

A modern, multi-story apartment building with a minimalist design, featuring large windows and balconies. The building is illuminated from within, and the sky is a deep blue, suggesting dusk or dawn. The foreground shows a well-maintained lawn and a low hedge.

Developer's Guide

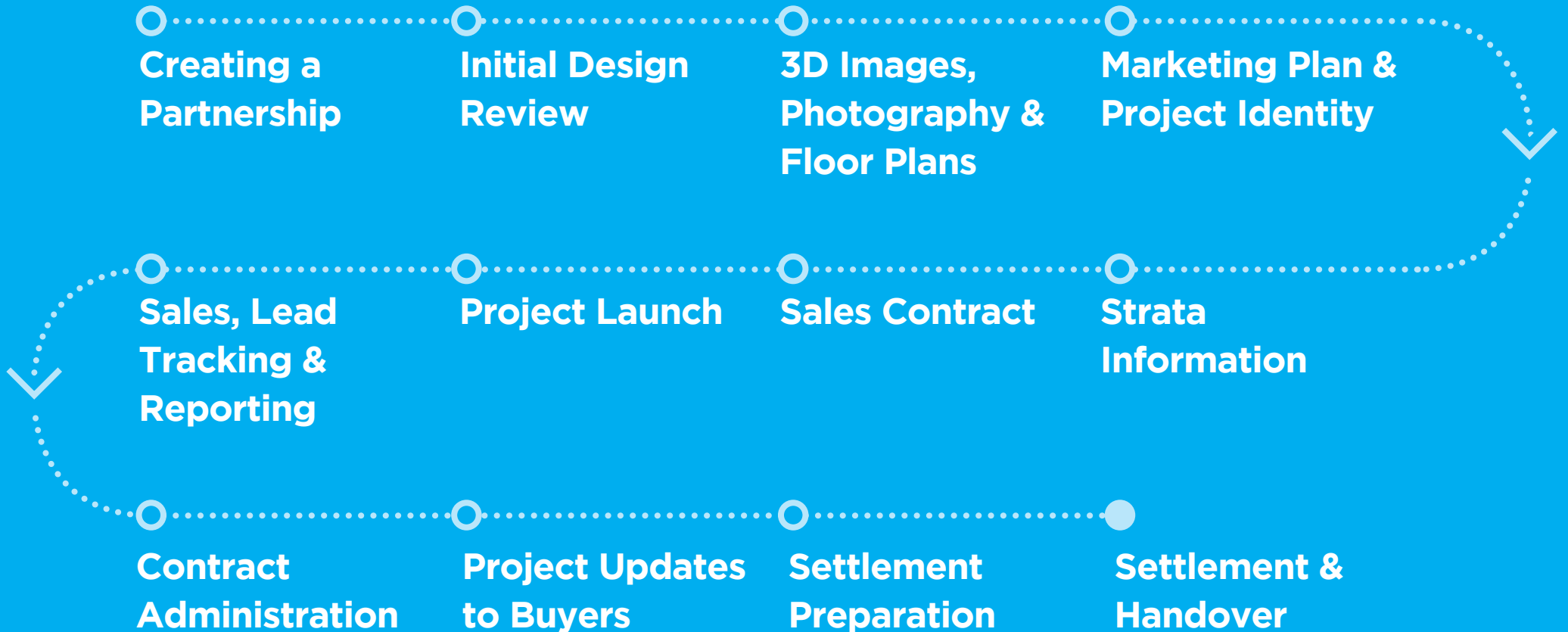
*Our 360° approach
to selling your project*

°CELSIUS
PROPERTY

Selling projects is one of our core specialities. Being different to traditional real estate, the level of sales expertise required to make project sales should not be underestimated.

Our goal at Celsius Property is to guide you through the process and ensure that we work with you, every step of the way.

The Celsius approach to selling projects.





Creating a Partnership

It is important that from the start we outline the terms of the working relationship to ensure there is absolute clarity in terms of roles and responsibilities. With clear parameters set, we can get started!

Initial Design Review

Factors such as location, price point, amenities/infrastructure and competition all contribute to the success of your project. That's why it is important at the outset to undertake a full review of the development from an 'end user' point of view.



