

Catherine Wiltshire

From: Ashley Miles [REDACTED]
Sent: Friday, 28 October 2022 9:14 AM
To: Dan Gordon
Cc: Alicia Ryan
Subject: Submission: EOI for Lot 1 DP 130467, Lot 2 DP 873792 Bangaroo St North Balgowlah
Attachments: 1. Submission 2 Bangaroo St North Balgowlah.pdf; 2. Suggested Marketing Package..pdf; 3. DEVELOPMENT PORTFOLIO

Dear Dan,

Below is an overview of the detailed submission attached which we were asked to include: Please contact Alicia or myself if you would like to go through the details.

[REDACTED]

Please see attached Full submission and suggested marketing plans for your consideration

A brief background on Alicia and me and some recent projects.

I'll start with the last few development sales we have sold.

[REDACTED]

[REDACTED]

[Redacted]

I have attached our development portfolio to this email. [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

We would really like the opportunity to show you what we can achieve.

Ashley

Ashley Miles | Licensed Agent, Project Sales and Auctioneer

[Redacted]

Shop 1 / 5-7 Raglan Street, Manly NSW 2095

At Red Property, we strive to make every interaction count.

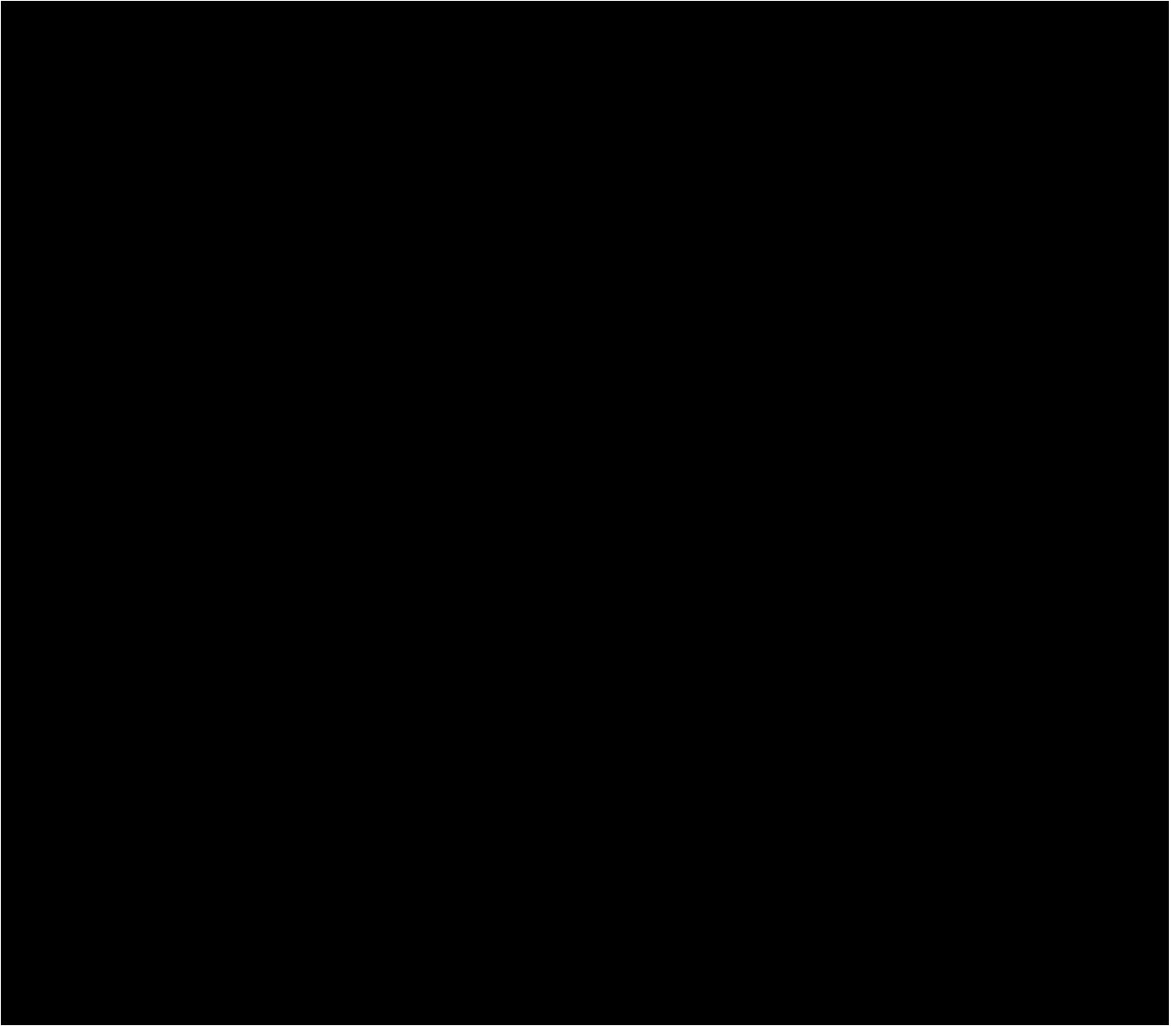


And Maivilo Pty Ltd ACN: 646 317 946

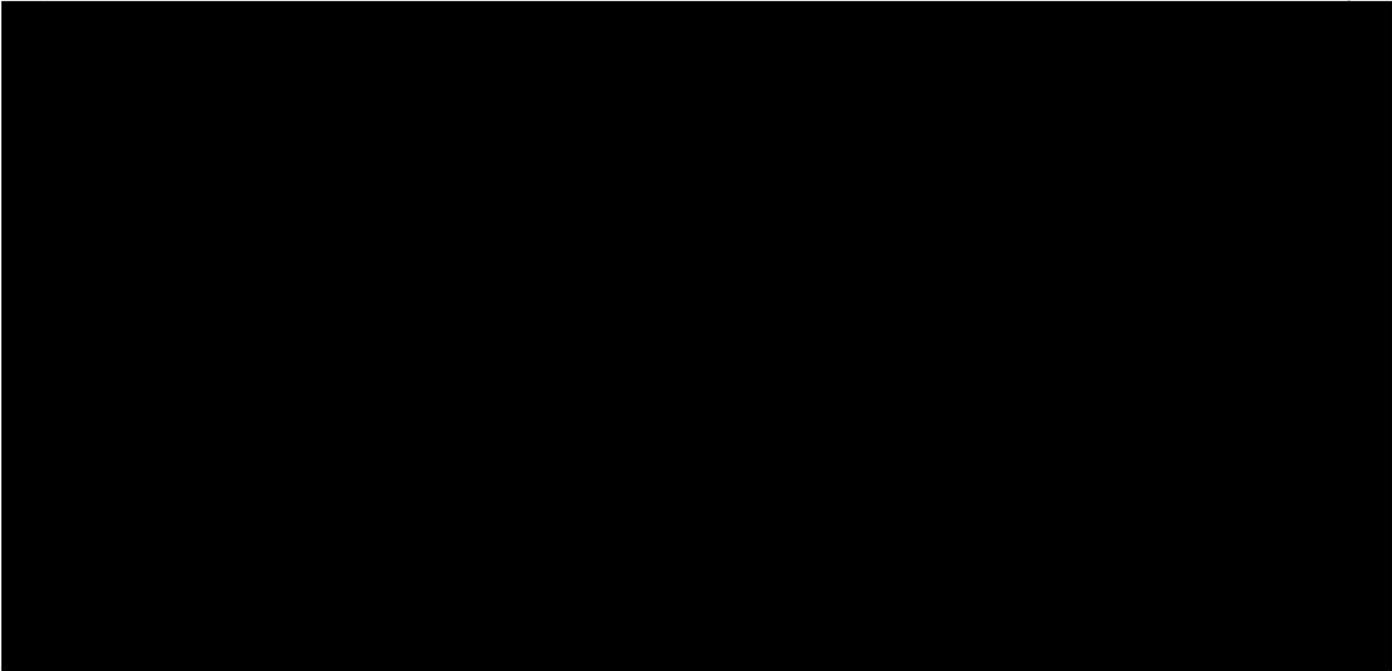
Please Note: All marketing costs to be paid on invoice. It may be paid out of settlement by prior arrangement, however, if properties not sold marketing expenses to be paid within 14 days on invoice

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- *Development Ready Website Targets over 42,000 developers + targeted property developers, investors and consultants*



MARKETING CAMPAIGN STAGE 2



Please Note: All marketing costs to be paid on invoice. It may be paid out of settlement by prior arrangement, however, if properties not sold marketing expenses to be paid within 14 days on invoice

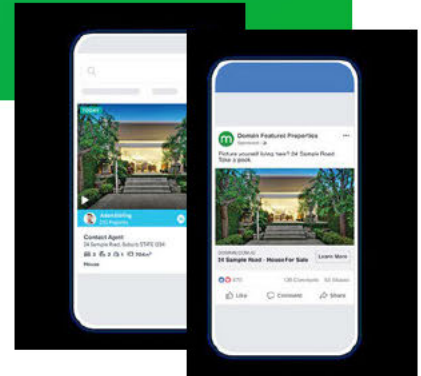
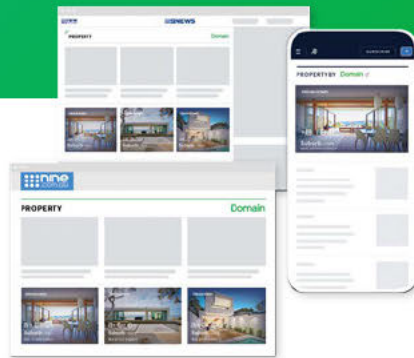
NSW MARKETING PACKAGES

The Sydney Morning Herald | FINANCIAL REVIEW | **9** Nine

Drive more enquiries and help achieve great results for your property by combining magazine, digital and social advertising; allowing you to reach active and passive buyers living locally and abroad.



