

Place.



PROJECTS



Place Projects has established itself as a distinguished figure in the realm of residential project marketing, boasting a distinctive and triumphant approach that is firmly focussed on providing service excellence through superior-quality solutions.

Equipped with unparalleled experience, unwavering expertise, and a proven track record in off-the-plan sales, this esteemed organisation directly interfaces with business owners and maintains a highly trained and knowledgeable sales team that is always at the ready. Whether you seek a partner for your residential or mixed-use development, Place Projects represents an ideal choice.







## Our Mission.

We empower developers to reach their desired sales and marketing goals for their residential projects.

## Our Vision.

Place Projects are leaders in the creation and delivery of individually considered and specifically designed sales and marketing strategies for well-located Queensland residential projects.

We take responsibility for the projects' success delivered through the 5P's central to our business and what is best for the project.

Quality people utilising creative promotion for desired product offered at competitive pricing in a growth place.

# About Place Projects.

**Place Projects is South-East Queensland's premier project marketing agency with the experience and resources to bring success to your next residential development.**

Our people are 'hands on' operators who specialise in marketing and selling off-the-plan apartment developments and master-planned communities in the South-East Queensland market. Our clients range from small local builders to large publicly listed companies; our buyers range from first home buyers, luxury downsizers, to professional national and international investors.

Place Projects is a high-quality organisation with a proven track record of customer satisfaction and outstanding sales results, which has helped us achieve record residential sales. The secret to this success is managing our growth and hand-picking the very best sales professionals in the business.

Our unique set of systems and processes helps our staff grow professionally. It also allows us to offer a comprehensive sales and marketing service that minimises costs to our clients.

Using our proven formula, we empower developers and investors with information to make informed decisions on areas including site selection, development creation and planning, and buying opportunities.

It also assists in the development of tailor-made strategic marketing campaigns that actively engage a project's most suitable target markets. This holistic approach, combined with our experience and local knowledge, means we can minimise the risk, while maximising the return on your development.

Our reporting systems for developers are unparalleled in their level of detail and sophistication. They offer robust support for rational discussions surrounding marketing expenditures and serve to minimise lost sales opportunities, thus facilitating optimal outcomes.

Our directors have accumulated an impressive 65 years of combined experience in undertaking, negotiating, engaging, and settling every conceivable type of real estate product. From marina berths to apartments, houses to site sales, their expertise spans a wide array of domains and is marked by a proven track record of success.



# Power of the Brand.

The power of the Place brand is a key factor that separates Place Projects from our competitors. The Place brand has become synonymous with quality people, quality properties and quality marketing. With a turnover of \$2.8 billion per year, our commitment to quality is supported by a passion for innovation and exceptional results. In fact, Place was founded on challenging traditional real estate practices and revolutionising the way the industry operates. Our unique 'one office, multiple locations' approach puts the power of our high-quality brand to work for your development - to get noticed and get results.

The key to getting results is having your development seen by as many prospective buyers as possible. At Place Projects, our team has access to an ever-growing, centralised database of over 80,000 local, national and international buyers who already know and trust the Place brand. This unique database system facilitates comprehensive and up-to-the-minute reporting to our clients on a weekly

basis or on request. Over 200 trained salespeople are talking to more than 2,000 qualified leads each week, so our list of buyers and knowledge of market trends is kept up to date. When we combine this immediate exposure with the creation and delivery of individually considered and specifically designed sales and marketing strategies to drive new organic sales leads, Place Projects creates deep market penetration and enhanced sales success. With access to more buyers, we can help your project reach its full potential.



# Our Directors.



## Bruce Goddard

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Bruce Goddard is a name long synonymous with Project Marketing across Queensland. He has led the sales and marketing teams for some of Queensland's largest residential, waterfront and mixed-use projects.

In 2010, Bruce joined forces with experienced Sunshine Coast Project Marketer, Syd Walker. Together, Bruce and Syd brought their wealth of project marketing experience and strong industry connections to the established brand of the Place Group of Companies. This partnership saw the creation of Place Projects.

Major Projects and Project Marketing are Bruce's passion. He has a strong belief that the right design for the right product, at the right price, presented to the ideal target market through a well-trained and experienced sales team, will result in volume sales.

Bruce's expertise encompasses a broad range of quality residential and waterfront projects. These include inner-city high-rise, lifestyle-related golf course residential product, and waterfront and marina property. Many of these projects involved off-the-plan sales.

Bruce enjoys being actively involved with all aspects of the sales and marketing process, working with the developer and its creative team right through to the sales team.



## Syd Walker

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In 2010, after a 20-year project marketing career in the Sunshine Coast region, Syd relocated to Brisbane to become a founding partner with Bruce Goddard and Damian Hackett to establish Place Projects, now part of the Place Group of Companies.

Today, one of Syd's key roles includes the sourcing of new residential projects for the Place Projects business. His advice is keenly sought after by both large public and private property companies seeking to develop selling and marketing strategies for their residential products.

Some of his past and current clients, with whom he has established solid working relationships, include Brookfield Residential, Lend Lease, Sekisui House, Shayher and many private developers. He continues to service developers across South East Queensland, assisting where possible with research advice and market and product trends for mixed-use developments.

Syd is driven by partnering with Place Estate Agents, a strong Brisbane independent boutique residential agency brand that offers the closest synergy with his own personal expertise in the art of project marketing.

His personal motto is advising what is **best for the project.**



# Our CEO.



## Damian Hackett

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Damian Hackett is CEO of Place Estate Agents and has been involved in residential Real Estate and Business Ownership since 1991.

Damian opened an agency in the Eastern suburbs of Brisbane which then evolved into Place Estate Agents in 2002. Now, along with his Business Partners, Damian oversees the operation and growth of the Place Group business in Brisbane, operating under their unique Shared Services business model.

