



Off the Plan Property Sales

Peter Gianoli

Director, Licensee and Sales & Marketing Strategist



**LET ME TELL YOU
ABOUT A PROPERTY
DEVELOPMENT
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

Peter Giardi





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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 o-plan sales both in Australia and Internationally.



**HOW THIS CAN
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.



**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.



Peter Giardi

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 Off shore 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 on 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 Giardi



**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.

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

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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.

CHOOSING THE RIGHT SALES CHANNEL

- 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 on-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.

Peter Giambi

A modern apartment interior featuring a dining area with a wooden table and light-colored chairs. Large floor-to-ceiling windows offer a view of a cityscape at dusk. The room has a dark wood floor and a dark wall with a long white countertop. The text "I DON'T JUST SPECIALISE IN APARTMENTS OFF THE PLAN..." is overlaid in the center.

**I DON'T JUST
SPECIALISE IN
APARTMENTS OFF
THE PLAN...**



Luxury Houses off the plan

With over 30 years of unparalleled experience in the luxury real estate market, I am your go-to expert for marketing and selling exquisite homes off the plan. My journey has been defined by a passion for showcasing extraordinary properties and a commitment to delivering exceptional results for developers and buyers alike.

Peter Gianni



Key Highlights:

»» Unmatched Success:

My extensive track record speaks for itself. I've consistently closed high-profile deals that not only satisfy clients but also elevate the market standards for luxury living.

»» Innovative Marketing Mastery:

I excel in crafting captivating marketing strategies that resonate with discerning buyers. By highlighting the unique features and lifestyle benefits of each property, I create irresistible narratives that generate buzz and drive sales.

»» Trusted Developer Collaborations:

I've built strong partnerships with developers, understanding their vision and financial needs. My insights into market dynamics provide the surety and funding strategies essential for successful luxury home developments.

»» Expert Market Insight:

I possess a keen eye for emerging trends in the luxury market, allowing me to position properties strategically and advise developers on the finest design elements that captivate buyers.

»» Client-Centric Philosophy:

My approach is all about you—understanding the aspirations of both developers and buyers to ensure a seamless experience from the first showing to the final closing.

Together, these strengths make me uniquely positioned to elevate the marketing and sales of luxury homes off the plan, driving growth and confidence in the luxury real estate landscape.

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PENTHOUSE EXPERTISE

At Brown Street Realty, we also have a niche passion for penthouse apartments, delivering a bespoke real estate experience that embodies the high standards of our discerning clientele.



Under my expert guidance, paired with the creative genius of internationally acclaimed interior designer Kate Barakovska, we ensure that every property we market is not just a residence but a true reflection of the owner's unique lifestyle.

Peter Gianni

Our Commitment to Excellence:

»» Tailored Marketing Strategies:

Every potential buyer is treated like a VIP. We utilise personalised marketing approaches that spotlight the unique features and exquisite details of each penthouse, making them irresistible.

»» Comprehensive Renovation and Staging Services:

We offer the option to renovate, furnish, and stage properties, elevating their market appeal and value. Our goal is to ensure sellers achieve the highest possible selling price.

»» Market Expertise:

With a decade's worth of penthouse sales data at our fingertips, we provide insightful market analysis that empowers our clients. Our deep understanding of the luxury market in Perth sets us apart.

»» Exclusive Access:

Our extensive network and innovative marketing strategies guarantee that penthouse owners receive unparalleled exposure, attracting serious buyers quickly and effectively.

At Brown Street Realty, we're not just about selling properties; we're about curating a luxurious, tailored experience that positions our clients for success in the elite real estate market. Let us help you showcase your penthouse as the ultimate symbol of prestige and lifestyle

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