*In The Sydney Morning Herald and
The Australian Financial Review*



DOMAIN MAGAZINE



Drive the reach of your property further



Stunning photography and engaging content



Reach high net worth individuals

DREAM HOMES



Homepage positioning on domain.com.au (NSW) and smh.com.au



Additional positioning on the homepage of nine.com.au and 9news.com.au



Link directly to your Platinum listing page

SOCIAL BOOST



Target property seekers with Domain's search and enquiry data



Leverage Domain's social media credibility



Link directly to your listing page

Domain

ENTRY MARKETING PACKAGES – NSW

Your multi-channel property marketing solutions

	DOMAIN MAGAZINE IN THE SMH	DREAM HOMES	SOCIAL BOOST	
HALF PAGE SOCIAL BOOST PACKAGE Investment: \$2,200 incl. GST				Save \$640
HALF PAGE DREAM HOMES PACKAGE Investment: \$3,335 incl. GST				Save \$1,980
QUARTER PAGE SOCIAL BOOST PACKAGE Investment: \$2,200 incl. GST				Save \$645
DOUBLE HALF PAGE DREAM HOMES PACKAGE Investment: \$4,950 incl. GST				Save \$2,080

Terms and conditions apply. Cancellation of any portion of the NSW Marketing Package that occurs after the first insertion / appearance date of any of the products outlined in the booking agreement will be billed at the total cost of the package. NSW Marketing Packages are subject to availability and only available with a Platinum listing. Online and magazine advertising Terms and Conditions: domain.com.au/group/agent-centre. Rates are for single resale properties only at the discretion of Domain and are not available for multiple dwelling buildings, projects or developments. Prices are inclusive of GST and subject to change without notice. Agency commission is not payable on advertising for residential real estate agencies. Some suburb exclusions may apply.

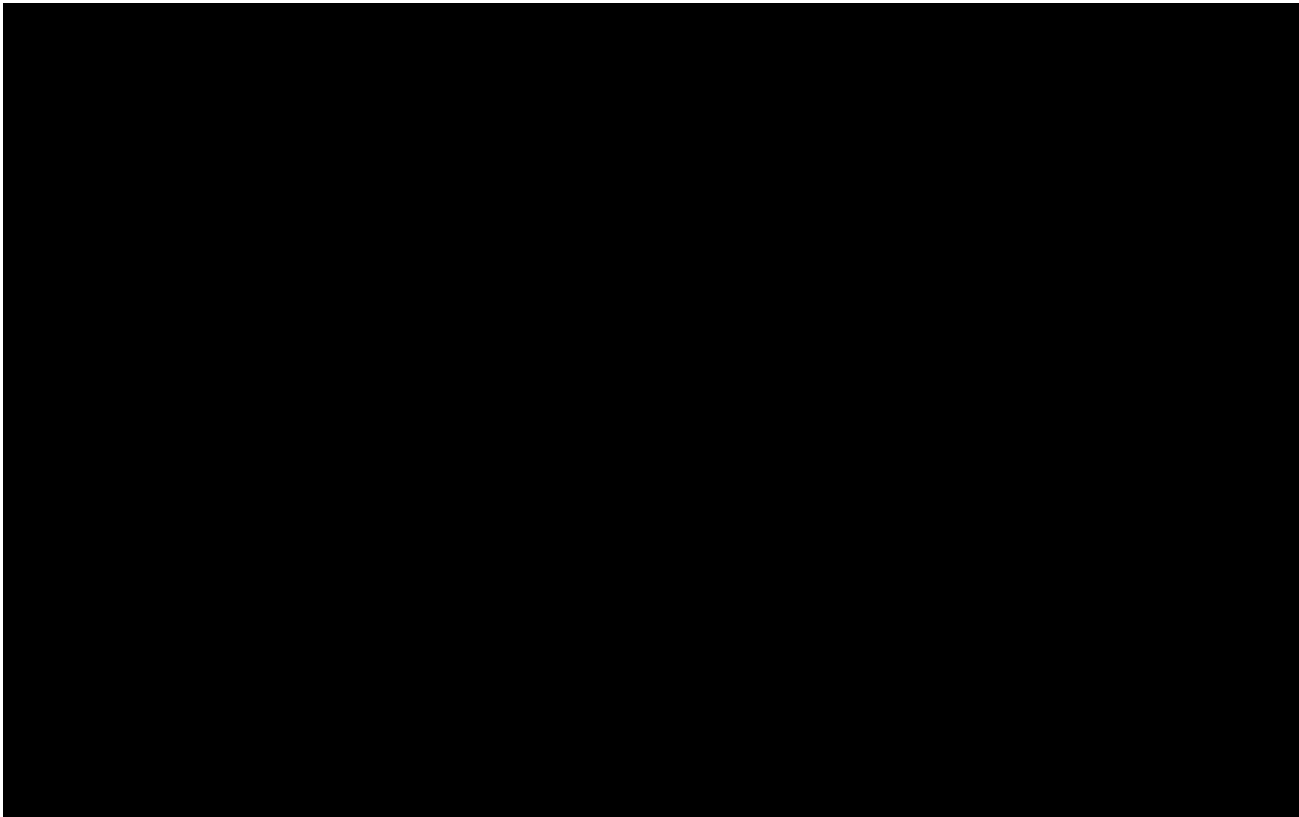
Proposal -
Sales and
Marketing
Strategy 2
Bangaroo St
North
Balgowlah

Prepared
for Dan
Gordon

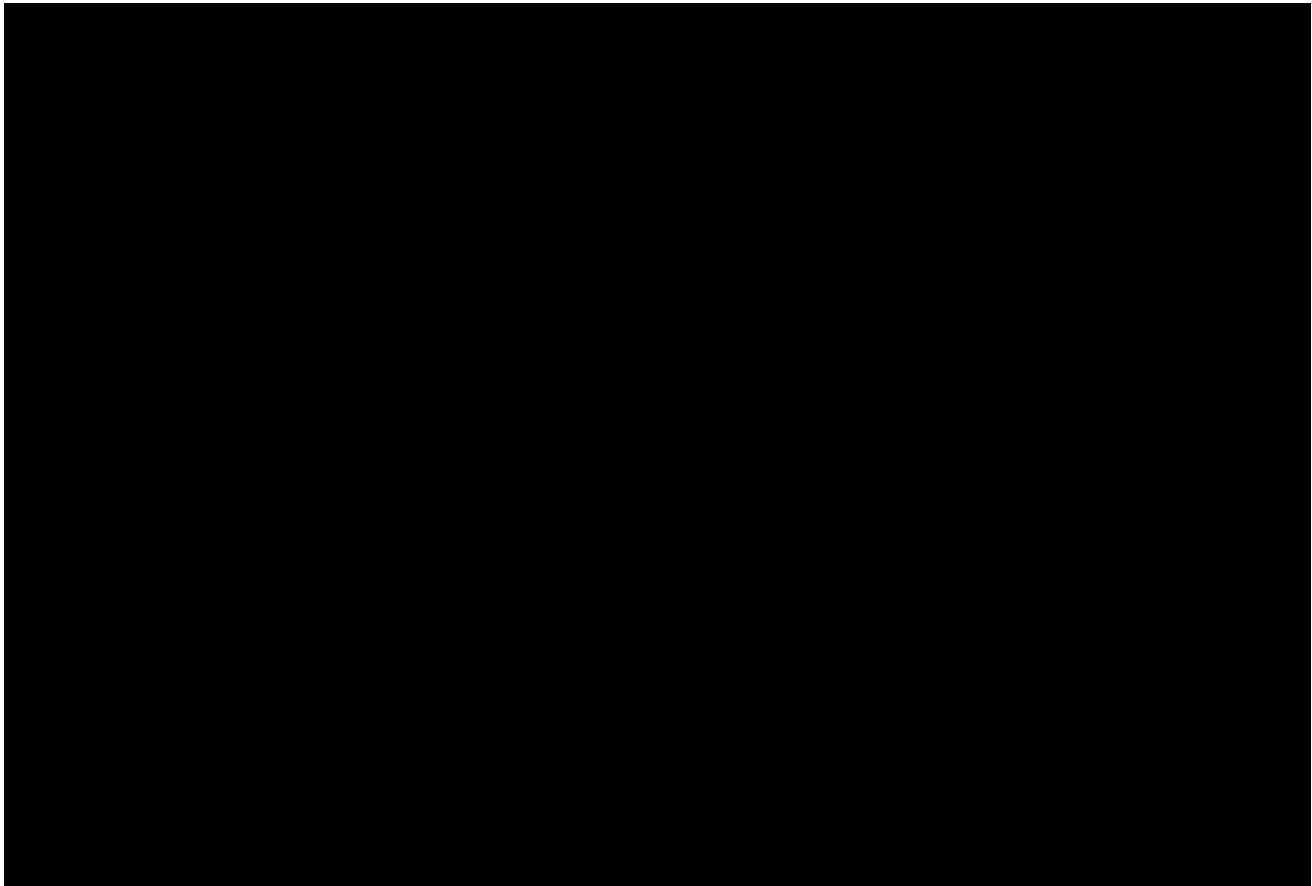


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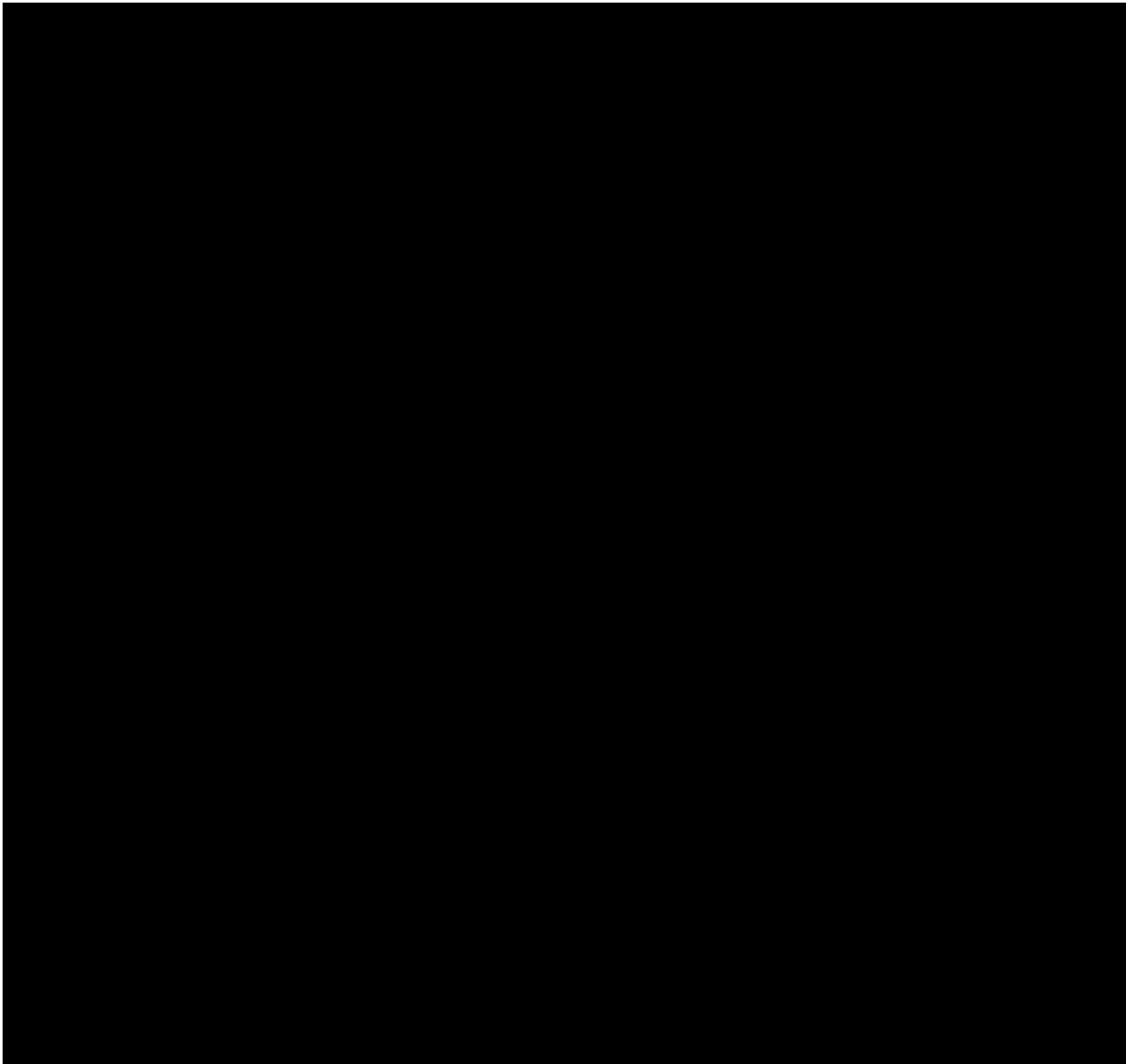
Proposal - Sales and Marketing Strategy
2 Bangaroo St North Balgowlah



