



Selling the Invisible Building

with

Peter Gianoli

Sales and Marketing Specialist

LET ME TELL YOU
ABOUT A **PROJECT**...



9am was rapidly approaching on a Saturday morning and the early appointments had arrived and had checked in. The clients were savouring their coffee and cake and anxious that they would be able to purchase the apartment they wanted off the plan.

The sales suite was set up, the staff were well trained and focused and ready to work as a team to facilitate the sell-out of the 150 apartments that the two buildings had to offer.

We opened the doors to the 9am clients - they had 30 minutes to decide if they would select one of the apartments available for sale and fill in the paperwork. We would then move their \$5k holding fee as a part deposit to make the transaction unconditional and the apartment off the plan would be theirs.

As the first appointees entered the sales suite, Olivia a sales rep raced up to the front announcing Unit 6A was on hold and she now had 30 minutes to sign up the contract. 8A,7A,10A,3A and 12A followed suit. There was a rush on the 2-bedroom apartments on the West side of the building. Six from six appointments had made their selections and the 9.30am appointments would only have levels 1,2,4,5,9 and 11 to choose from.

So, in preparation for the 6 appointments to come into the sales suite at 9.30am we began to alter the sales sheet removing the 6 sold at 9am and altering the price upward of the remaining west side 2 bedders as the market had signalled to us that they were in demand. We elected to tweak the pricing up for the remaining 6 apartments on the West side \$20k each.

9.25am and we had thanked and congratulated the first six purchasers, filed the paperwork and were debriefing in preparation for the 6 x 9-30am appointments.

The clients were called in.

This time it was Peter who broke the ice "please hold 1A, then came 4A,5A,2A,9A and 12B. Okay, another six down but the East side was now being considered as a viable option. Only one west side apartment remained for 10am clients, so time to reprice. We decided to increase the



price of 11A another \$20k but we also moved the price up of all of the type B apartments by \$10k each.

Bring in the 10am clients...

On and on the sales day went. By 5pm that afternoon 95 apartments had sold - all of building 1 and now a solid chunk of building 2 were under contract, and we had another full book of appointments for Sunday.

We could sense that we were going to sell out by around lunchtime tomorrow and we still had another 36 clients after that who had reserved their place for an apartment viewing with a \$5k holding deposit.

Even better, throughout the events of the day we had squeezed out another \$350k in revenue by incrementally moving the next likely batch of sales upward in price to meet the market demand.

The day had been a huge sales success.

WHEN IT CLICKS, AND YOU HAVE ALL OF THE INGREDIENTS RIGHT, "SELLING THE INVISIBLE BUILDING" IS AS SIMPLE AS LINING UP THE SUPPLY TO MEET THE DEMAND.

The biggest hurdle is building confidence with your buyers purely based on a promise that you are going to deliver the project on time and to the right specifications and standard. That is a tall order even for experienced property development consultants and sales agents but this is what I do and have specialised in for over 30 years, and I have a proven track record in driving thousands of off-plan sales both in Australia and Internationally.



WHY THIS WILL
HELP **YOU**...



Like the development described previously, today's developments often contain 200 or more lots and potential lenders will insist on a pre-sale coverage of 100% of the debt. This means around 130 pre-sold units are required to activate construction finance.

Selling the Invisible Building or Pre-sales are a big deal!

The reasons pre-sales appeal to both the lender and the developer are clear.

To begin with, pre-sales 'prove-up' a development, establishing that buyers actually want the product on offer. Pre-sales support the developer's

applications for finance and are now a requirement for almost all bank development loan approvals. Pre-sales reduce the risk for both the lender and the developer, provided they remain in place. The pre-sales form part of the lender's security (even though borrowers may sometimes think otherwise).

Pre-sales are particularly important in a flat or declining market.

In tough market conditions many property developers are forced to shelve projects because they cannot raise funds through a traditional bank due to a lack of presales.

It is beyond dispute that one of the most critical aspects to any property development is getting the right sales and marketing strategy in place and executed, yet strangely it is one of the least understood and most neglected elements of the development process.

It is so important even a financier gets concerned about marketing! Because if the Borrower / Developer does not have a clear marketing strategy as to how they will repay their debt on completion of the project the bank is concerned.

Most developers focus their efforts on their profit margin, managing their sales values, construction costs and maybe their finance options but fail to identify the alternatives that best suit their product in terms of a sales and marketing strategy, despite it being fundamental to the success of the development and their future cashflow.



