom 2 Bathroom Apartments from \$399,000
CALL SIMON CHIPMAN 0473 938 180

UPPER MT GRAVATT
LUXURY 2 & 3 Bed Apartments from \$425,000
CALL JO PRINCE-GILLIES 0448 911 016

FORTITUDE VALLEY
Apartments Priced from \$380,000
CALL JOE LEONARDI 0439 919 707

BAXTER ST
Live the Bayside Experience
8 minutes to Manly Esplanade
10 minutes to Brisbane Airport
Limited Release
Luxurious appointed interiors
2 and 3 level Terrace Home designs
Backing onto parklands
Purchase with 10% Deposit- Nothing more to pay until Settlement

INVESTORS OWN A 200m² HOME \$5/wk*
6% RENT GUARANTEE FOR 12 MONTHS
ASK US HOW
CRA CERTIFIED REPORT AVAILABLE
CALL JOE LEONARDI 0439 919 707

39 APARTMENTS, PER FLOOR
\$1000 SECURES YOUR INVESTMENT
32 unique floor plans
Ducted Air conditioning
Secure basement parking
Resort pool & reflexion pond
Entertainment area including BBQ
Secure swipe card lift access

UNDER CONSTRUCTION COMPLETION EARLY 2016
FOR SALE OFF THE PLAN
Just 15 minutes to Brisbane CBD
10 Storey Boutique Apartment Building
Only 56 one and 2 Bedroom Apartments
Each apartment has its own car space
Investors own for \$6 per Week*
Includes Rooftop Pool

BRISBANE'S BEST BOUTIQUE DEVELOPMENTS
www.propertydirect.com.au CALL (07) 3360 7222



21st October 2015 | Category: **Commercial, Marketing, News**, QLD, Residential, Retail, Transactions | Staff Writer



East Village Project At Cannon Hill's \$42 Million Stage Two Sold Out

📅 21st October 2015 | Category: **Commercial, Marketing, News, QLD, Residential, Retail, Transactions** | Staff Writer



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General Outdoor Advertising SUMMERFIELD Terrace Homes



Project Sales Office Display



Website BREEZES ON BARDON Luxury Hilltop Apartments

SALES ENQUIRIES CALL JOANNE ON 0448 911 016 | jpg@propertydirect.com.au




BARDON'S most exclusive address



Step Up and Live TO A DIFFERENT PLACE

Limited Pre-Release Opportunity
 Step up and live on top of Bardon at Bardon's most exclusive address.

Ducted Air conditioning, Stone bench tops, High Ceilings, Quality Italian appliances, Seamless timber tile flooring internally and externally, LED feature lighting throughout, Resort pool and BBQ area, Instantaneous hot water system.

PD INTERNATIONAL For your Pre-Launch viewing, please contact Joanne
 0448 911 016
 jpg@propertydirect.com.au

REGISTER NOW

23 BOUNDARY ROAD, BARDON BRISBANE

Electronic and Print Promotion



Exclusive Pre Launch Viewing Opportunity to secure your residence before our Public Launch in 2016

Only 25 Hilltop Luxury 2+3 Bedroom Residences



NOW PRE-SELLING FROM \$527,000

Step up and live on top of Bardon at Bardon's most exclusive and elevated address

FOR SALES ENQUIRIES & APPOINTMENTS PLEASE CALL JOANNE 0448 911 016
 SALES OFFICE Corner of STUARTHOLME & BOUNDARY ROAD, BARDON