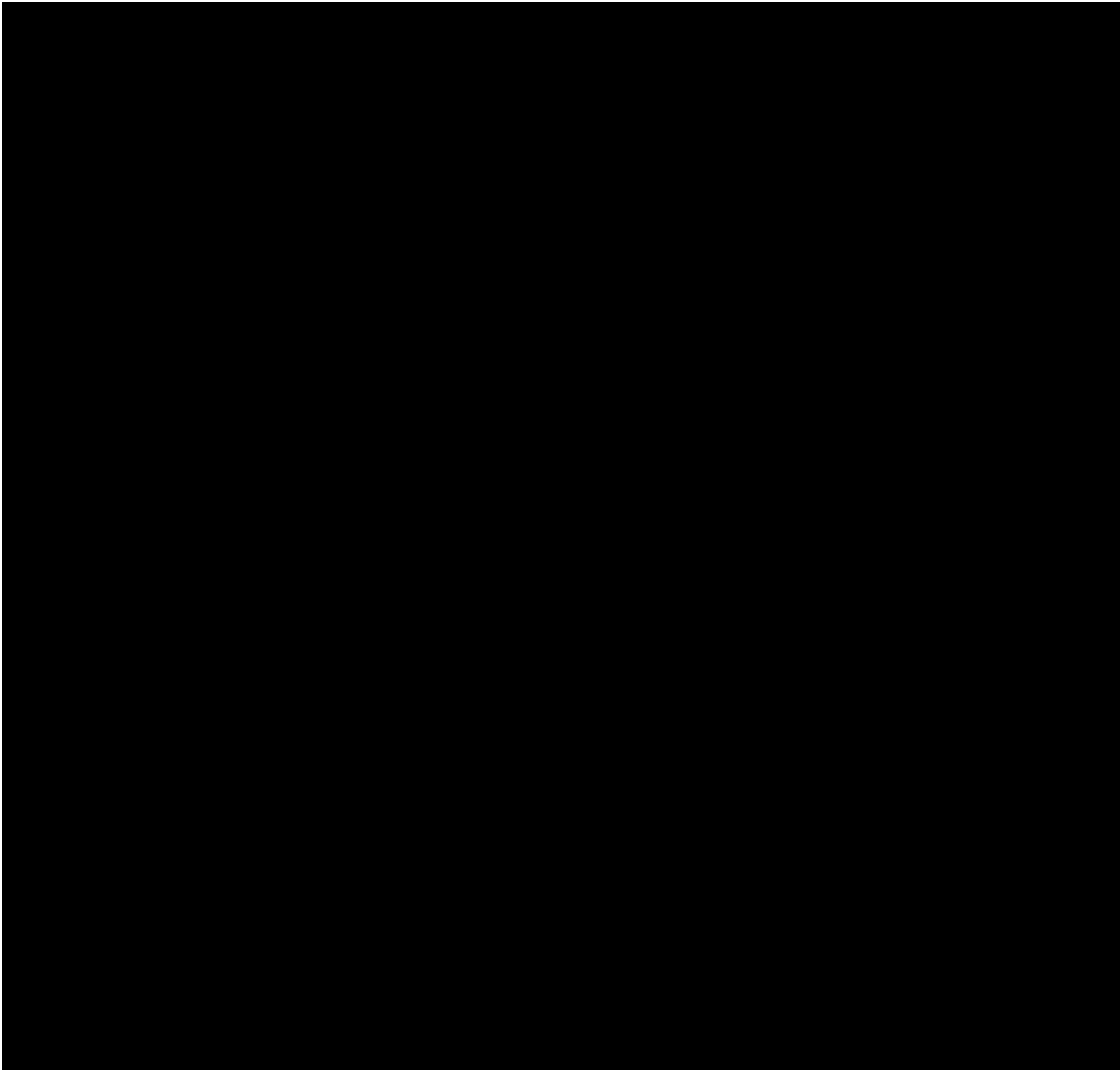
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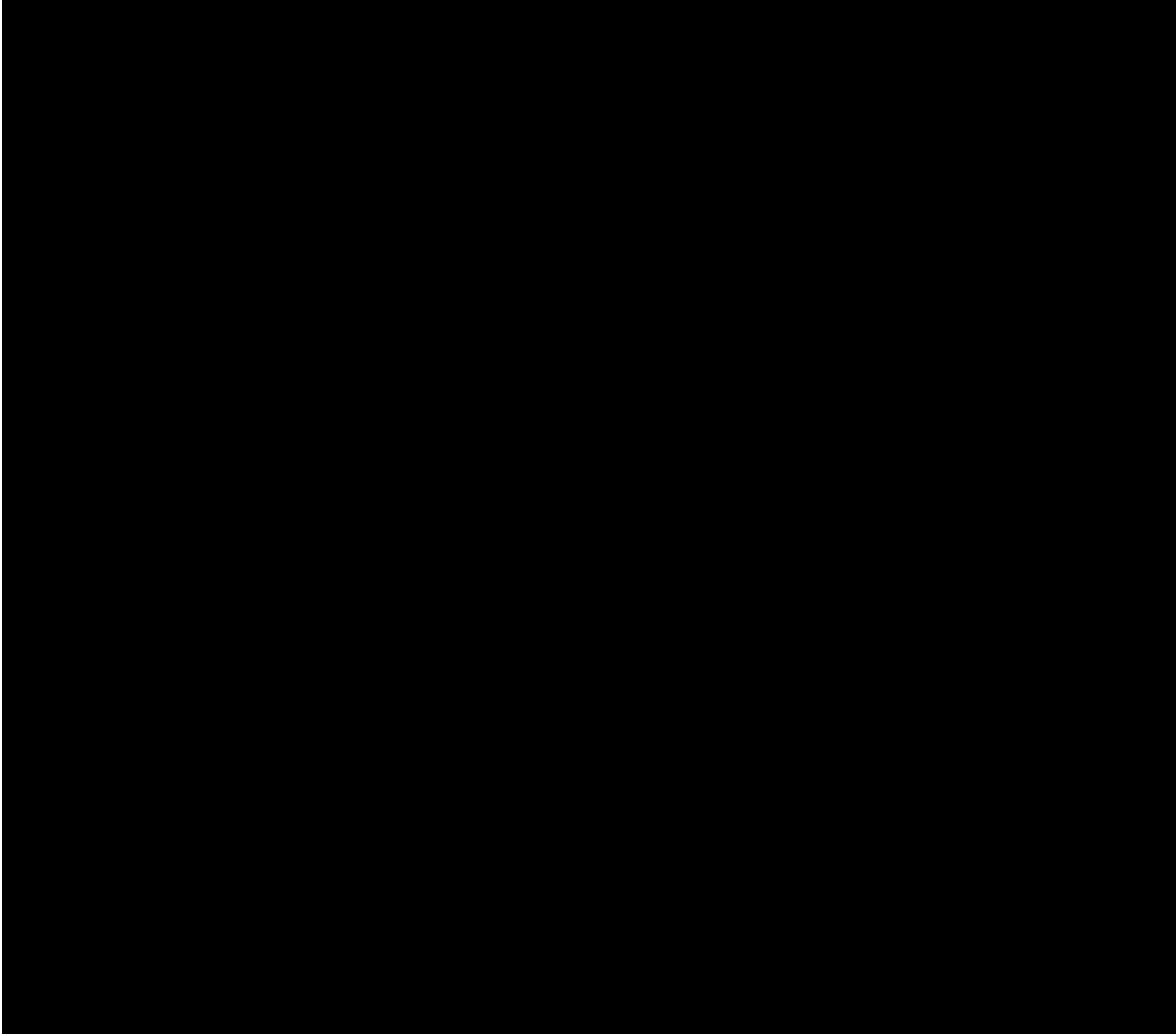
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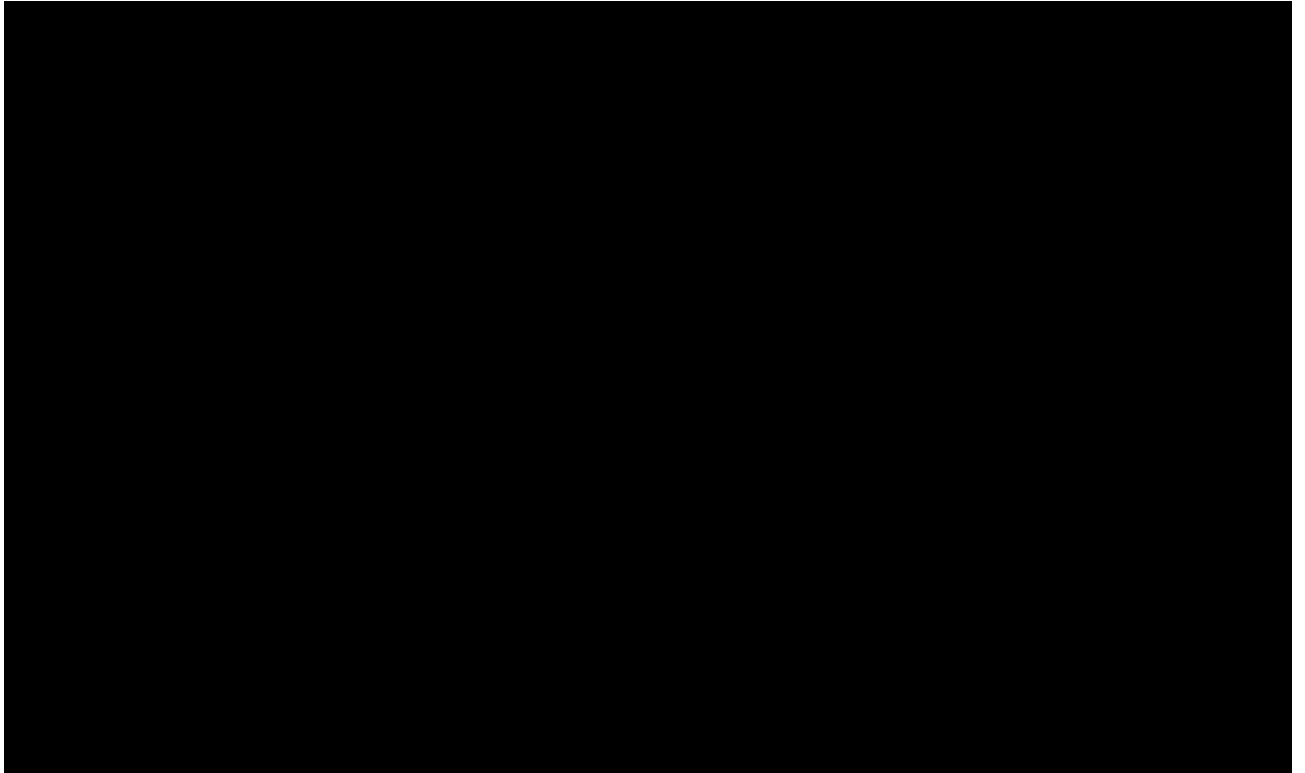
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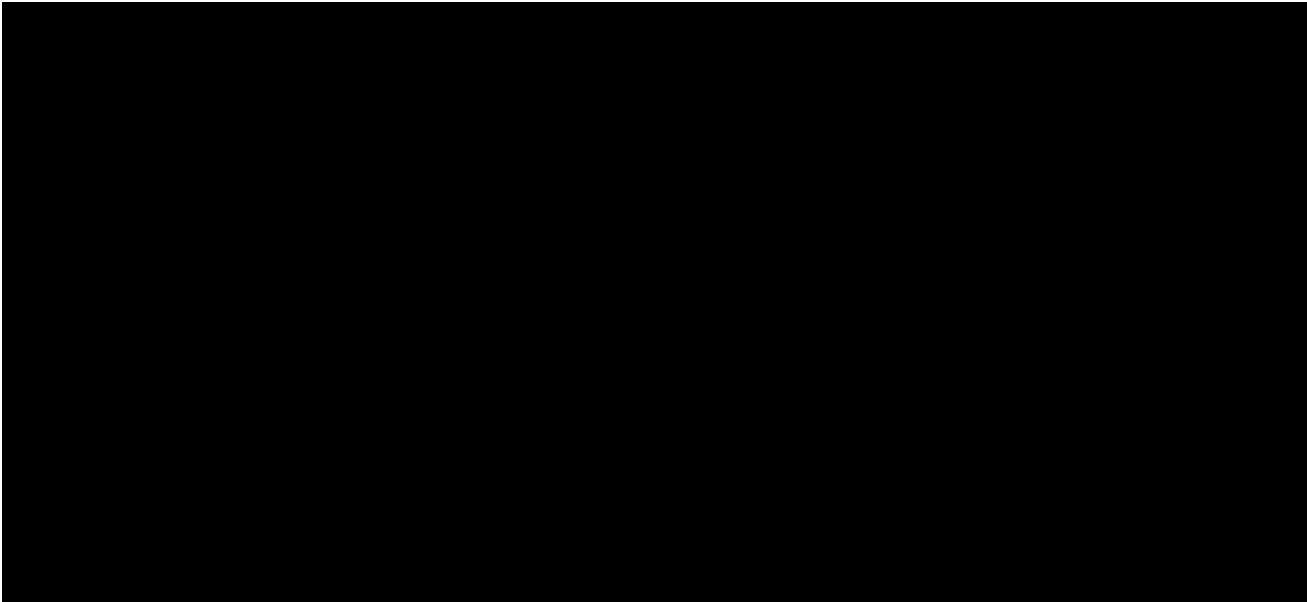