8 Parker - South Perth

Peter Gianoli

THIS IS WHAT I
CAN DO FOR **YOU**...



YOUR RESEARCH

Every property is different, so it is critical to gain a proper understanding of the market expectations and be able to explain it to you and your financier.

I help set you up to understand who is buying, how is your project different and how to use this to differentiate your project from the competition. This also guides the product mix and design configurations to meet the identified market demand and the right price points.

SALES & MARKETING STRATEGY

Having done the research, I plan your strategy. This is the second critical step that should be clearly mapped out before launching the project. The sales and marketing strategy will reflect the learnings from the project research and detail a carefully costed budget, which is designed around the conclusions reached in that process.

The marketing strategy defines how to promote the product to potential

buyers including media, web sites, marketing collateral and the related budgets.

The sales strategy encompasses everything from identifying the sales channels to ensuring that process including the lines of communication between the developer, and buyers are clearly understood.



CHOOSING THE RIGHT SALES CHANNEL

I am well versed in using a wide variety of sales channels. I have found that the choice of sales channel often depends on the type of project, market conditions and what other projects are in the market with various agents at the same time. As such this decision is one of the most critical points of differentiation and a key success determinant.

The various Sales Channels on offer include the use of 3rd party Project Marketing Groups, Local Real Estate Agencies, In House Teams and Offshore sales teams. The other key factor is whether to adopt exclusive or non-exclusive selling arrangements as this too depends on a number of conditions.

My expertise is in assisting in making this decision and because I have an active Real Estate Licence that I can utilise for the benefit of the projects I work with a number of options are available.

CONTROL

I help Developers have control over the entire sales process. Having the right sales and marketing strategy is as important as building the project on time and within budget.

Here is the dream scenario ...

Together we will get all your properties sold off the plan before construction is completed. Then as soon as construction is finished, you have subdivision approval (because you are a kick-ass developer).

And your new properties' titles have been registered, so you can arrange settlement with the buyers. All of that means you get paid straight away upon completion of your project.

Now that's living the dream.

Peter Gianoli



WHY **CAN** I DO THIS...

I am a qualified and experienced Sales and Marketing specialist in the property sector based in Perth Western Australia. I have over 30 years' experience specialising in residential luxury apartment sales and marketing. This experience has allowed me to develop specialist skills and networks in marketing across Australasia.

Over the years, I have operated the Sales and Marketing functions across a range of models. I have established and managed in house sales and marketing departments as well as operating in the outsourced sales and marketing arena. Either way I have been able to produce successful outcomes.

As well as residential sales and marketing, most large scale projects are mixed use in nature and consequently I have developed expertise in selling and marketing serviced apartments, strata commercial, commercial office including leasing and boutique hospitality.

IN ADDITION TO SPECIALISING IN SALES AND MARKETING, MY EXPERIENCE ENABLES ME TO ALSO PROVIDE A RANGE OF SERVICES:

- Detailed concept and project analysis for new business opportunities;
- Detailed review and critique of floor plans and designs;
- Strategic sales and marketing planning including implementation and delivery;
- Comprehensive off-the-plan marketing and sales experience;
- Specialised marketing and sales services for penthouses and premium apartments;
- Qualified sales services for highly skilled projects such as managed investment schemes;
- Detailed community consultation and communications;
- Relaunching challenging or stagnant projects;
- International property marketing and sales; and
- Holistic customer relations and property management services from pre sale through to post settlement.

I am a licensed Real Estate & Business Agent and operate as Brown St Realty.



Peter Gianoli

B.P.E. Dip. ED. Grad Dip Bus (Marketing)
Licensed Real Estate Agent

Peter Gianoli

SOME RECENT **PROJECTS**



8 PARKER – SOUTH PERTH

An off the plan boutique luxury development with an average sales price of \$4,000,000. For this project we chose a non-exclusive sales model utilising as many individual agents as we could identify who had access to the target market.

This project was a sell-out success months before construction commenced.





