



**Place Projects has a unique and successful approach to residential project marketing that is focused on delivering service excellence through high-quality solutions.**

With unrivalled experience, superior knowledge, a proven track record in off-the-plan sales, direct interaction with the business owners and a highly trained and knowledgeable sales team, Place Projects is the perfect partner for your residential or mixed-use development.







## 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.

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 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.

The detail of our reporting systems to developers is second to none. The reporting system available supports rational discussion in marketing spends, and minimises lost sales opportunities.





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. This 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 Leaders



## DAMIAN HACKETT

*CEO  
Place Estate Agents*

Damian is the founder and CEO of Brisbane's Place Estate Agents. A trained accountant, Damian moved into real estate in 1991 as this is where his true passion lies. Damian has taken this passion and developed it into Brisbane's most recognisable Real Estate office.

Damian has extensive experience within the real estate industry, as both a prestige sales agent and a business owner and operator. To date, Damian has negotiated in excess of One Billion dollars' worth of property sales.

Regardless of his position within the business, Damian remains an active member of the Place Estate Agents, he continues to share his passion for the industry and commitment to his clients is unwavering.



## BRUCE GODDARD

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Bruce has 35 years' experience successfully marketing and selling major residential projects from the Gold Coast through to Cairns, with major focus on the inner-Brisbane area. Over that period, Bruce has led the sales and marketing teams for some of Queensland's largest residential, waterfront and mixed-use projects. In early 2011, Bruce joined with experienced project marketers Syd Walker and Lachlan Walker, to form a new force in Queensland's project sales and marketing. The trio combined their wealth of experience and strong connections, with the established brand of the Place Estate Agents Group, to create Place Projects.

Bruce has dealt with a range of properties including inner-city buildings, lifestyle related golf courses, residential marinas and waterfront property, the majority of which involved off-the-plan sales. Bruce has enjoyed having several well-known development companies as key clients, including Brookfield, Sekisui, Consolidated Properties, Hamilton Island Enterprises to name just a few. Bruce has a passion for projects, and a belief that designing the right product for the right price and presenting it to the ideal target market through a well-trained and experienced sales team will result in a volume of sales to meet developer requirements.

**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 sharehold in Place Projects, the balance of the shareholding is held by interests associated with the Directors of Place Projects, Bruce Goddard and Syd Walker.**



## **SYD WALKER**

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Syd Walker is a 28 year project marketing veteran, beginning with a long career at PRD Realty before joining the newly formed Place Projects brand in 2011. As an integral part of the management team, Syd divides his time across all projects, developing marketing strategies that are unique to each development. Working closely with the Place Advisory team, he helps to source buyers from the wider Australian and overseas market, to ensure each project meets its required rates of sale.

Syd has been instrumental in gaining the appointment of Place Projects to some of Queensland's headline residential developments. His past experience on the Sunshine Coast has helped the company expand into the North Coast of Queensland. Having made the decision to align his personal brand with the Place Group, the synergies of both have proven to be a market winner, with the company subsequently attracting some of the industry's best performers. Syd has a firm belief that the South East Queensland market will continue to gain consumer confidence and will increasingly emerge as one of Australia's key sectors to invest.



## **LACHLAN WALKER**

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Lachlan's experience and intellectual property on the Brisbane residential property market has been an integral element sought by clients entering this market. With over 15 years' experience as a specialist residential researcher, Lachlan's understanding of the local market has provided guidance to clients ranging from first home buyers to experienced investors; from small private developers to large multi-national publicly listed companies.

As a Director of Place Advisory, Lachlan is in a unique role within the residential industry – combining market leading research with feedback from SEQ's most active sales team. Lachlan's role is to gather and apply intelligence, both internally and externally, to gain a comprehensive understanding of residential projects in order to provide product specific advice to our clients. Having worked closely with countless sales teams and residential projects across Brisbane, Lachlan's direction on price, design, target markets and marketing strategy based upon statistics and fact has been recognised as invaluable.



# 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**

The directors of Place Projects and Place Advisory are actively involved in the relationship with the developers of our major projects, sometimes commencing 12 to 18 months prior to market release. The general process involves the establishment and manning of an onsite presence of the project by the Place Projects buyer management team. The listing, marketing plan, sales strategies and appointment documentation rests with the directors. From concept to delivery, Place Advisory is engaged to deliver research and consultancy contract work for the developer throughout the life of the project. A director, sales agent and our marketing manager attend weekly meetings with the developer and are actively involved in the ongoing strategies for the developer. In the case of the onsite sales staff, they have the responsibility for buyer management, daily reporting and CRM data management which enables sales to be transacted. On site they are also responsible for weekly reports to be generated for the client.

## **RESIDENTIAL LAND AND 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 AND DEFENCE HOUSING AUSTRALIA PROPERTY**

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. A separate and important section of our business is our contract with Defence Housing Australia (DHA). DHA properties are often for resale mid-lease on behalf of the original buyers, then on sold to a new investor. DHA also engages our specialists to dispose of their surplus house and land properties to owner occupiers and builders.