Proposal - Sales and Marketing Strategy
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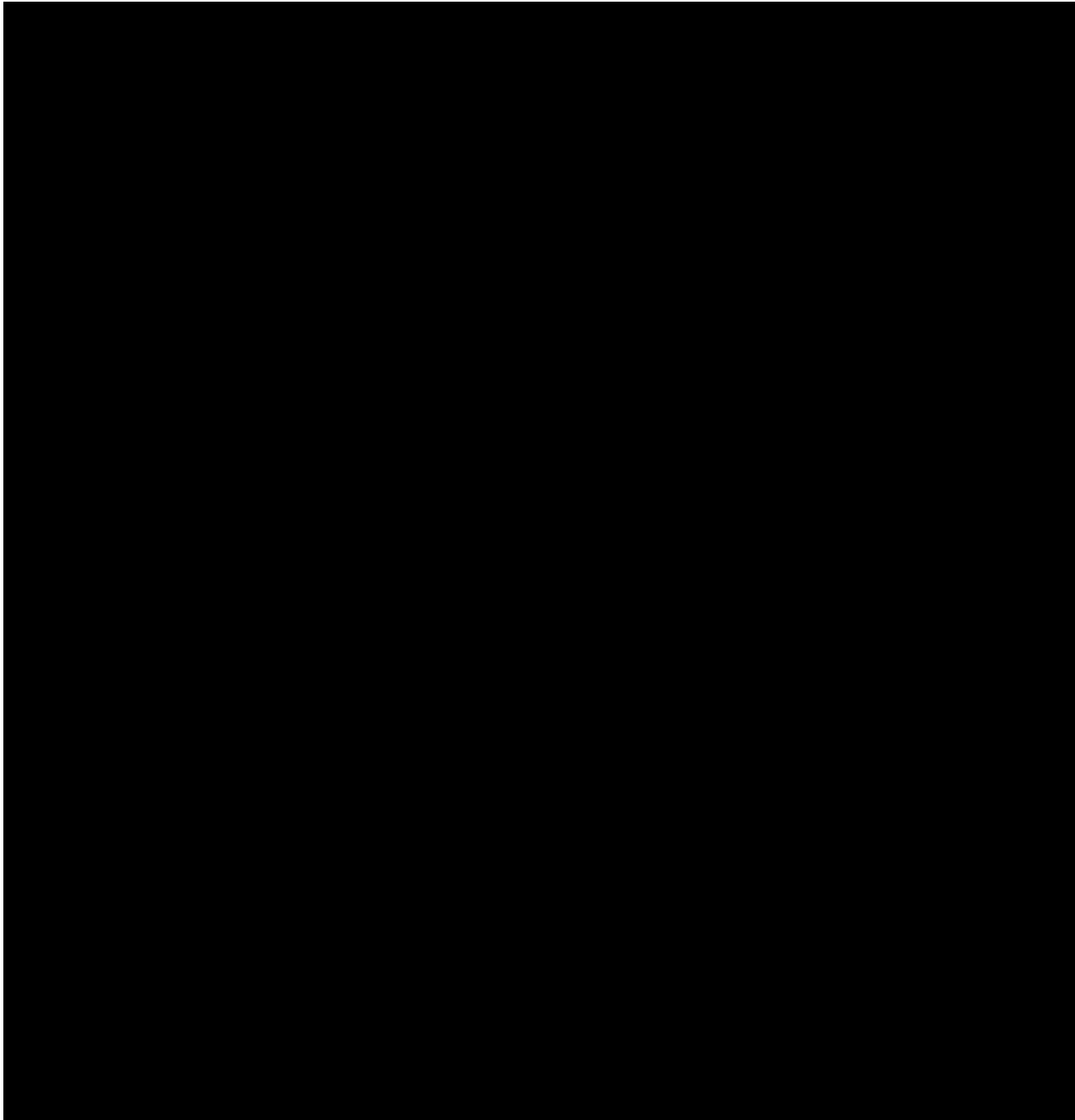
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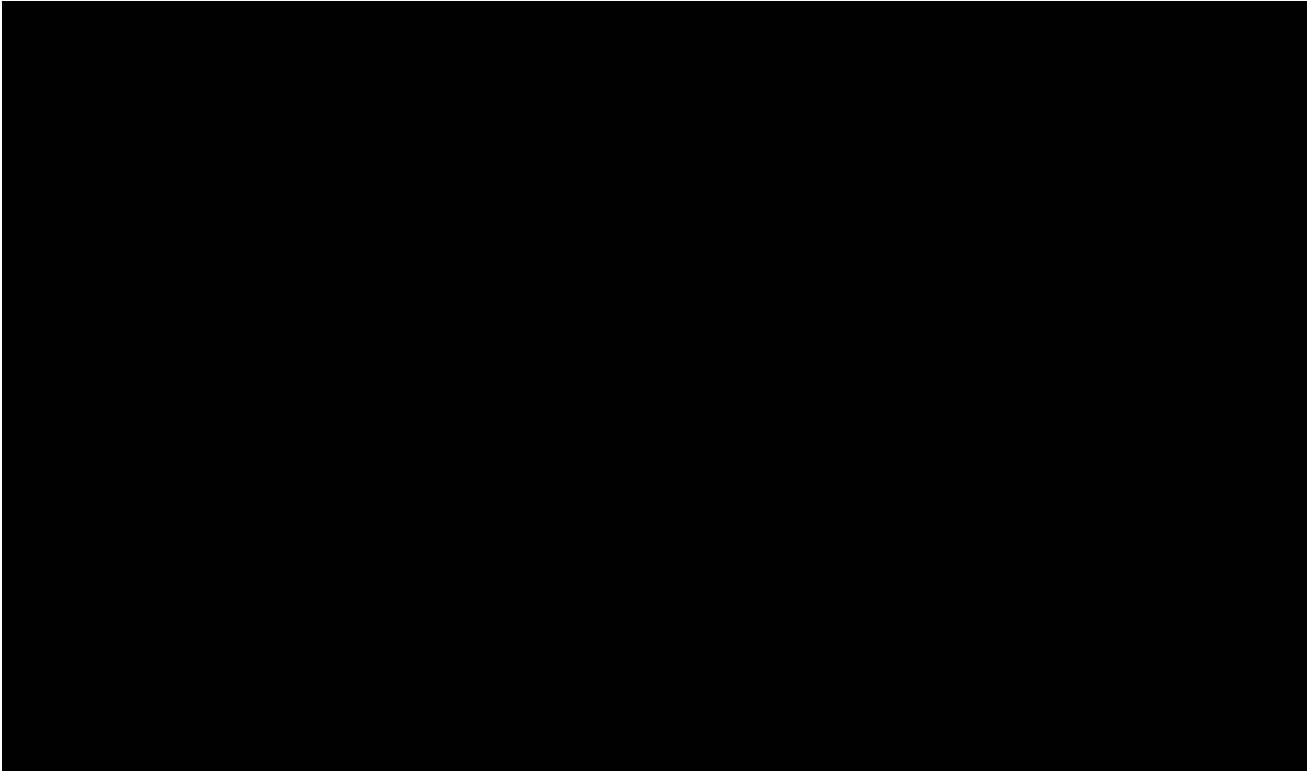
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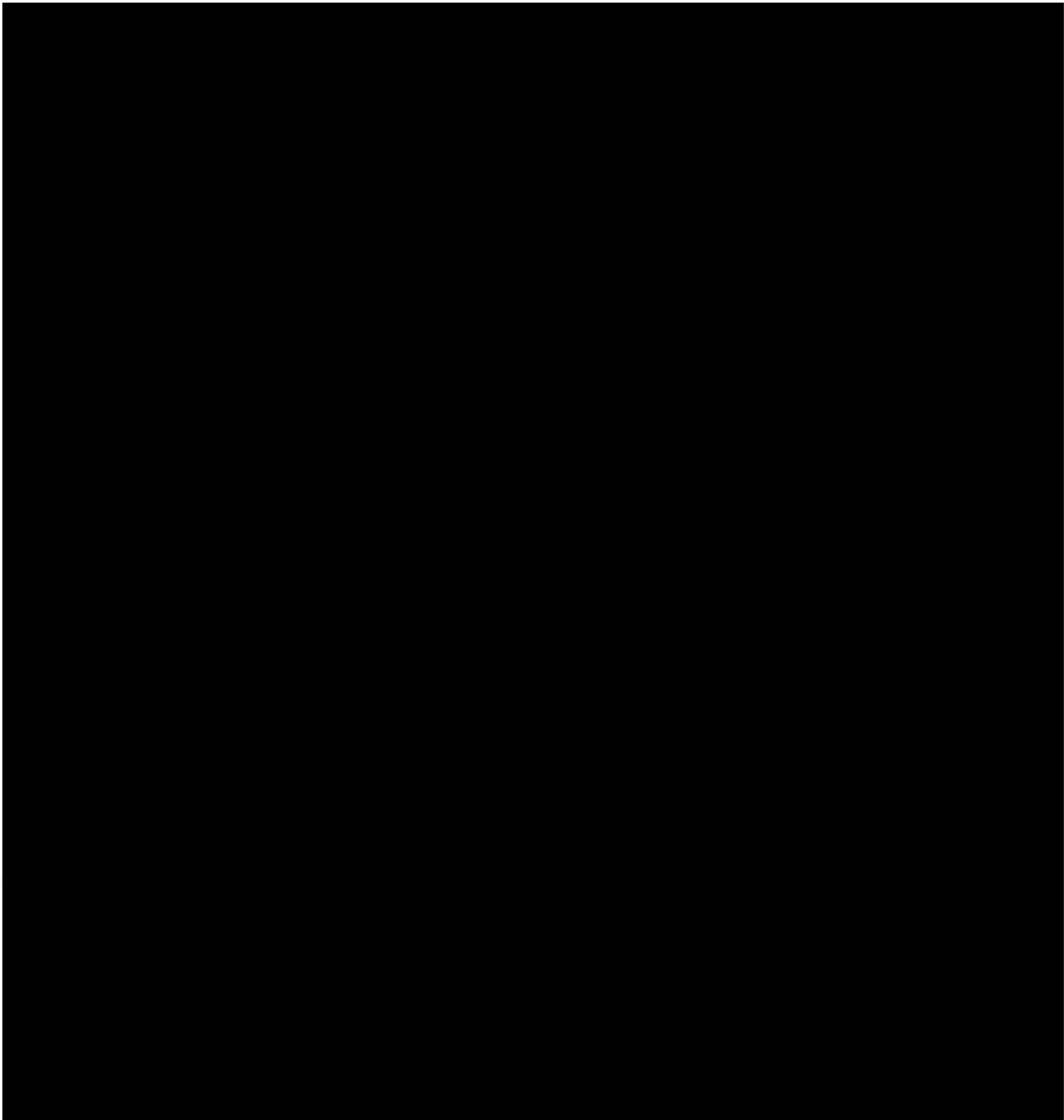