TERRACE GREEN – WHITE GUM VALLEY

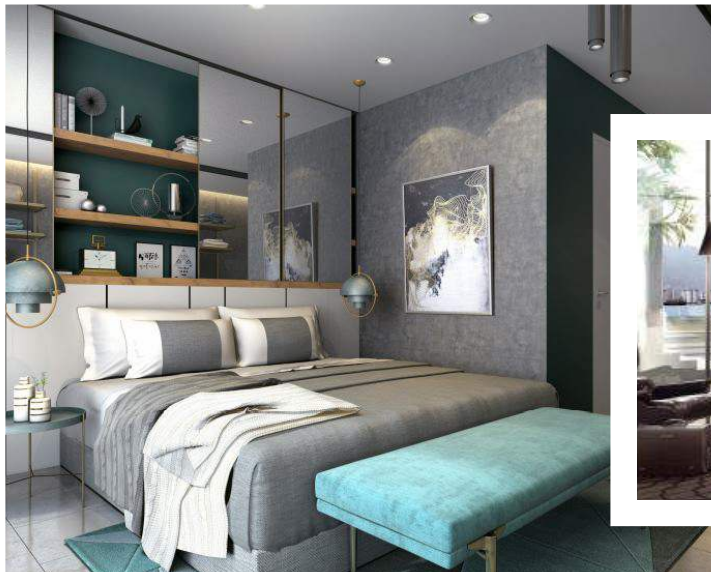
House and land packages in an urban infill. Here too sales commenced in an off the plan environment. The chosen sales channel for this project was an exclusive arrangement with a strong local agent.





TRIUNI RESIDENCES – PENANG

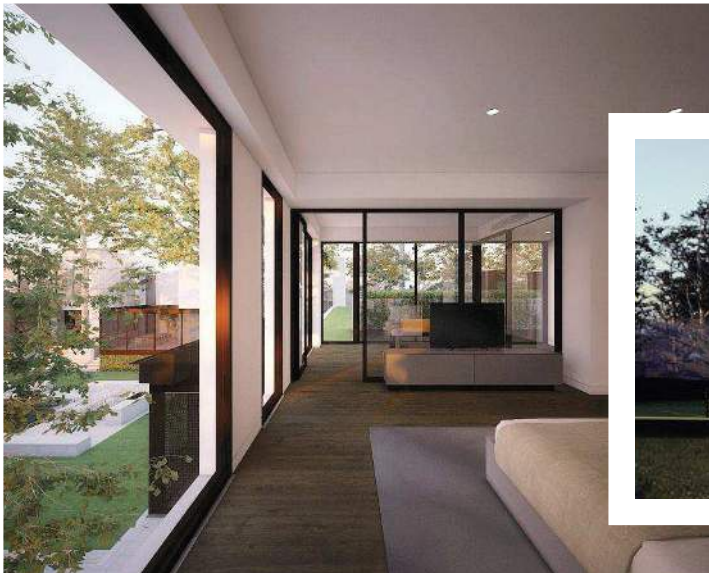
Off the plan luxury apartments in a waterfront location on Penang in Malaysia. The sales channel for this project was primarily through an in-house sales team. Leads were predominantly secured via social media to a seminar sales environment.





RUNNYMEDE ROSSMOYNE

4 boutique Kerry Hill inspired houses on a waterfront location off the plan. Sales are for house and land and driven by my in-house team especially assembled to handle this project.





LA RIVIERA – MOUNT PLEASANT

4 unique full floor waterfront apartments off the plan at an average sales price of \$5 million. Here to, I assembled an in-house team to conclude these sales under my licence.





STIRLING CROSS – STIRLING

This was a relaunch of 55 completed apartments sold post construction. The chosen sales channel for this project were 2 exclusive 3rd party Project Marketing teams.



RELEVANT PAST **ROLES**
AND **EXPERIENCE**

2011- 2016

Director and Licensee of Investor Assist Property – I launched and oversaw a new company within the ABN Group looking to specialise in the residential investment sector.

In this role, I established and oversaw the sales and marketing of 20 to 40 sales per month of investment apartments, strata units and house & land offerings.

Marketing was focussed on the investment seminar model and database marketing utilising a strong online presence throughout the Australian market. We also targeted the Singaporean investor via 3rd party agents to some strong success.

2007 – 2011

After the Babcock & Brown – Saville demise I was contracted to the St George Bank via a special purpose vehicle (Allegro Sales & Marketing) to oversee the completion, sales and settlements of 400 luxury CBD apartments in the Perth city.



Peter Gianoli

1995 – 2007 (FINI GROUP | MIRVAC – FINI | MIRVAC)

During this period, I progressed into several roles as my experience developed eventually being appointed **National Director of Sales and Marketing for Mirvac.**

In this role, I was responsible for all the marketing and sales strategies of Mirvac's residential, resort and mixed use developments across Australia.

