



# RESIDENTIAL PROJECT MARKETING

Valuable properties. Invaluable service.



# INTERNATIONALLY KNOWN, LOCALLY RESPECTED.

**Knight Frank's Residential Project Marketing professionals are well known and respected around the world, for our ability to create value for owners and developers of every residential property type and for the professionalism and propriety with which we conduct our business.**

With a strong presence in Europe, Asia-Pacific, Africa and through our network partner Newmark Grubb Knight Frank, in the US, our team has access to the best buyers from around the world and the expertise to obtain the best possible price for our clients.

Knight Frank has local experience working on residential projects from small scale boutique developments to multi-stage master planned community sites for many years. During this time, we have built up a network of over 20 Australian offices where you will find no shortage of experience, enthusiasm and above all, a passion for property.

Working closely with our international offices and our Global Property Wealth team - which services the requirements of Ultra High Net Worth Individuals – we will give your property the widest international exposure.

Whatever your requirements, we'll ensure that you receive quality service, unwavering attention and frequent updates. We have an outstanding track record in the marketing and sales of residential developments; achieving prompt sales at optimum prices.

Among our many offerings, our capabilities ensure your project's success from the initial design concepts through to the tailored marketing program and sale of the very last property and beyond.

## **Our services include:**

- Comprehensive off the plan to completion sales and marketing
- Supplementary feasibility and viability reports
- Product design advisory including functionality, buyer preferences and product mix to maximise values and market appeal
- Pricing strategy and structure
- Individualised marketing budgets and media campaigns
- Sales display planning and fit outs
- Display apartment furnishing and styling
- Marketing tools and materials
- Website development
- Market research and trends
- Strategies and initiatives
- In house systems created to support sales of varying project sizes and enhance project databases, client reporting, market research and marketing investments
- After sales client service and management



# RESIDENTIAL PROJECT MARKETING

As the world's largest privately owned property agency and consultancy, we are trusted by clients in 47 countries across six continents. This trust is something we don't take lightly and we work tirelessly to earn and retain. Offering a network of offices covering Sydney, Melbourne, Brisbane, Perth and Darwin, we understand Residential Project Marketing is highly specialised, requiring skill which can only be acquired after many years in the business.

**Our proven experience is demonstrated through our success:**



## Fulton Lane

151 Franklin Street,  
Melbourne, Victoria

**Developer:** SP Setia

778 apartments

Stage One: Sold out

Stage Two: Over 65% sold

**Revenue:** \$467m

**Construction commenced:**  
August 2012



## Bayswater Apartments

137 Bayswater Road,  
Rushcutters Bay, Sydney,  
New South Wales

**Developer:** Haralambis

Property developers

28 apartments

95% sold in six weeks

**Prices from:**

\$499,000 - \$830,000

**Construction commences:**  
June 2013



## Reflections

98-100 Terrace Road,  
East Perth,  
Western Australia

**Developer:** Finbar

138 Apartments

**Prices from:**

\$680,000-\$3,800,000

**Year completed:** 2009



## Wharf 1 Apartments

Darwin City Waterfront  
19 Kitchener Drive, Darwin,  
Northern Territory

**Developer:** Toga Group

138 Apartments

**Prices from:**

\$285,000 - \$1.499m

**Year completed:** 2009



## Sea Spray

Capricorn Coast, Coconut Point Drive, Zilzie, Queensland

**Developer:** Barclay Group

200 units and 300 house and land lots

**Prices:** land from \$140,000,

house and land from \$399,000

**Revenue:** \$200,000,000

## Residential Project Marketing Offices

While our reach is global, we focus on the needs of our clients on a local level.  
To discuss your requirements, please contact your local Knight Frank office.

### Brisbane

Level 11, AMP Place  
10 Eagle Street  
Brisbane QLD 4000  
T +61 7 3246 8888

### Darwin

Level 2, 46 Smith Street Mall  
Darwin NT 0800  
T +61 8 8982 2500

### Melbourne

Level 31, 360 Collins Street  
Melbourne VIC 3000  
T +61 3 9602 5722

### Perth

Suite 1, 43 Adelaide Terrace  
East Perth WA 6004  
T +61 8 9225 2500

### Sydney

Level 18, Angel Place  
123 Pitt Street  
Sydney NSW 2000  
T +61 2 9036 6666

## Other Knight Frank Offices

### Adelaide

Level 25, Westpac House  
91 King William Street  
Adelaide SA 5000  
T +61 8 8233 5222

### Cairns

Level 1, 32 Sheridan Street  
Cairns QLD 4870  
T +61 7 4046 5300

### Canberra

Level 12, 221 London Circuit  
Canberra ACT 2600  
T +61 2 6230 7855

### Fraser Coast

Shop 4, 65 Main Street  
Hervey Bay QLD 4655  
T +61 7 4124 4941

### Gladstone

Shop 3, 191 Philip Street  
Gladstone QLD 4680  
T +61 7 4972 7005

### Glen Waverley

Ground Floor, Building 1  
540 Springvale Road  
Glen Waverley VIC 3150  
T +61 3 8545 8600

### Gold Coast

Corporate Centre One  
Level 12, 2 Corporate Court  
Bundall QLD 4217  
T +61 7 5636 0800

### Hobart

5 Victoria Street  
Hobart TAS 7000  
T +61 3 6220 6999

### Launceston

Level 1, 53 Brisbane Street  
Launceston TAS 7250  
T +61 3 6333 7888

### Mackay

Ground Floor  
56 Gordon Street  
Mackay QLD 4740  
T +61 7 4953 3311

### Newcastle

Suite 2, Ground Floor  
400 Hunter Street  
Newcastle NSW 2300  
T +61 2 4920 5700

### North Sydney

Level 4, 60 Miller Street  
North Sydney NSW 2060  
T +61 2 9028 1100

### Perth

Level 10, Exchange Plaza  
2 The Esplanade  
Perth WA 6000  
T +61 8 9325 2533

### Rockhampton

171 Bolsover Street  
Rockhampton QLD 4700  
T +61 7 4921 2347

### Strathpine

Level 1, Shop 4  
259 Leitchs Road  
Brendale QLD 4500  
T +61 7 3482 6000

### Townsville

Central, Ground Floor  
520 Flinders Street  
Townsville QLD 4810  
T +61 7 4750 3000

### Wagga Wagga

Shop 44, Koorinal Mall  
Lake Albert Road  
Wagga Wagga NSW 2650  
T +61 2 6923 8000

### West Sydney

Level 3, 3 Horwood Place  
Parramatta NSW 2150  
T +61 2 9761 1800