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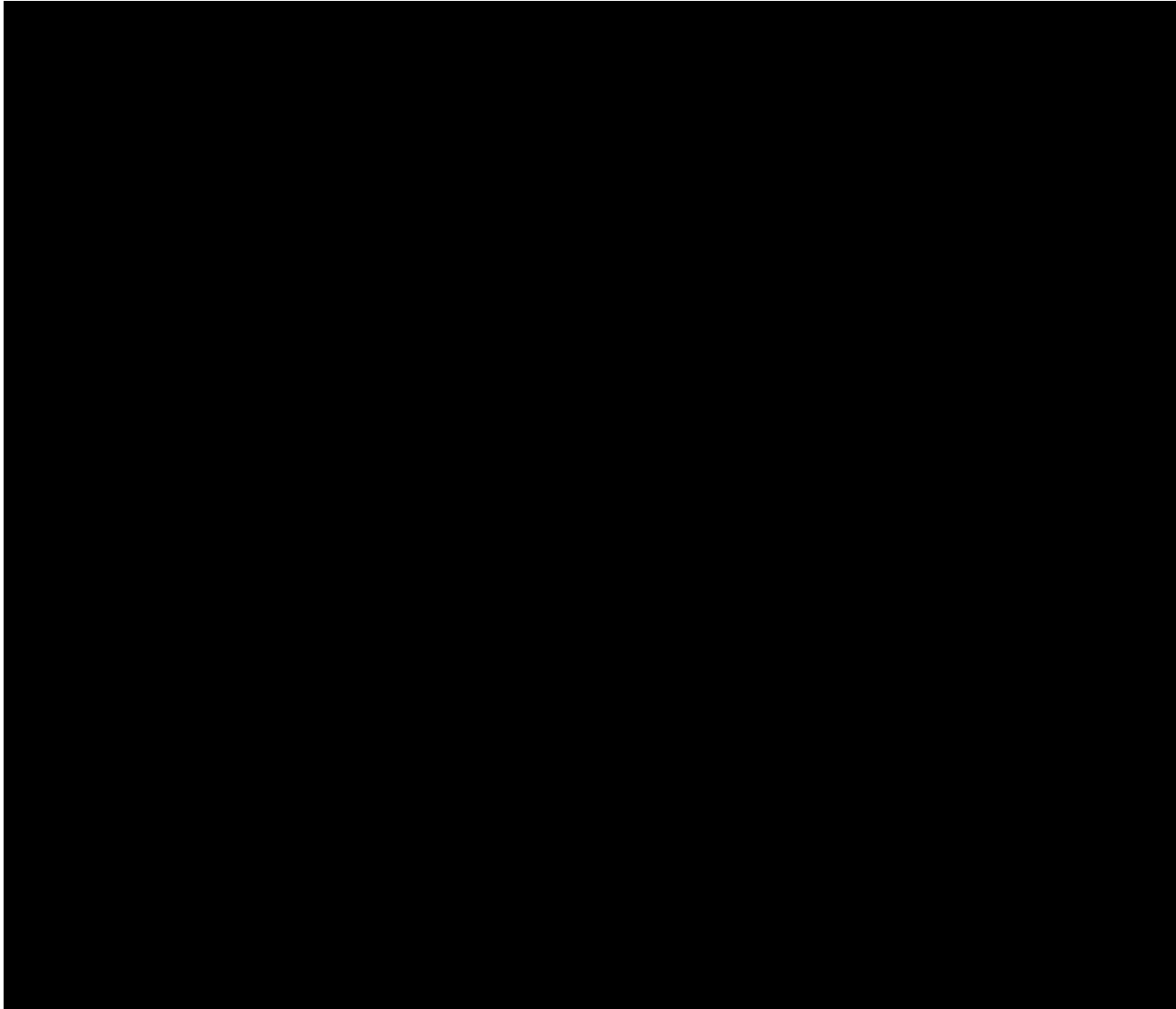
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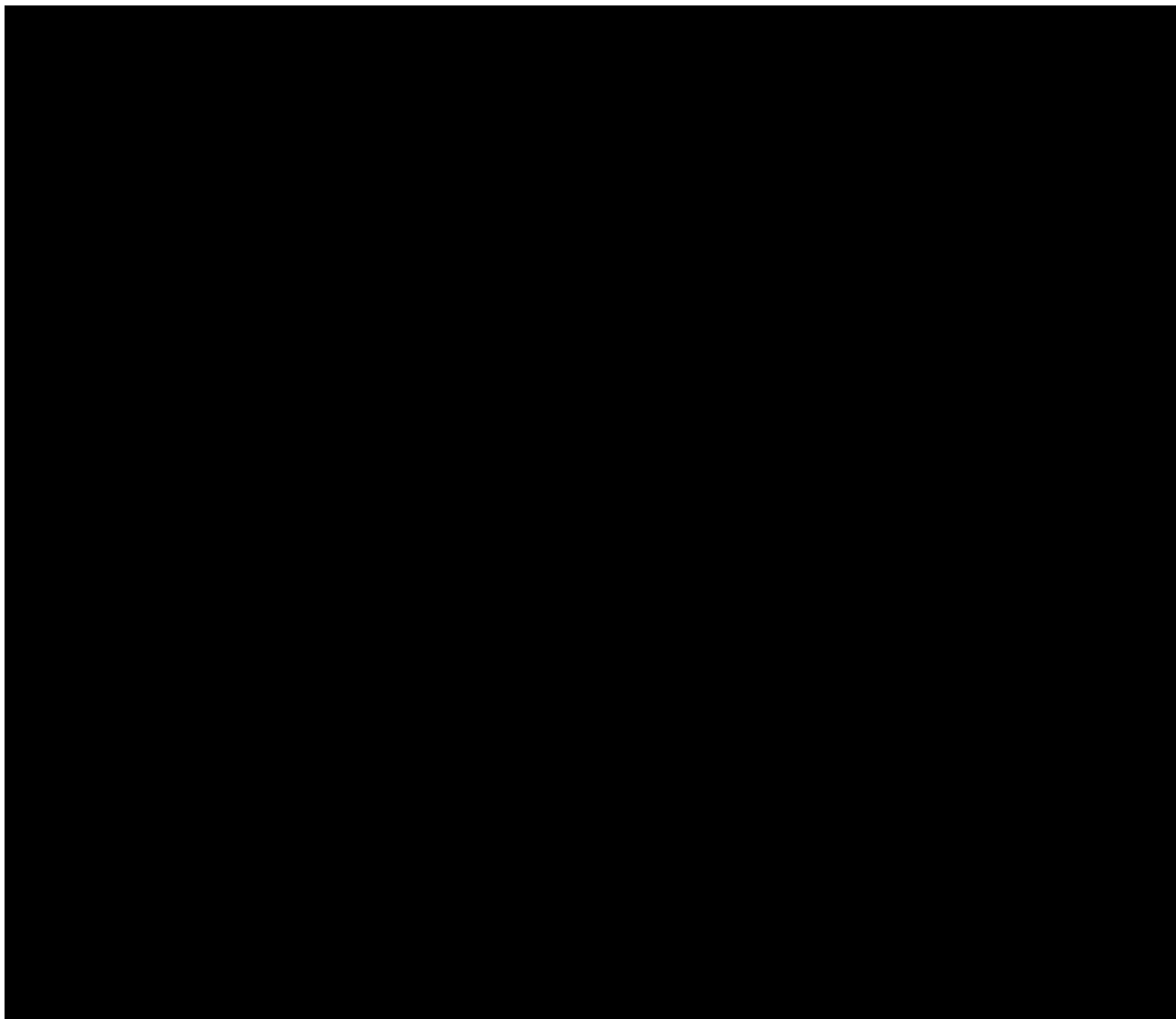
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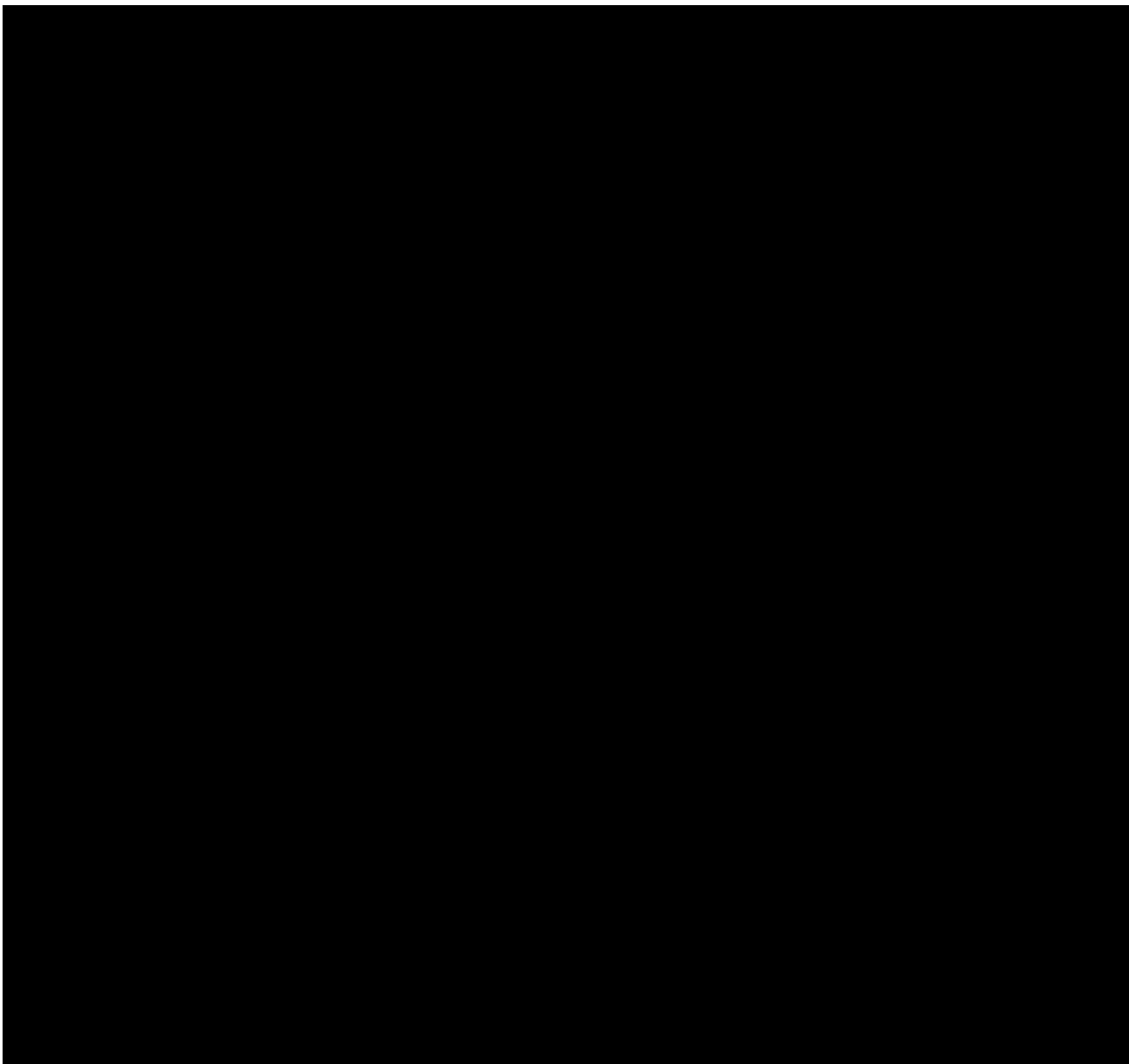
Proposal - Sales and Marketing Strategy
2 Bangaroo St North Balgowlah -Site