In the sales marketing and customer relations divisions across 5 offices in different states of Australia are some 100 professionals. I was responsible for the performances of these teams which operated in 5 states of Australia across 3 different time zones and some 3000 km apart.

Over the years, the product range I worked on spanned the offerings of retirement product, urban regeneration, land sales, house and land sales, luxury apartments, resort and golf course product, mixed use developments and managed investment schemes.

A snapshot of Mirvac's projects that I oversaw included:

Queensland:

- Ephraim Island, Gold Coast - a mixed use residential and marina project.
- Waterline, Bulimba - a residential project.
- Newstead River Park - a mixed use residential commercial project.

New South Wales:

- Magenta Shores - a golf course and 5-star resort and residential project.
- Newington Olympic Village - a residential and commercial retail project.

Victoria:

- Yarra's Edge at Docklands - a high rise residential, mixed use and marina project.
- Waverley Park a residential project.

Western Australia:

- The Peninsula, Burswood - a high rise residential project.
- Bunker Bay - a residential spa and 5-star resort project
- The Point Mandurah - a high rise residential project.

During this time at Mirvac, I relaunched several projects with significant results.

Three such projects are outlined below:

■ **Mindarie Keys, Western Australia**

Mindarie Keys a residential land estate situated approximately 45kms north of Perth. It is positioned in a prime coastal location around one of the largest man made marinas in the southern hemisphere.

Following construction of the marina, the project was handed from developer to developer and was branded a 'white elephant' due to poor land sales and community discontent.

When Fini Group acquired the project in the mid 1990's, I took a lead role in a comprehensive re-branding and community consultation process to improve public perception of the development.

The subsequent sequence of events was phenomenal with land sales and public perception soaring. The project went on to win the UDIA national award for most outstanding development in Australia.

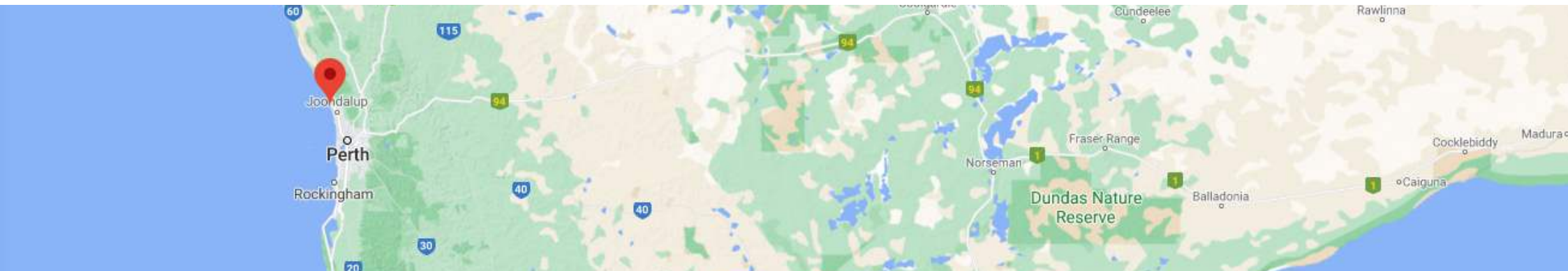
■ **Meadow Springs, Seascapes and Bridgewater - Mandurah Land Estates, Western Australia**

In 2001, Mirvac Fini (formerly Fini Group) acquired three residential land estates in Mandurah from the ANZ Bank.

Land sales within each of the estates were very slow and the project was sold to Mirvac Fini for a very competitive price based on its sales performance at the time.

Following a comprehensive development, marketing and sales review of the project, I oversaw the relaunch to the market with a fresh marketing concept and community building campaign in place.

The relaunch of the Mandurah Land Estates was the winner of an Australian Marketing Institute (AMI) Award for Excellence and Mirvac went on to sell thousands of lots across three estates.



RELEVANT **INDUSTRY AWARDS**
AND **INDUSTRY PRESENTATIONS**

INDUSTRY AWARDS

- **2005 Australian Marketing Institute** – State award winner for the Peninsula Launch
- **2003 Australian Marketing Institute** – State award winner for the Mandurah International Opera Festival
- **2002 Media Awards** – winner for positive images for seniors
- **2002 Australian Marketing Institute** – State award winner for the Mandurah turnaround.
- **2000 Australian Marketing Institute** – National Marketer of the Year
- **1999 Western Australian Industry and Export Awards** – Finalist in the Marketing Award for the East Perth Project
- **1998 FIABCI** – Global marketing award for St James Estate – Northbridge.