3D Images, Floor Plans & Photography

It's now time to bring the design 'to life' and create an emotional engagement with your sales team and prospects. The importance of good 3D imagery and simplified floor plans with furniture layouts is necessary to set the scene for buyers. Ensuring the right perspective and fit-out for each image is critical and involves input from the developer, sales agent and marketing team. Completed projects require professional photography with strong art direction.

A person with long blonde hair, wearing a white long-sleeved shirt, is sitting at a wooden desk. They are looking at a laptop screen. There are several stacks of papers and a pen on the desk. The background is a bright, out-of-focus office space with windows. A large blue circular graphic is overlaid on the right side of the image, containing text.

Marketing Plan & Project Identity

Preparing the right marketing plan and project identity is the last step before project launch. It is important to engage the services of an experienced marketing agency that can provide creative guidance in developing the right branding and marketing strategy for the project. Finding balance in the marketing budget between marketing assets/collateral and lead generation is important in this process.



Strata Information

When considering developing a strata site you will need to understand the implications of various aspects of the building and building systems that may require ongoing management and maintenance. Potential buyers could have questions about these items that will need to be answered by the sales team. Our in-house strata team can provide invaluable feedback and guidance to these requirements plus assist with creating strata budgets and reviewing management statements.

A close-up photograph of a person's hand holding a black pen with gold accents, writing on a white document. The background is blurred, showing what appears to be a desk and other documents. A large, semi-transparent blue circle is overlaid on the right side of the image, containing text.

Sales Contract

Project sales contracts require more information than in normal real estate and typically have provision for performance requirements and timeframes for both parties. This is especially relevant with off-plan sales contracts. Our in-depth understanding of contracts assists the buyers to navigate through 100+ page contracts. We always recommend having the Sales Contract and Strata Disclosures reviewed by a property lawyer before going to market.

Project Launch

Following many weeks of collaborative work with our client, we are now ready to launch the project! This is an exciting time for the project and gaining traction in the market place and achieving results is critical to building momentum for the project. Noting where the leads are coming from and tracking every lead is an important element of the process. Lead tracking, follow up and feedback along with detailed reporting, ensures you know what advertising is working and how the market is reacting.



Sales, Lead Tracking & Reporting

We understand that due to the nature of project sales, you may need to work with prospects over time to build trust and rapport before they buy. At Celsius Property we break down the sales process in to six stages which are tracked and reported on a monthly basis

1. Initial Enquiry
2. Phone/Email Contact
3. Appointment/Presentation
4. Sale
5. Long term prospect
6. Closed Out



Contract Administration

The contract administration of project sales is also very different to traditional real estate. There will be various other requirements such as establishing interest bearing accounts for buyers, ensuring any payments for variations are paid upfront, maintaining contact details and status of buyers through the development process, which can be months or years. Our Sales Administration team is an important part of the process and in the ongoing management of buyers.

Project Updates to Buyers

As there are often many months, sometimes years, between a purchase and the completion of construction, it is important buyers are kept informed of progress and various milestones. In the early stages of a project, we may only generate 8-weekly reports however, as the project unfolds it is recommended these be prepared and sent monthly. Celsius Property can work with developers to ensure that these reports are prepared and sent to buyers at regular intervals.



Settlement Preparation

Our team will make contact with all Buyers 2 to 3 months prior to settlement to go through our 3 phase pre-settlement process.

Phase 1: Ensure finances are in order to settle including lodgement of bank applications as required.

Phase 2: Organise valuations, final inspections and issue any contractual notifications.

Phase 3: Keep all parties fully informed in regards to the issue of individual titles and settlement.

The ongoing monthly communication through the construction phase along with the above process ensures a smooth and on time settlement for Buyers and Sellers.




Settlement & Handover

Just prior to settlement, we will assist our client to create the handover packs which will include all relevant access devices, remote controls, manuals and warranty information. We work alongside the strata division to ensure welcome packs are created to assist all occupants with the move and enjoyment of their new home.