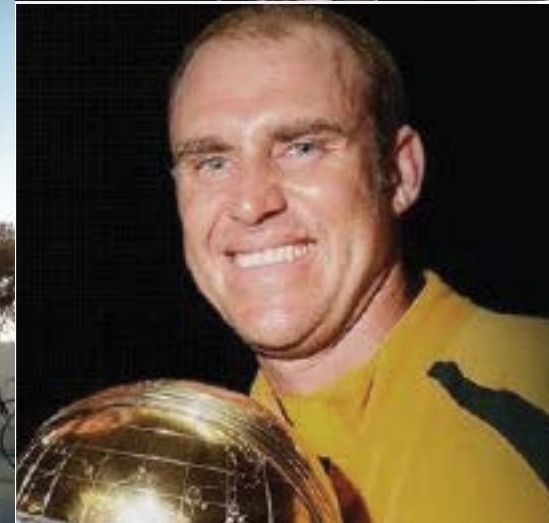
OUR PAST CAMPAIGNS

DEVELOPMENT	DESCRIPTION	YEAR	STATUS
Tranquility Apartments	55 Apartments in Mt Gravatt	2014	SOLD
East Village Stage 2b	32 Apartments at Cannon Hill	2014	SOLD
Silhouette Apartments	16 apartments in Upper Mt Gravatt	2014	SELLING
Terraces at Mackenzie	81 terrace homes in Mackenzie	2014	SELLING
Sonata on Shakespeare	39 Apartments in Coorparoo	2014	SELLING
East Village Stage 2a	65 Apartments at Cannon Hill	2013	SOLD
Aspect 26	22 Townhomes in Mt Gravatt East	2013	SOLD
Siena Apartments	49 Boutique Apartments in Milton	2013	SOLD
Vertice Apartments	65 Spacious Apartments in Dutton Park	2013	SOLD
Alta Apartments	8 Boutique Apartments in St Lucia	2013	SOLD
East Village	105 Townhomes and 400+ Apartments in Cannon Hill	2012	SOLD
Alex Perry Residential	143 Boutique Apartments in Fortitude Valley	2011	SOLD
The Barracks	110 Townhouses and Apartments in Cannon Hill	2011	SOLD
Allure - West End	Residential apartments in West End	2011	SOLD
Rhodes	271 residential apartments in Capalaba	2011	SOLD
Code - Bowen Hills	132 apartments in Bowen Hills	2010	SOLD
Focus Apartments	79 apartments in Chermside	2010	SOLD
Pinetrees	58 apartments in Upper Mount Gravatt	2010	SOLD
South Central Apartments	39 Boutique apartments in South Brisbane	2009	SOLD
W32	9 apartments in Hamilton	2009	SOLD
Courts of Windsor	16 apartments in Windsor	2007	SOLD
M on Mary	367 apartments in Brisbane CBD	2007	SOLD
Ciana	134 apartments in Indooroopilly	2007	SOLD
Evvien	Apartments and Town Homes at Everton Park	2007	SOLD
Surfair	20 beach houses and penthouses in Marcoola	2007	SOLD
Tempo	\$70m residential development in West End	2007	SOLD
Skyline Apartments	47 Level Residential Apartment Building in the CBD	2006	SOLD
South Edge	45 apartments in South Brisbane	2006	SOLD
Harmony	\$90m residential development on the Broadwater	2006	SOLD
Elysees	35 apartments in Milton	2006	SOLD
Flow	\$100m river front development in West End	2006	SOLD
Drift	\$75m, 114 unit development at Casuarina Beach	2005	SOLD
279	Indro 26 apartments in Indooroopilly	2005	SOLD
Calm	35 apartments in Redcliffe	2005	SOLD
Hew Ridge	12 apartments in Indooroopilly	2005	SOLD
Element on Coolum	\$50m esplanade development at Coolum Beach	2005	SOLD
Evolution	\$90m 37 level development in Brisbane CBD	2004	SOLD
The Establishment 5	3 residential units in Newstead	2004	SOLD
V Apartments	\$30m, 96 apartments in Fortitude Valley	2003	SOLD
Terraces on Gregory	\$32m, 80 apartments in Bowen Hills	2003	SOLD
GC1	\$50m, mixed use development in Woolloongabba	2003	SOLD
Aurora	\$210m, 478 apartments in Queen St, Brisbane CBD	2002	SOLD
Willahra	\$50m, 104 apartments in Brisbane CBD	2002	SOLD
Metropolis	\$20m, 41 apartments in Brisbane CBD	2002	SOLD
Emporium	\$90m 232 apartments in Fortitude Valley	2002	SOLD
Felix	\$90m, 241 apartments in Brisbane CBD	2002	SOLD
Frisco	\$20m, 63 apartments in Spring Hill	2001	SOLD
Petrie Point	\$90m, 175 apartments, 8 riverfront terraces New Farm	1999	SOLD
The Galleries	73 apartments in Fortitude Valley	1998	SOLD
Birley Lane	7 level residential complex in Spring Hill	1998	SOLD



AUSTRALIAN
PROPERTY TOURS

HOSTED AUSTRALIAN PROPERTY TOURS



'Property Tourism', where the property industry meets the global travel industry. Australian Property Tours - part of Worldwide Property Tours - taps directly into the emerging aspirational middle class of India, China, Malaysia, Indonesia and South Korea. 'Australian Property Tours' is the first comprehensive licensed property transaction business of its type bridging emerging markets throughout China, India, Malaysia, Indonesia and South Korea with developed residential hot spots around the globe. Primarily and initially Australia, the USA followed by the UK.