INDUSTRY PRESENTATIONS

- **The Property Council of Australia – Residential Conference** – Topic “Trends in Residential Property”
- **The Real Estate Institute of Western Australia** – Topic “How to Sell the Invisible Building”
- **Western Australia Infrastructure Conference** – Topic “Living Quality”
- **The Office of the Seniors National Conference** – Topic “Living Quality for the Aged”
- **The Urban Development Institute of Australia National Conference** – Topic “Innovation in Property”
- **Cityscape – Dubai** “Selling the Invisible Building”

IN DEPTH **SKILL SET**

In my various roles as a Sales and Marketing Director I have developed expertise in the following.

New Business

- Identify and evaluate new business opportunities

Sales

- Competitor analysis;
- Recommended pricing;
- Design and product feedback;
- Review and critique of floor plans and designs;
- Market Research;
- Sales and Leasing;

Marketing

- Market Research;
- Coordination of promotional materials;
- Database marketing;
- Media Relations;
- Coordination of client and industry communications;
- Coordination of all point of sale and display requirements;
- Community Consultation;
- Relaunches;
- Resort and hotel marketing;
- International marketing;

Premium Sales & Marketing

- Specialised sales and marketing services for penthouse or luxury apartments.

Customer Relations

- Preparation of contract documentation;
- Client selections and upgrades;
- Pre and post settlement inspections;
- Client handovers.

Property Management

- Liaison role between property owners and tenants;
- Rent collections and reviews;
- Account payments, owner payments, invoicing and trust accounting;
- Property Condition Reports, inspections and maintenance;
- Property marketing and leasing.

Strata Management

- Commercial and residential strata management services;
- Budgets, financial reports and reconciled accounts;
- Insurance claims and valuations;
- Secretarial duties plus organisation of Annual General Meetings;
- Coordinate property repairs and maintenance.



For more information contact

Peter Gianoli

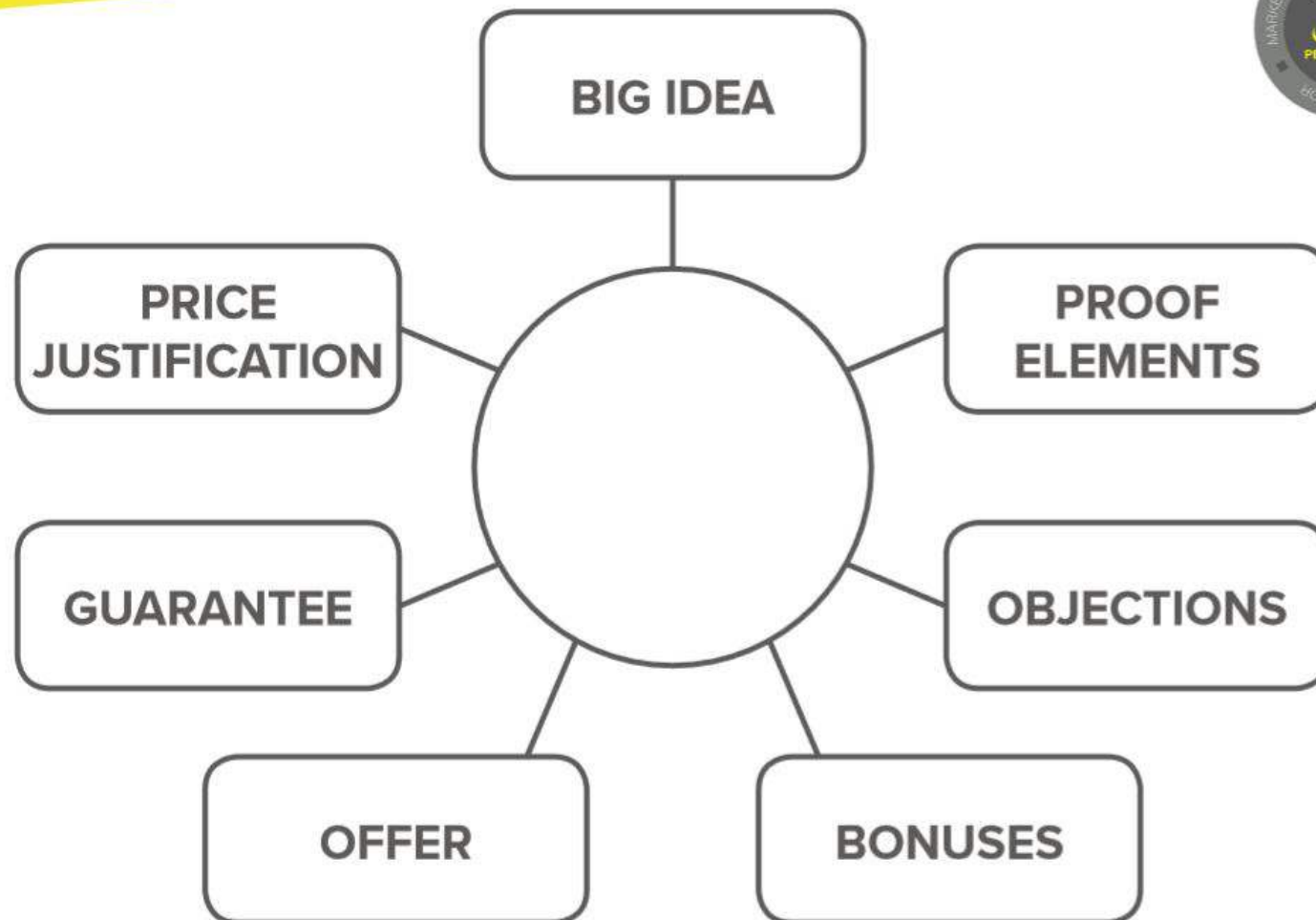
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APPENDICES