THE FITZ

North Perth

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Client:
12 Degrees Pty Ltd

Project Manager:
Celsius
Developments

Project Type:
Residential
Apartments

No of Properties:
37 apartments (1x1
and 2x2)

Agreement Type:
Exclusive

Pre-Sales:
60% presold

Project Launch:
November 2013

**Construction
Completion:**
August 2016

**Handover &
Settlements:**
October 2016

**Total project
value:**
\$19m



THE FITZ
North Perth



SOLD OUT

DORRIEN

APARTMENTS

West Perth



40
Cowle St

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PROPERTY

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DORRIEN

APARTMENTS

28-38 COWLE STREET, WEST PERTH

Client/Project Manager:
Giorgi Group

Project Type:
Residential
Apartments

No of Properties:
47 apartments (1x1,
2x2 and 3x2)

Agreement Type:
Exclusive

Pre-Sales:
50% presold

Project Launch:
April 2014

Construction Completion:
July 2016


Handover & Settlements:
September 2016

Total project value:
\$23m



stpeters
ON LEONARD

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PROPERTY

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Client/Project Manager:
Perth Diocesan Trustees

Project Manager:
Mesh Property

Project Type:
Residential Apartments

No of Properties:
34 apartments (1x1, 2x2 and 3x2)

Agreement Type:
Exclusive

Pre-Sales:
50% presold

Project Launch:
April 2014

Construction Completion:
July 2016

Handover & Settlements:
September 2016

Total project value:
\$15m




BLOOM

WEMBLEY TERRACES

10

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PROPERTY

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Client/Project Manager:
Giorgi Group

Project Type:
Residential
Apartments

No of Properties:
39 Terraces (2x2 and 3x2) and 12 Apartments (2x1) over 3 Stages

Agreement Type:
Exclusive

Pre-Sales:
50% presold

Project Launch:
October 2014

Construction Completion:
Stage 1: Aug 2016
Stage 2&3: Nov 2017

Handover & Settlements:
Stage 1: Sep 2017
Stage 2&3: Dec 2017

Total project value:
\$36m



Why choose Celsius?

- We provide expert advice on current market trends and property hot spots
- We share our knowledge and experience to ensure your project will appeal to your target market and maximise the success of your development
- We assist with the creation of a strategic marketing and sales plan that will achieve pre-sale requirements and provide confidence to the project team
- We are a team of passionate, collaborative people with expert knowledge of the industry
- We understand the financial drivers behind a successful project
- We are happy to conjunct with other agents to get the best results for the project
- We always aim to deliver a higher degree of customer satisfaction in all that we do
- We take a team approach to project sales and have the support to ensure that our client and buyers are managed throughout the process

Exceeding expectations.

Celsius Property is an integrated property group incorporating Celsius Property, Celsius Finance and Celsius Developments. As your project sales and marketing specialists, we offer you an end-to-end property service that aims to exceed your expectations. Backed by decades of experience, and a proven process, we aim to make selling your project as simple, stress-free and financially rewarding as possible.

**With our 360° perspective on property,
you can relax knowing we've got you covered.**

Our expert team.

The perfect blend of experience, personality and desire. Our success comes from our experienced, friendly and highly driven team who will do everything possible to ensure you get the best possible return on your investment.



Richard Pappas
Managing Director
0411 144 230



Gayle Fitzmaurice
Licensed Real Estate Agent
0437 180 094



Kylie Gilmour
Sales Administrator
6144 0700



Bo Xiong
Property Consultant
0432 104 675



Tim Grose
Director
0416 004 492



Steve Smith
Property Consultant
0419 903 648



Katarina Farkas
Marketing & Design
6144 0700

Richard Pappas

Managing Director

“Trust, transparency and giving are at the heart of my beliefs and I believe that positive and ethical business practices have tenfold returns. What makes me excited about property is the future. We have the opportunity to design solutions that address real world problems - such as housing for first home buyers, downsizers, millennials, retirees and the homeless.”

As Managing Director, Richard leads by example and believes the Celsius ethos of practicing what it preaches by investing alongside their customers.

Richard began his property career in 1998 as a Sales Consultant for City-Life before taking over as General Manager and eventually purchasing the business with wife Roxanne in 2005.

Since then, Richard and Roxanne have unequivocally transformed City-Life to include Focused Finance, a mortgage broking business and City-Life Developments, a niche residential

development division. To bring uniformity and transparency, the company now trades as Celsius Property Group, bringing all divisions under one umbrella.

Highly regarded by his peers in the real estate industry, Richard has worked tirelessly to promote some of Perth's best developments and build an enviable client database and referral network throughout Western Australia.

A practising real estate agent with a fresh outlook and approach to investment, Richard enjoys assisting clients with their property needs and securing a greater financial future. He also takes pride in mentoring staff and keeping a close eye on the company's financial performance through its investments.