Damian's knowledge of the industry is unparalleled, and he is considered one of the most experienced Real Estate professionals in the greater Brisbane area - playing an important role in the development of all Place agents by transferring his knowledge and experiences on, as he believes ongoing education and training are paramount in order to deliver high-quality service to all clients.



# Our Track Record.

Place Projects is a part of the wider Place Estate Agent group of companies. The Place Group lead by Industry leader Damian Hackett retains a share hold in Place Projects, the balance of the shareholding is held by interests associated with the Directors of Place Projects, Bruce Goddard and Syd Walker.





# Company Structure.





The Place Projects team is led by some of the most experienced and high achieving sales and marketing professionals in the industry.

## MAJOR PROJECTS

Place Projects and Place Advisory demonstrate a high level of reliability in their relationships with developers of major projects, actively engaging with them as early as 12-18 months prior to market release. With a proven track record in the establishment and management of an onsite presence, the Place Projects buyer management team is complemented by the directors' expertise in handling listing, marketing plan, sales strategies, and appointment documentation. Place Advisory's research and consultancy services are highly valued throughout the life of the project. Weekly meetings attended by sales agents, marketing managers, and a director facilitate ongoing collaboration with the developer, ensuring reliable management of buyer interactions, daily reporting, and CRM data. Onsite staff generate weekly reports for the client, further cementing Place Projects' reputation for reliability.

## RESIDENTIAL LAND & MASTER-PLANNED COMMUNITIES

The sales and marketing of Land Subdivision, from small in-fill estates to large master-planned communities, is a separate division of the business. Our specialised buyer management team are trained in selling vacant residential sites through to working with selected builders to create house and land packages.

## INVESTMENT SALES

Investment sales are generally transacted through interstate and international third party agencies and groups. In the majority of cases, higher fees are paid by the developer through Place Projects to this source of buyers. The company receives an over rider for managing these sales groups. In major projects, the developer may allocate some stock when the local market has no uptake of sales of this product. These selling groups are active also in small projects, the townhouse market and house and land products.

## SMALL PROJECTS

Small projects are best described as apartments and townhouses being developed in the suburbs that are not big enough in scale to have an onsite sales display. These are usually developed by small builders, individuals or small investment groups on in-fill sites, small subdivisions and splitter blocks. Specialist staff are expected to list and sell this product using our project marketing philosophies. Director's participation is of an administrative and quality assurance capacity.

## RESALES

The Resales Division includes servicing past buyers in major projects, small projects, investment products and landlords from our property management portfolio. All services are typical of real estate agents in a general brokerage business.

## MARINAS & TOURISM

With a wealth of experience in marinas, waterfront residential properties and tourism-related real estate, the team at Place Projects has successfully operated in various locations, ranging from the picturesque Gold Coast in the south to stunning Cairns in the north. It is important to note that selling and marketing lifestyle real estate demands a distinct set of knowledge, skills and experience compared to inner-city residential properties. Our team at Place possesses the specialised expertise required for handling lifestyle real estate transactions. We have a proven track record of excellent results in this area.



Place Projects is an exceptional organisation dedicated to project marketing and sales, boasting an established record of customer satisfaction.

The organisation's unwavering commitment to innovation and delivering exceptional results positions it to attract quality individuals, properties, and marketing campaigns.





## SERVICE OFFERING

Place Projects challenges the traditional thinking of the real estate industry. The quality of our marketing continues to result in strong brand recognition and market penetration.

We are passionate about our services and going above and beyond the norm for our clients. Our service offering varies as we acknowledge that each of our clients' needs are unique.

### Place Projects provides:

- Product and pricing consultancy
- Access to sales networks and databases
- Investment sale channels
- Specialised marketing consultancy
- Research reports
- Marketing planning, execution, and management
- Budget management
- Outside agent engagement
- Sales person management
- Weekly reporting and meetings
- Purchaser and prospect relations
- Media and public relations management
- Contract management
- Preparation of project information for valuations
- Settlement inspections

## PLACE ADVISORY

An intimate knowledge of potential buyers and the marketplace can minimise risk and give your development the edge over competitors. At Place Advisory, we understand the importance of ongoing market research. We employ in-house full time researchers, so we can retain and have easy access to all of the information we gather.

By providing our clients with accurate, up-to-date research, it ensures they can make informed, financially sound business decisions. It enables us to identify opportunities for our clients, provide advice on choosing the very best site and create the optimal package for each project.

We can then provide qualified recommendations on the product mix, positioning, design, finishes and price. Access to such comprehensive buyer information also enables us to identify early market trends. Our in-depth local market knowledge can help you develop a product that will yield greater returns, experience faster sales and achieve the best financial result.

## WHY PARTNER WITH US?

### Access To Our Projects Database.

80k contacts who have enquired on and are actively looking for new opportunities. These sales are normally the lowest possible cost of sale.

### “Off-The-Plan” Market Intelligence.

This will assist the decision making process throughout the planning and sales journey.

### Expert Marketing Advice.

Marketing costs continue to grow, often yielding falling enquiry numbers. Our knowledge of the latest marketing techniques across all platforms to increase buyer engagement may help reduce the marketing spend and overall cost of sale..

### Quality of Agents and Support Team.

The sales process always relies on the assistance of carefully selected, well trained and financially motivated buyers agents. Place Projects attracts and trains some of the industry's best people.

### Power of the Brand.

Developers marketing and sales track can choose to boost their own brand, or where there is a benefit leverage their Project with the Place Brand, and the large sales team in the many Place Offices across Brisbane.

### Experienced Project Management.


Our Directors have many years experience in sales and process management. There will always be issues to solve throughout the process; the well experienced management team are always looking for ways to tweak and improve the performance of each project. The developers interests always come first..




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