MARKETING PERFORMANCE MATRIX

Instructions:

Step 1: Rank your brand from 1 to 10 in each category across the bottom half of this table. Perform indicated calculations where required.
Step 2: Calculate scores for the four main categories (People, Product, Promotion, Place).
Step 3: Add scores in each category to determine your Benchmark Score.

Scoring:

0-2: Not in channel, poor performance
3-5: Poor to average
6-8: Good to very good
9-10: Excellent

What your score means:

0-25: Brand is failing and needs to improve across the board.
25-50: Branding is performing poorly and needs improvement.
50-75: Brand needs to address its flaws and upgrade areas of weakness.
75-100: Brand is performing well, although it may need tweaking in areas of weakness in order to increase cut-through.

PEOPLE

- ☐ LEADERSHIP TEAM
- ☐ SALES TEAM
- ☐ OPERATIONS STAFF
- ☐ MARKETING DEPARTMENT
- ☐ CUSTOMER SERVICE

ADD 5 SCORES ABOVE

$\times 0.2 = A$

A

PEOPLE COMPONENT SCORE

PRODUCT

- ☐ FEATURES
- ☐ TIMELY DELIVERY
- ☐ SUSTAINABILITY
- ☐ DESIGN
- ☐ QUALITY
- ☐ VALUE FOR MONEY
- ☐ INNOVATION

ADD 7 SCORES ABOVE

$\times 0.6 = B$

B

PRODUCT COMPONENT SCORE

PROMOTION

- ADD 4 SCORES & DIVIDE BY 4
- WEB/DIGITAL

 - ☐ MACRO SITE/MICRO SITE
 - ☐ TARGETED RICH EMAILS
 - ☐ INTERNET TOOLS
 - ☐ CORPORATE & PRODUCT VIDEO
- ADD 4 SCORES & DIVIDE BY 4
- COLLATERAL

 - ☐ STATIONERY
 - ☐ NEWSLETTERS
 - ☐ BROCHURES
 - ☐ FLYERS & GIVEAWAYS
- ADD 4 SCORES
- BROADCASTING & ADVERTISING

 - ☐ PRINT ADS
 - ☐ RADIO/TV ADS
 - ☐ ONLINE ADS
 - ☐ OUTDOOR

ADD 3 SCORES ABOVE

$\times 0.6 = C$

C

PROMOTION COMPONENT SCORE

PLACE

- ☐ OFFICE
- ☐ TRADESHOW
- ☐ SALES ENVIRONMENT
- ☐ EVENT

ADD 4 SCORES ABOVE

$\times 0.3 = D$

D

PLACE COMPONENT SCORE

= MARKETING PERFORMANCE **SCORE** _____

Step 1

Step 2

Step 3

A Day In Life Of User