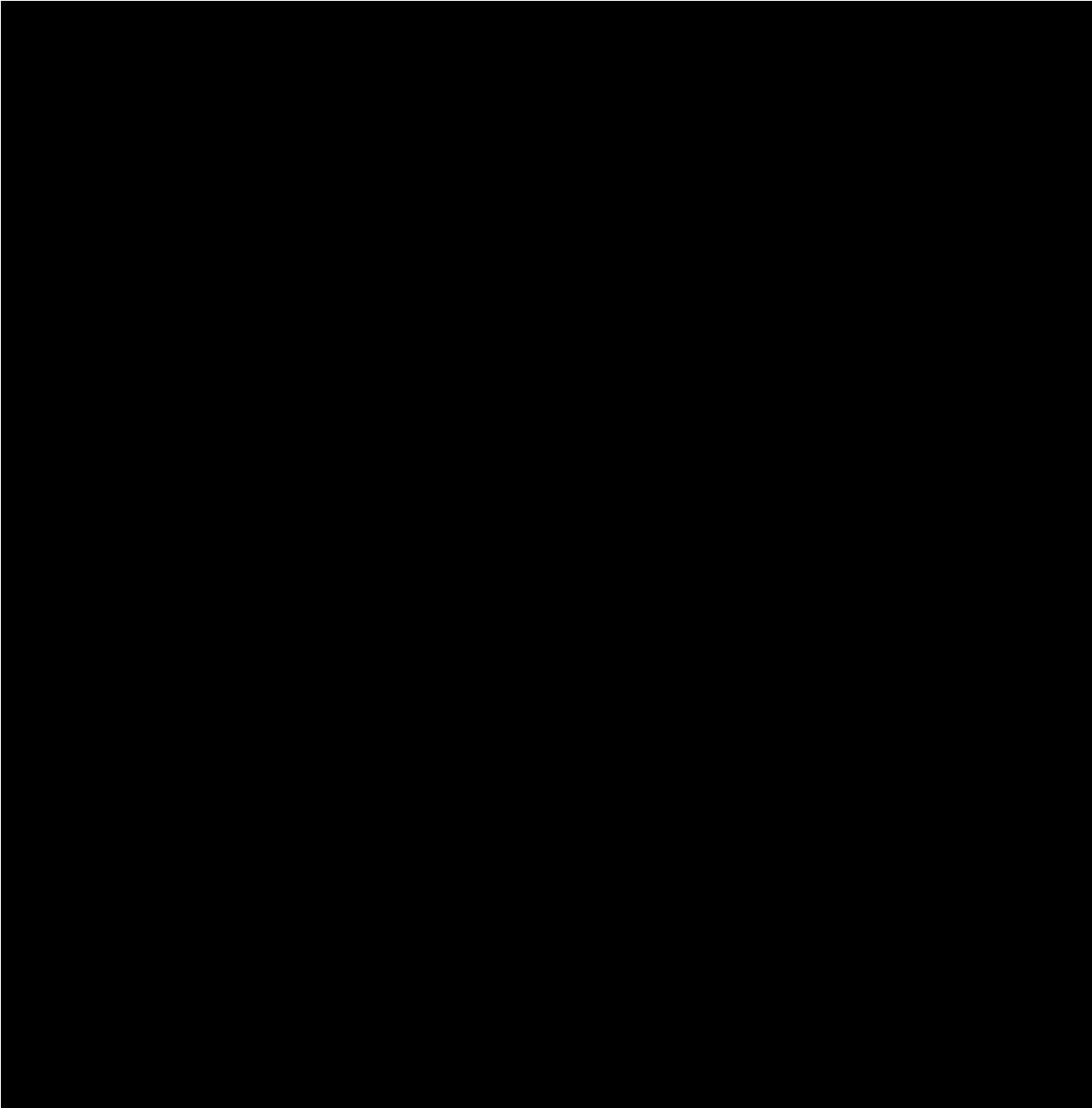
Proposal - Sales and Marketing Strategy
2 Bangaroo Site North Balgowlah



