

PROJECT MARKETING PROFILE

SPACEPROJECTS

To The Developer

Re: Risk reduction project marketing

It is my great pleasure to provide this letter of introduction to our company and explain how we may be of assistance to you in the marketing of your developments in the future.

Conventional wisdom says that property developers are risk takers, maybe even more so in the current economic environment. With more than 30 years as a project marketer and property developer myself, I have learned that the key to successful property development is to reduce risk.

I know, because I've developed my own projects, that some risks are outside the control of the developer. But being aware of the risks helps to minimise them.

My team and I can offer risk reduction strategies at every stage of your project: everything from methods to secure vital pre-sales during financing and pre-construction, to building momentum for ongoing sales, or selling the final apartments so you can get your full profit.

We can help you 'fish with a net, not a line' via a network of financial planners, mortgage brokers, investment sellers, and Space agencies and affiliates locally, nationally and internationally.

Perhaps the greatest risk reduction strategy we offer is knowledge – about the right product for your site, the area's demographics, who will be the likely buyers and investors, and what are their motivations.

Having been involved in more than 50 projects in South East Queensland, I know successful project marketing is more than just selling apartments. It's about maximising profit and return on investment. Fine-tuning the product and fixtures can sometimes make all the difference.

Our detailed company profile and my personal profile are attached, and I would happily meet face to face to discuss how we can deliver project marketing solutions that reduce risk and get results. Please feel free to call me on 0418 708 661 so that we can arrange a convenient time.

I look forward to speaking with you shortly. We can make it work for you.

Yours sincerely,

Adam Gray B. Eng (Hons), F FIN, MBA
Director

SPACE PROJECTS

CAPABILITY STATEMENT

DEVELOPMENT SITE SALES ACQUISITIONS & ANALYSIS

- Creating stock opportunities & locating suitable development sites
- Site acquisition
- Feasibility cost analysis assistance
- Design & advice / architect advice
- Setting the project
- Pricing
- Product mix & design
- Pricing phased developments
- Advice on fees / deposit / price
- Advice on terms of sale & contract preparation
- Industry networking
- Research – market analysis, trends, competition, etc.
- Selling off the plan
- Development funding options / underwriting advice
- Helping with setting management rights / body corporate management critical path analysis

SPACE PROJECTS

CAPABILITY STATEMENT

PROJECT SALES & MARKETING

- Appointment & training of project sales persons
- Sales & marketing strategy development
- Sales budgeting
- Sales track development
- Investment service marketing & co-ordination
- FIRB considerations
- Project exposure via Space Projects corporate website
- Contract administration/trust account management
- Co-ordination of real estate agents/outside agent sales
- Management of ongoing marketing activities
- Reporting
- Public relations consultant support
- Equipping site office and layout
- Electronic marketing & website development
- Database marketing – direct marketing/direct mail
- Database management
- Press advertising – media booking & creative
- Advice on signage/directional/on site
- Furnishing display unit

POST SALES

- Customer relationship management with all buyers
- Management of product inspections
- Management of buyer financing for settlement
- Buyer surveying & research
- Management of settlement procedures
- Manage settlement process with buyers & their solicitors
- Ongoing product re-sales

PROJECT HISTORY

PAST AND CURRENT PROJECTS



THE MORETON

Wynnum

28 two and three bedroom apartments



THE LANE RESIDENCES

Wynnum

16 two and three bedroom apartments, 1 heritage house



PROJECT HISTORY

PAST AND CURRENT PROJECTS



THE MASON APARTMENTS
Mitchelton
14 two bedroom apartments



QUATTRO
Indooroopilly
17 two and three bedroom apartments



PROJECT HISTORY

PAST AND CURRENT PROJECTS



THE JASMINE APARTMENTS

Indooroopilly

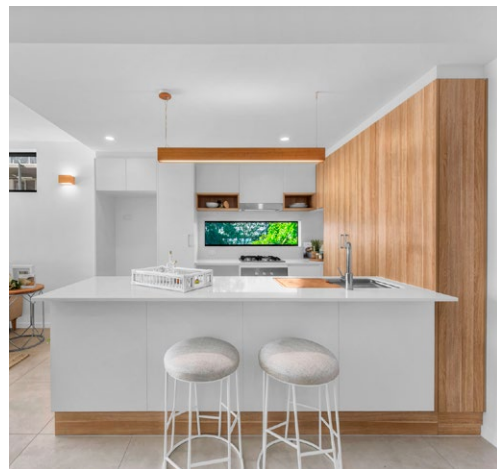
16 two and three bedroom apartments



INDIGO

Wynnum

16 two bedroom bayview apartments



PROJECT HISTORY

PAST AND CURRENT PROJECTS



18 DAVID ST

Nundah

19 one and two bedroom apartments



ELYSIUM

Nundah

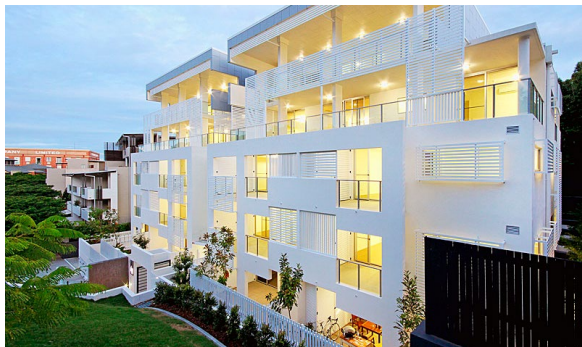
25 two and three bedroom apartments



ECCO ON HELEN

Teneriffe

15 luxury three bedroom apartments



HYDE APARTMENTS

Teneriffe

44 two and three bedroom apartments



ARIS

Newstead

95 one and two bedroom apartments



ELEVEN ON HELEN

Teneriffe

7 luxury three bedroom apartments

*“Insight.
Experience.
Dedication.”*



ADAM GRAY

DIRECTOR/PRINCIPAL

Whether instilling absolute confidence in a buyer or advising a developer through a project's highs and lows, Adam is a straight talker delivering above and beyond his role as a project marketer.

Adam focuses exclusively on project marketing in South East Queensland. He boasts a comprehensive more than 30 year career in project marketing and an enviable track record of more than 50 successful projects across the region. He is in tune with the market's changing needs and expectations, grounded in the knowledge acquired during his tenure as Director of Research at PRDnationwide (1999-2003).

His introduction to property commenced on the Sunshine Coast in the late 1980s. By 1992 Adam had started his own property development company providing project evaluation, financial administration and construction management services.

His many successful projects include Hoogley Street, West End, for which he won the QMBA Multi Residential Housing (Duplexes and Townhouses) over \$300,000 Award in 2000; and Petrie Mansions which saw him a finalist in the UDIA Awards for Urban Renewal and Small to Medium Density Housing in 2003.

Adam holds an Honours degree in Chemical Engineering, a Graduate Diploma of Applied Finance and Investment, an Advanced Certificate of Real Estate Management and a Master of Business Administration for which he received a Dean's commendation. Adam is a long term Fellow of the Financial Services Institute of Australasia (FINSIA) and also a Fellow of the Real Estate Institute of Queensland (REIQ).

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