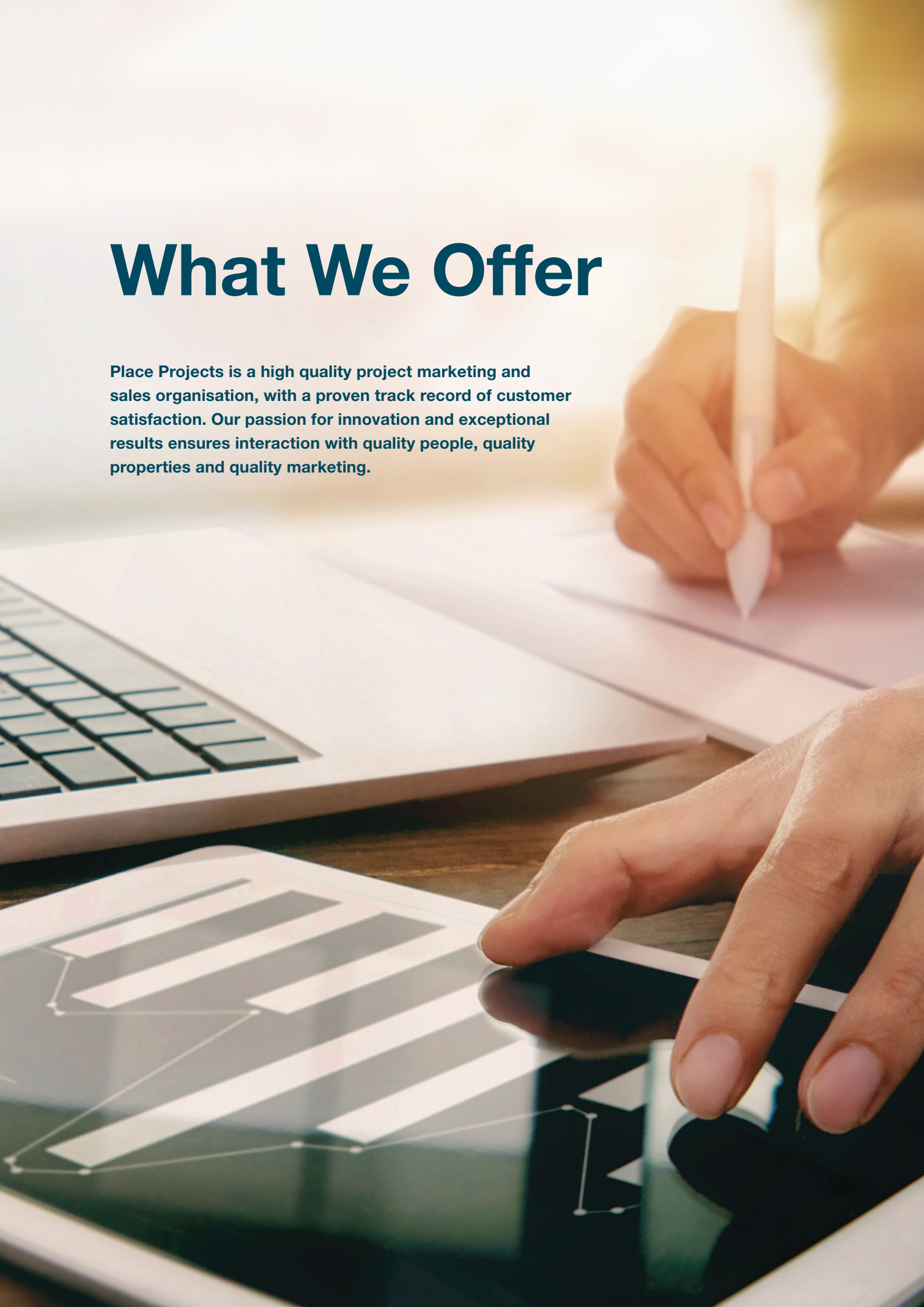
## **PROPERTY MANAGEMENT**

Place Projects offers a world class Property Management service with an unsurpassed calibre of personal attention to you and your property. Place Projects is experienced and resourceful and will ensure that your property is in the best possible hands.

Place Projects is committed to ensuring that our client's investment property is managed to the highest standard. We work with our clients to identify requirements and continuously touch base to establish a close working relationship.

# What We Offer

Place Projects is a high quality project marketing and sales organisation, with a proven track record of customer satisfaction. Our passion for innovation and exceptional results ensures interaction with quality people, quality properties and quality marketing.





## 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 Place Projects 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 at settlement
- 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 “NEW PROJECT” DATABASE

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

### ACCESS TO “OFF-THE-PLAN” SALES DATA AND MARKET INTELLIGENCE THROUGH OUR ADVISORY TEAM

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

### EXPERT MARKETING ADVICE TO DIRECT THE MARKETING SPEND TO WHERE IT COUNTS

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.

### THE QUALITY OF OUR BUYERS 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

### THE 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 SALES AND PROCESS 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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