Proposal - Sales and Marketing Strategy
2 Bangaroo St North Balgowlah



Proposal - Sales and Marketing Strategy
2 Bangaroo St North Balgowlah



An aerial photograph of a coastal city, likely Sydney, Australia. The image shows a mix of residential and commercial buildings, a prominent beach with waves, and a large body of water in the background. The text 'DEVELOPMENT PORTFOLIO' is overlaid in large white letters.

DEVELOPMENT PORTFOLIO



firstnational
REAL ESTATE

Manly Prestige

We put you first

An aerial photograph of a large group of swimmers in a pool, viewed from above. The water is a vibrant greenish-blue. The swimmers are wearing various colored swimwear and caps, and are captured in various stages of their strokes, creating white splashes. The text 'WELCOME' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The letters are slightly transparent, allowing the swimmers and water to be seen through them. The overall scene is dynamic and energetic.

WELCOME

INTRODUCTION

FIRST NATIONAL MANLY PRESTIGE

Operating for over 60 Years, this family owned business has been directly involved with over 60 developments. Our office is ideally situated for maximum exposure. We service our beloved Manly and surrounding suburbs.

Our success and that of our clients is based on a primary objective, to achieve sales at the highest possible price. To this end we explore every possible opportunity and leave no stone unturned. We pride ourselves on a level of service, expertise and professionalism that is second to none, with a sales record held in the highest regard in the industry.

45 Sydney Road, MANLY NSW 2095
P: 02 9977 4899
www.manlyprestige.com.au

INTRODUCTION



OUR ETHOS

Recognising that technology paves the way to the future of the real estate industry, the team at First National Manly Prestige is continuously striving to stay one step ahead in the ever changing market-place. Renowned for its pioneering approach, cutting-edge marketing techniques, extensive local and overseas networks and proven track record, First National Manly Prestige consistently achieves premium prices.

It is important to note Alicia's and the team's passion for sales and in particular their ability achieving the highest possible prices in all projects. Alicia sold the highest paid penthouse off plan for \$12.2 Mil (record still stands) and more recently \$30k per square meter for an off the plan townhouse in the heart of Manly.

EXCLUSIVE TARGETED DIGITAL MARKETING

- Digital Local-Area marketing solutions
- Hyperlocal online property advertising – drives enquiries directly back to First National Manly Prestige instead of to major portals

SOCIAL MEDIA

- Ensure maximum exposure with our integrated Facebook/Instagram campaign platform and automated advertising technology
- Massive local and international branding for your property on mobile, desktop, laptop and tablet



“TO EVERY CLIENT, I BRING UNSURPASSED LOCAL KNOWLEDGE, DECADES OF EXPERIENCE, AND EXCELLENT NEGOTIATION SKILLS.” — ALICIA



MEET OUR TEAM

ALICIA RYAN

With more than thirty years of experience in Manly and the Northern Beaches, I am the agent people call – and return to – when they want their property sold. Having been in the business through boom times and more stable market conditions, I bring unsurpassed local knowledge, decades of experience, and excellent negotiation skills to every client transaction.

As one of Manly's top-performing agents, I have sold some 60 multiunit developments across Manly, the beaches and the Lower North Shore. My expertise and advice are also sought by architects and building developers when designing new projects in the area. So our agency is the team to contact if you are looking for an investment property or seeking advice on the best upcoming off-the-plan development.

Having won countless industry awards and sold everything from one-bedroom apartments to multimillion-dollar penthouses, I am always happy to talk to you about your property aspirations and give you the benefit of my professional experience and long association with this iconic suburb.

Here at First National Manly Prestige, we are committed to customer satisfaction, through clear communication, innovation and most importantly, our results. As an agency, we value our reputation for making the sales process as easy as possible for our clients. I look forward to meeting with you and helping you achieve your property sales and investment goals.

“GLOWING TESTIMONIALS FROM BOTH SELLERS AND BUYERS OF THE SAME PROPERTY. THAT’S A REAL VOTE OF CONFIDENCE IN OUR PEOPLE SKILLS”

ASHLEY



MEET ASHLEY MILES

As a seasoned agent I have carved out a solid career, having gone through the high’s and low’s of the last decade. I pride myself in that I have created many clients for life!

Learning valuable skills in my former careers that have proved hugely valuable in real estate. I’ve garnered a wide range of experience in customer service, negotiations, and team management. As a successful sales agent, my number one goal is to make my clients happy. With each property I list, I strive to do my best for the seller which has resulted in an excellent record of getting homes

sold, consistently achieving record prices. With strong core values, my team and I won’t let you down. Particularly gratifying to me are the glowing testimonials from both sellers and buyers of the same property. That’s a real vote of confidence in our people skills. My business partner and I work on the sale of client properties together, bringing vast experience and an array of skills to the table.

We’re great at building relationships with sellers, we use marketing that truly works and we have an enviable track record getting sales over the line often above even our expectations. So, if you’re looking for a down to earth and hard working team, get in touch.

“THE HIGHEST POSSIBLE PRICE WITH THE MOST AMOUNT OF EXPERIENCE AND SERVICE GUARANTEED.” — ADAM



MEET ADAM REEVES

Adam's passion for real estate was bred from an early age with his involvement in his family's real estate business. After completing his education, it was a natural progression for him to launch his own real estate career and now with 20 years experience behind him is armed with highly developed property marketing and negotiation abilities.

An enthusiastic and motivated individual, Adam's excellent communication skills and organisational abilities have enabled him to establish great rapport and on-going relationships with vendors and buyers alike.

Dedicated to providing the best service possible and achieving optimal results, Adam's approach is focused on integrity and commitment while his personable nature enables him to connect with people across all walks of life.

Adam fully understands the often stressful nature of buying and selling property, and is devoted to providing clients with a smooth and hassle-free experience. At the core of Adam's success is his ability to listen carefully to individual requirements to ensure that all needs are met.

Having broken price records for 1, 2 and 3 bedroom properties within the Northern Beaches Adam is clearly the choice for maximizing sales results.

SKILLS & EXPERTISE SPECIALITIES

- Residential property sales and marketing
- Prestige Project marketing (over 55 marketed projects to date - small to large scale)
- Development site acquisition and sales

Adam Reeves has been in the industry since 1995.

PORTFOLIO

DEVELOPMENTS EXCLUSIVELY MARKETED BY ROY ROSS PTY LTD T/AS FIRST NATIONAL MANLY PRESTIGE

(FORMALLY TRADED AS RAY WHITE MANLY)



1-15

1. Carisbrooke, Manly Beach
2. Freshwater Oasis, Harbord
3. Greentrees, Manly Vale
4. Mirage, Manly Beach
5. Rienzi, Manly Harbour
6. Mariposa, Fairlight Harbourfront
7. Watermark, Manly
8. La Galerie, Manly
9. Paris By The Sea, The Entrance
10. Pacific Waves, Manly Beach
11. The Wentworth, Manly
12. Peninsula, Manly
13. Villa Azzurra, Manly
14. Long Reef, Collaroy Beach
15. Aquablu, Manly Beach

16-30

16. Horizons, Manly Beach
17. Mariners View, Gosford
18. The Sanctuary, Bayviews
19. The Windsor, Manly Harbour
20. Montreaux, Manly Harbour
21. Iluka Apartments, Palm Beach
22. Villa Porto, Manly
23. Bridgepoint, Narrabeen
24. The Cove, Manly Harbour
25. Nautica, Manly
26. Pacific Rivage, Narrabeen
27. Villa Mare, Manly Beach
28. Allegra, Manly Beach
29. City Beach, Wollongong
30. Lakepoint, Narrabeen

PORTFOLIO

An aerial photograph of a beach break with vibrant green water. Several surfers are scattered across the scene, some riding waves and others waiting. The waves are white and foamy, contrasting with the deep green of the water.

31-46

31. Manly Concorde, Manly
32. The Anchorage, Manly
33. Windydrop Down, North Curl Curl
34. Long Reef Apts, Collaroy Beach
35. Rockpool, Queenscliff
36. Mobys, Pacific Palm
37. Aquarius, Manly
38. College Court, Manly
39. College Green, Manly
40. Paradisio, Queenscliff
41. The Addison, Manly
42. The Park, Narrabeen
43. Ultamarine, Manly
44. Villa Marina, Rose Bay
45. Manly Quays, Manly
46. Oceania, Manly

47-64

47. Sorrento, Queenscliff
48. Mount Melleray, Manly
49. Abbotsleigh, Cammeray
50. 34-38 Victoria Parade, Manly
51. La Corniche, Manly
52. Kay-Ye-My, Manly
53. Azzure, Manly
54. Waillea, Manly
55. Eversham, Manly
56. Latitude 33, Manly
57. The George, Mosman
58. Solitaire Manly
59. The Fairlight, Fairlight
60. The Freshwater, Freshwater
61. The Pavilions, Freshwater
62. Oceans, Freshwater
63. Iluka and Barralong, Manly
64. Whistler Street, Manly



Artists Impression



CASE STUDIES

UPCOMING PROJECTS



BARRALONG AND ILUKA

2 X 3 STOREY TOWNHOUSES
(\$10,000,000 GR)

Initial site sold by our office. Alicia has played an integral part in the internal layout and design to maximise the final sale price. Currently under construction and listed in all major portals together with our extensive database, facebook and hyperlocal marketing tools.



OCEANS

11 LAWRENCE STREET,
FRESHWATER

Construction has Commenced
The architecture by award-winning nettleontribe is a timeless tribute to beachside living. 23 apartments in the heart of freshwater. 70% sold off the plan to date - completion mid 2020.



