

ALPHAMAC
PROPERTY GROUP

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*Melbourne's boutique
property development and project marketing specialist*

AlphaMAC.net.au



Founded by Peter Hua, a hands-on director with more than 15 years of experience in 'off-the-plan' residential projects and a strong passion for property, AlphaMAC Property Group is Melbourne's innovative property company providing project marketing and property development management services.

AlphaMAC has grown using modern-day sales and marketing techniques into a multi-disciplined company with millions of dollars worth of property projects under its management and marketing direction. AlphaMAC is results focused and markets high-quality boutique residential apartments in prime locations in Melbourne's city and inner suburbs.

Development & Project Management

AlphaMAC can act as development manager and provide development and project management services for residential mixed-used projects of any size. Our services include:

Project Advisory Services

- Site identification and sourcing through agents, developers and financier's network (on and off market sites)
- Concept development, project due diligence and feasibility
- Site acquisition or Joint Venture opportunities
- Assisting with equity raising and finance structuring

Development Approval Services

- Concept development brief to architect and town planner
- Design and consulting team selection and management
- Planning and authorities (Council & VCAT) management
- Community consultation and public relations
- Design and environmental assessment Management

Project Marketing Services

- Propose and manage project sales and marketing budgets, plans and implementation
- Design and produce all marketing collaterals, sales display, price list, sales contracts...
- Appoint selected overseas, interstates and local selling agents
- Retail sales team and wholesale sales management
- Sales administration and reporting

Tender Management & Construction Funding Services

- Tender management, assessment, selection and appointment
- Construction cost verification and cost to complete reports
- Preparation of letters of awards and contract documentation
- Funding application packaging for successful bank and mezzanine finance
- Introduction to senior and mezzanine debt lenders



Construction Management Services

- Quality programme control, quality assurance, risk assessment and management
- Contract administration
- Project cost control (in conjunction with a client-appointed Quantity Surveyor and financier)

Settlement Management Services

- Set up owners corporation
- Valuation coordination with external valuers
- Defects management (making sure builder deliver apartment cleanly and to high standard)
- Manage buyers for successful property settlement (including pre-settlement inspections)

Project Marketing

AlphaMAC's project marketing services is an individually tailored sales and marketing plan that examines all aspects of bringing any project to market.

AlphaMAC understands projects and stakeholder participation is encouraged early in the project so that developers receive the full benefit of AlphaMAC's extensive expertise from concept to closing. Working closely with the project development manager, AlphaMAC's project marketing services include:

- Floor plan design and finishes review
- Development of marketing strategies and sales plans
- Development of marketing budgets and implementation plans
- Coordination with conjunction agencies
- Implementation of marketing plans and tracking of sales to meet objectives
- Managing the legal process from the initial exchange of contracts through to settlement



Over the past 15 years, AlphaMAC has conducted in excess of 25 successful project marketing campaigns and launches for leading Sydney and Melbourne developers, amounting to well over 3,000 properties sold with sales value in excess of \$1.5 billion.

AlphaMAC has relationships with more than 120 selling agents' networks across Australia and in South-East Asia to provide developers the confidence that their development will be sold out quickly and efficiently. These networks include: large project marketing companies, property investment marketers, real estate agents, mortgage brokers, financial planners and accountants.



Here are some of AlphaMAC's project marketing launches and sold out successes:

PROJECT NAME	LOCATION	GRV \$	TOTAL UNITS	AVERAGE (\$/SQM)	PRICE RANGE (\$)	PRESALES ACHIEVED IN
Aria	Caulfield	\$20m	28	\$9,000	\$420k - \$735k	3 months
Clara Q	Kew	\$30m	46	\$9,500	\$380k - \$2.5m	2 months
ALT	Travancore (Stg3)	\$200m	396	\$8,500	\$400k - \$650k	5 months
Centvm	Preston	\$50m	110	\$7,500	\$380k - \$450k	3 months
Elvera	Brunswick	\$52m	104	\$7,500	\$400k - \$600k	3 months
Sienna Apartments	Travancore (Stg2)	\$115m	261	\$7,800	\$380k - \$600k	5 months
Highview Apartments	Preston	\$45m	114	\$7,000	\$350k - \$450k	3 months
World Tower	Sydney CBD	\$450m	750	\$9,000	\$450k - \$2m	NA
Summit Apartments	Sydney CBD	\$180m	350	\$8,000	\$300k - \$1m	NA

Strong Asian Network



AlphaMAC has strong relationship with Melbourne and overseas selling agents, and have launched many projects nationally and overseas gaining extensive market knowledge and experience in marketing off-the-plan projects to overseas buyers locally and in Asia. AlphaMAC works closely with its overseas agent network in Asia to deliver solutions that are always creatively different and cost effective for its clients.

AlphaMac has established extensive agent networks in the following Asian countries: China, Hong Kong, Malaysia, Singapore, Indonesia, South Korea, India.

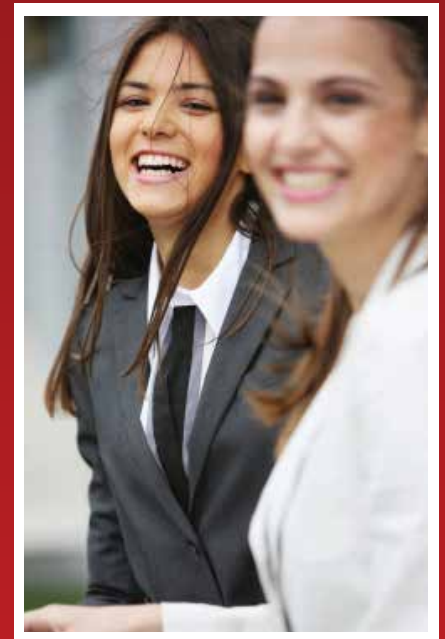
AlphaMAC has exclusively and non-exclusively marketed and sold properties for the following developer clients: XHJ Pty Ltd, Bensons Property Group, Meriton Apartments, HCA Pty Ltd, Mirvac, Australand, Stockland, Multiplex, Skyton, Bilberger.

Real Estate Sales

When it comes to selling a property, you'll want to choose an agency with a strong brand, a skilled team and a reputation for consistent, high-quality service. With a strong network and database of prospective buyers and vast marketing support, AlphaMAC should be seller's first port of call for attracting the right buyer.

AlphaMAC'S selling systems and processes keeps sellers informed through every step of the way and the AlphaMAC team is committed to helping sellers achieve the best possible price in a timely and efficient manner. When sellers appoint AlphaMAC as the exclusive agent, AlphaMAC will be 100 per cent committed and accountable.

AlphaMAC commits to selling at the best possible price within a fixed timeframe by using experience, skills, high levels of customer service and comprehensive resources to get great result for the seller.



“ Customer focused, Service orientated, Results driven ”

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