After 2 years of establishing previously untapped travel and social networks, the first hosted property tours will commence in 2016 on the Gold Coast. The choice of commencing in Australia and on the Gold Coast is a strategic move due to the lowering Australian dollar, the Australian city property cycles, the Commonwealth Games and availability of numerous world class residential projects - still at relatively affordable prices. In addition for investors the Gold Coasts newly found economic engine and global attraction as a safe lifestyle destination.

70,000 passengers flying direct from China into the Gold Coast commencing in September '15 was also a factor.

THE 'OFFICIAL GOLD COAST PROPERTY TOUR'

TOUR 1 PREMIER'S Gold Coast Property Tour.

The PREMIER'S Property Tour hosted by former Queensland State Premier Hon Robert Borbidge will host 100 Chinese property buyers on the Gold Coast in 2016.

TOUR 2 The 'Matt Hayden' hosted Gold Coast Property Tour High-profile cricketers will host our inaugural hosted Gold Coast Property Tour out of India. 100 seats are available for the hosted tour.

In 2016 Brisbane, Sydney and Melbourne will join the Hosted Property Tour circuit with the tours commencing from South Korea, Indonesia, followed by Singapore and Malaysia.

BACKGROUND

It is a requirement of the Australian Government that all non-Australian residents purchase new property - not established property. This significant influx of foreign property buyers is unquestionably changing the real estate landscape with approximately 20% of all new property sold to non-Australian residents. \$60 billion alone is forecast to be now invested in new Australian property by Chinese nationals by 2020.

Media/ Facebook Campaign- APT



Rob Borbidge discusses investment in Australia



WWPropertyTours
 @WWPropertyTours
 Australian Property Tours by Worldwide Property Tours
 Australia
 worldwidepropertytours.com

Tweets Tweets & replies Photos & videos

WWPropertyTours @WWPropertyTours · 8h
 We just defined **#Spectacular!** Breath taking, award winning, life changing & an own progressive paradise. **#GoldCoast**

WWPropertyTours @WWPropertyTours · 8h
 What is **#RealEstateTourism?**- Find out more on: bit.ly/1iJ6ujR

WWPropertyTours @WWPropertyTours · 8h
 5 Amazing **#Properties** | 5 Amazing **#Locations** - All at the **#GoldCoast**.

Who to follow · Refresh · View all

- Pope Francis** @Pontifex · Followed by Brigid Tanner a...
- Hammer Museum** @hamm... · Followed by Complex Art+D...
- David Zwirner** @davidzwirner · Followed by Complex Art+D...

Trends · Change

- #ShopSmallAU**
Shop Small is a national movement that supports local small businesses
Promoted by Amex Australia
- #purpose**
2.43M Tweets about this trend
- #ModiAtWembley**
167K Tweets about this trend
- #AUSvNZ**
21.6K Tweets about this trend
- #MadeInTheAM**
5.66M Tweets about this trend
- Beirut**
47.4K Tweets about this trend
- #1DonSmalzzy**

TWITTER
 AUSTRALIAN PROPERTY TOURS

WHY INTERNATIONAL?



Chinese buyers could pump as much as \$60 billion into Australian housing over the next six years, with much of that investment going into new housing, according to a Credit Suisse report.

Strategist Hasan Tevfik and his team produced a landmark analysis last year revealing the scale of Chinese housing investment for the first time. Now they have revised those original forecasts dramatically upwards in the wake of the latest foreign investment figures.

Over the next six years to 2020, Chinese spending on housing will more than double what it has been over the previous six years.

China has become Australia's biggest source of approved foreign investment for the first time after a \$12.4 billion splurge on real estate in the last financial year.