CASE STUDIES

LATEST PROJECTS



THE PAVILIONS 184 WYNDORA AVENUE, FRESHWATER

(14 TORRENS TITLE TOWNHOMES.
\$30,000,000 GR)

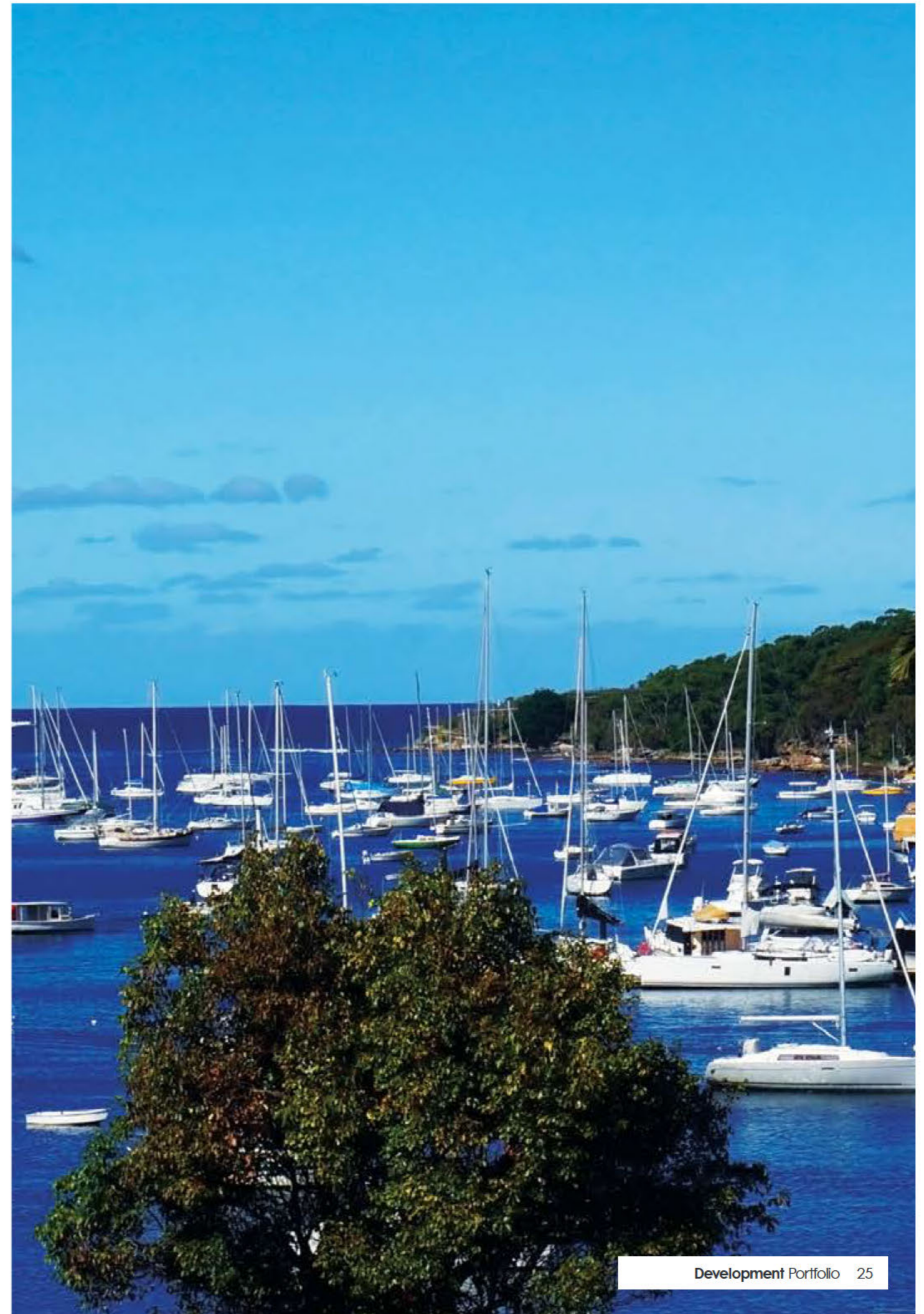
This project launched in October 2016 with an anticipated GR of \$25,500,000. After 9 weeks of marketing, we had achieved GR of \$30,600,000.

All sold – construction finished 2019



CASE STUDIES

SELECTED PROJECTS



SELECTED PROJECTS

“We consistently broke the suburb record for 1,2,and 3 bedroom apartments with or without views”

THE FRESHWATER 22-26 ALBERT STREET, FRESHWATER (24 APARTMENTS)

This landmark development has now sold out. We sold all 24 apartments in 12 weeks. We netted the developer \$6million over the marketed prices of previous campaign. We broke the suburb record for 1, 2 and 3 bedroom apartments without views.



THE FAIRLIGHT 6 FAIRLIGHT CRESCENT, FAIRLIGHT (6 APARTMENTS)

All apartments sold prior to construction setting new records in square meter rates in the Fairlight area. First National Manly Prestige achieved figures well above the vendors expectations.



LATITUDE 33 CORNER OF WHISTLER & DENISON STREET MANLY (27 APARTMENTS)

Currently selling off the plan. We have exchanged 15 units in pre-sales. Completion was January 2011. Our office sold the apartment that secured the building exclusively against multiple local agents who were offered the same 'Sell first and highest price for exclusivity of the remaining units'.



THE GEORGE 39-41 MIDDLE HEAD ROAD, MOSMAN (10 APARTMENTS)

Currently selling. All units have been beautifully finished with fantastic harbour views. We have sold 7 units in the luxury block.



WAILLEA 133-137 NORTH STEYNE, MANLY (15 APARTMENTS)

Sold off the plan. 60% Sold We sold over \$25 Million in pre-sales. Originally sold the site for \$27.5 Million.



EVERSHAM 25-29 VICTORIA PDE, MANLY (48 APARTMENTS)

Sold off the plan. We have sold \$14Million in pre-sales prior to D.A approval. Completion was early 2011.



KAY-YE-MY 76-78 NORTH STEYNE, MANLY (8 APARTMENTS)

We have sold all 8 units between \$3mil-\$4.450mil.



SELECTED PROJECTS

PROJECT VIP LAUNCH EVENTS
"Selling 28 of the 34 apartments in one night to our exclusive database"

AZURE
81 NORTH STEYNE, MANLY
(7 APARTMENTS)

We sold 4 apartments and set a record for the most expensive apartment on the Manly beach front per sqm. The total was \$7.6Million.



SORRENTO
35 DALLEY STREET, QUEENSLIFF
(20 VILLA STYLE APARTMENTS)

Successfully sold a number of units off plan and on completion. Working in conjunction with developer after successful sales at Pacific Waves.



VILLA PORTO
1 TOWER STREET, MANLY
(11 APARTMENTS)

Two stylish developments by the Byrne Lewis Group "The Watermark" and "Villa Porto" set new standards in quality and design in Manly aimed at the top end of the market. The Watermark at Victoria Parade, Manly was sold out at record prices by our office. Villa Porto followed a year later. Again First National Manly Prestige sold out the entire project prior to completion at new price levels.



PACIFIC RIVAGE
20 WELLINGTON STREET,
NARRABEEN

We were proud to be exclusive agents for this Huge landmark development. Sold out quickly that started a trend of high-quality developments in the area.



OCEANIA
34-38 VICTORIA PARADE, MANLY
(9 APARTMENTS)

Our office sold 5 of the 9 units after completion despite being given the units for sale after another agent's marketing campaign.



LA CORNICHE
120 NORTH STEYNE, MANLY
(10 APARTMENTS)

Outstanding landmark development on Manly Beachfront now completed. Our office have a record unit sale of \$4.5mil (\$23K per sqm) achieved for the front penthouse, unit 8 "off plan".



THE WINDSOR
95 WEST ESPLANADE, MANLY
(34 APARTMENTS)

The Windsor is another marketing success story, selling 28 of the 34 apartments in one night to our exclusive database which incorporated local and interstate purchasers.



SELECTED PROJECTS

WITH EXPERIENCE ENSURES SUCCESS!

"... completely sold out prior to commencing construction."

AQUABLU 110 NORTH STEYNE, MANLY (10 APARTMENTS)

Another great Ray White success. Aquablu was sold to database clients over a two week period achieving record square metre rates. 1, 2 and 3 bedroom apartments.



MARIPOSA 1 KING AVENUE, FAIRLIGHT (6 APARTMENTS)

6 Exclusive absolute harbour front residences were completed 2001. Mariposa set new standards in design, finishes and pricing. Mariposa broke through the \$3million barrier.



VILLA MARE 43 NORTH STEYNE, MANLY (11 APARTMENTS)

Our office was appointed exclusive marketing agent by Property Development Enterprises Pty Ltd and Adler Corporation Horizons and Villa Mare are two of the most recent developments on Manly Beach to be sold off the plan. Horizons on Manly



MIRAGE 102 NORTH STEYNE, MANLY (12 APARTMENTS)

"Mirage" is a boutique luxury beachfront development. Our office established a new benchmark in Manly during 1994 based on square metre rates. Sold for three quarters of a million dollars.



RIENZI 75 WEST ESPLANADE, MANLY (15 APARTMENTS)

Two years later FN Manly Prestige was appointed exclusively again by this local developer to acquire the site, advise on product design, marketing, and sell out the Rienzi project. Record selling prices were achieved for harbour front penthouses at that time.



NAUTICA CORNER OF WENTWORTH & DARLEY ROADS, MANLY (43 APARTMENTS) & COMMERCIAL SHOPS

First National Manly Prestige was involved with site acquisition, appointment of the architect, product mix, through to marketing and sales of luxury apartments. All units sold off-plan.



ALLEGRA JOHN WHITEWAY DRIVE, GOSFORD (70 APARTMENTS)

First National Manly Prestige was involved in all facets of the marketing including the setting up of the display office & complete marketing campaign. Our office established new levels for prices in Gosford for this development, penthouses sold for three quarters of a million dollars.



SELECTED PROJECTS

HORIZONS 84 NORTH STEYNE, MANLY (17 APARTMENTS)

Record breaking square metre rates were achieved in this Residential beachfront apartment block. All units were sold off the plan.



PACIFIC WAVES CENTRAL AVENUE, MANLY (124 APARTMENTS) & COMMERCIAL SHOPS

Appointed as exclusive agent's by Pan Asia International, Our office was involved with product design & mix. Our input increased gross revenue by \$100,000's & shortened the marketing program by months. The diverse product mix included penthouses priced well over \$1,000,000 in 1996.



PENINSULA WENTWORTH STREET, MANLY (162 APARTMENTS) & COMMERCIAL SHOPS

A luxury development by Australand. Including Commercial Retail Shops (Rialto Square) 1, 2 & 3 bed apartments and penthouses enjoying sweeping beach and coastal views. Our office was involved with site acquisition, product design, marketing and the complete sell out off the plan totaling \$112,000,000.



FIRST NATIONAL MANLY PRESTIGE HAVE BEEN WORKING WITHIN THE UNIQUE REAL ESTATE LANDSCAPE OF MANLY, WARRINGAH AND THE NORTHERN BEACHES FOR MORE THAN 60 YEARS.

As a successful family business, we bring maturity, unsurpassed market knowledge and innate confidence in our work. We started out on Sydney's northern beaches in the 1960s and are now a third-generation business with the competence and vision that our many loyal clients have come to expect from us.

Whether you are looking to buy or sell in Manly and its surrounds, put us top on your list of agents to call, and expect to be pleasantly surprised by the benefits that our maturity and experience will bring to your property sale.



First National
Manly Prestige



45 Sydney Road,
Manly, NSW, 2095



02 9977 4899
manlyprestige.com.au