Of that total around two-thirds, \$8.7 billion, was spent by investors based in China or by new immigrants from China on residential real estate, according to the Credit Suisse analysis.

That represents an increase of 60 per cent on Chinese spending in the year. It is also equivalent to 15 per cent of the national housing supply.

AFR Graphic

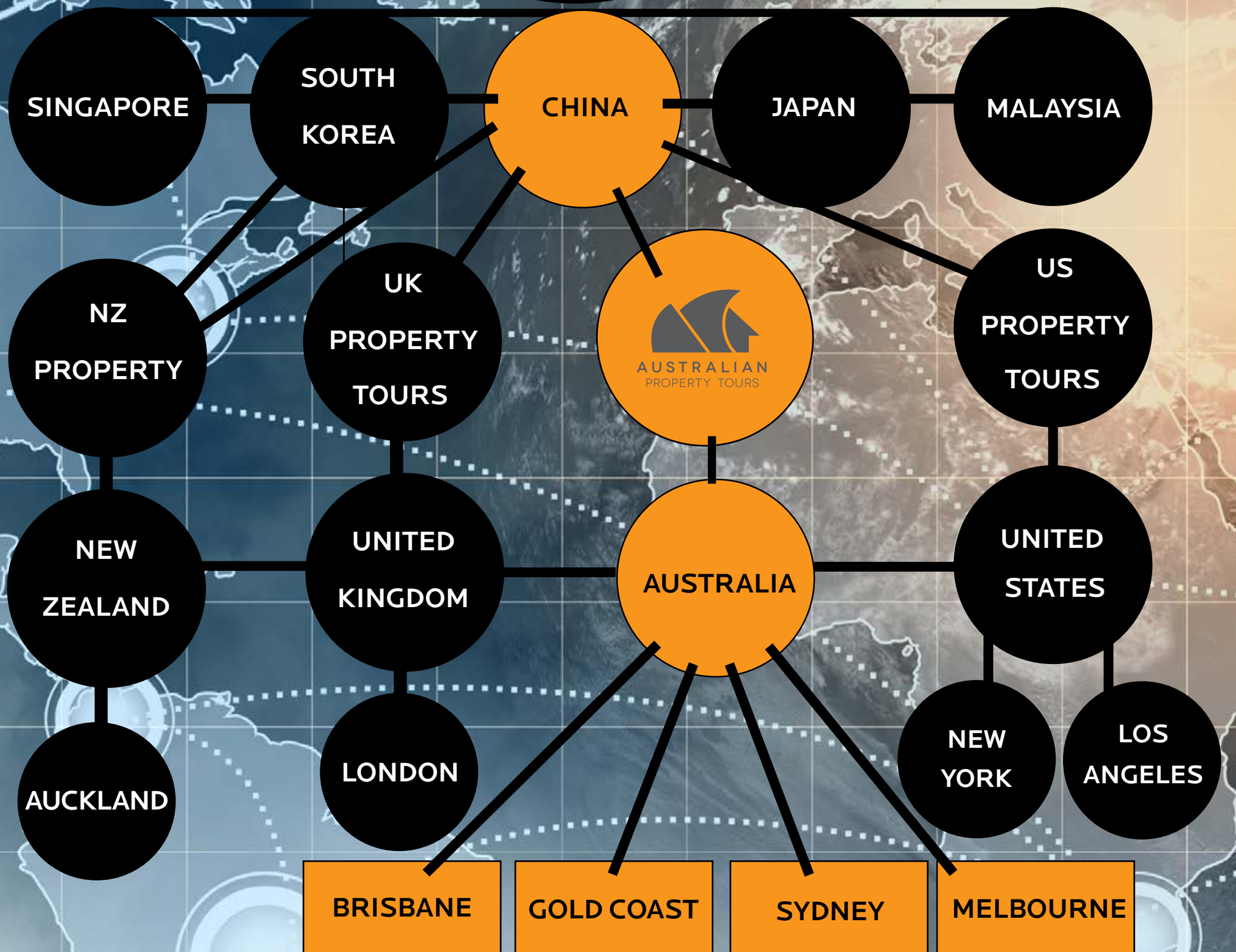


INTERNATIONAL

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SINCE 1997

GLOBAL MARKET





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www.propertydirect.com.au