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Tim Grose

Director

“Project sales, property development and finance all play a big part in my day to day role at Celsius Property Group. I love all things property and finance. For me, to be able to help others doing the things I love - it does not get much better than that!”

No stranger to real estate, finance and the property development industry, Tim has been helping Celsius clients achieve their wealth creation goals since 2001.

As Director of Celsius Property Group, Tim is responsible for helping our clients achieve, maintain and exceed their property investment dreams and it's a role he excels at.

Tim's strong academic credentials include a Bachelor of Commerce with Double Majors in Finance and Management. He also holds a Real Estate Licence and is a Licensed Finance Broker - credentials which complement many years of

hands-on experience in property investment and wealth creation.

A trusted advisor, Tim's focus is on finance strategy, property portfolio analysis and solving complex problems for our clients. He is also an encouraging team leader who empowers Celsius staff to deliver quality service and premium results.

Tim has always had a healthy interest in wealth creation and was working as a stockbroker while completing his studies at university. Tim believes knowledge, patience, loyalty and understanding are essential attributes of a trusted financial advisor - qualities he brings to his position in abundance.



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Gayle Fitzmaurice

Licensed Real Estate Agent

“The word that comes to mind is her ‘service’. Gayle’s personal characteristics of honesty, integrity, straightforwardness and yet sensitivity, have made her the perfect Real Estate Agent for us”

- S&S Roach.

Gayle is a Licensed Real Estate Agent who also holds a Degree in Marketing and a Diploma in Digital Marketing.

Both dynamic and driven, she is passionate about bringing integrity to her work.

Positive and proactive are the words that describe her approach to new business development and market expansion.

Gayle specialises in working with small to medium-sized developers to source land, then support the developer through design and planning approvals for developments that are suited to the area and population.

Her support then extends through to selling off-the-plan throughout the project as well as selling the completed development.

Gayle’s experience makes her an ideal member of the Celsius team. Testament to the success of Gayle is the large number of very happy repeat and referral clients plus the numerous positive testimonials she receives.



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Bo Xiong

Property Consultant

“Helping our clients to achieve their goals through property is the most enjoyable part of my work. What I particularly love about being a Property Consultant is discovering the trends of the industry, and the innovation and new technologies that emerge, so I can help meet every aspect of a person’s needs.”

Bo commenced her real estate sales career at Celsius following more than 5 years of employment at a national Strata and Facility Management company.

Her experience and knowledge in strata and residential buildings is a big asset for clients looking to sell or buy strata titled property.

As a customer service professional, Bo has always delivered more than what her clients expect, because she believes that the key to success comes through empathy, integrity and actively seeking new ways of doing things better.

Bo was born in China, and migrated to Australia in 2007. Through years

of hard work with her partner, they have established their lovely home in Gooseberry Hill with two beautiful boys, as well as their successful and expanding property investment portfolio in WA.

Through Bo’s personal experience in property investment, she has become passionate about the industry and is very excited to help more people learn and prosper from these experiences.

Bo truly understands that the property industry is a people industry where emotions, tastes and influences play a huge part in the process.

Being bilingual and understanding both oriental and western culture also opens a world of opportunities for her clients.



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Steve Smith

Property Consultant

“There is nothing better than being able to assist clients to a successful outcome whether selling or purchasing real estate property! The most satisfying part and ultimate pat on the back is referrals by clients to friends or acquaintances who want to sell or buy real estate. That makes my day.”

Steve is an accomplished, driven and energetic business person who has an extensive professional and personal career in business and sales.

His business career has been focused on sales, service, financial management and for the past four years, real estate and property investment. Along the way, Steve has also enjoyed success as an international sports person.

As a retail and service business proprietor for over 30 years, Steve understands that success is built around good service and sound ethics in all personal and professional dealings, whilst

maintaining integrity and fairness when dealing with clients and customers.

Steve's dedication to excellence in business and customer service has led to him being a multiple award recipient, both state and nationally, recognised for high business, sales and customer satisfaction standards. He looks forward to extending his skills accordingly to his real estate clients and customers alike.

One of Steve's life philosophies is:

“If you want to move forward, always give yourself time to reflect”.

Wise words from a man who also has the good sense to make time to balance his golfing passion with a busy real estate career.



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Testimonials

We're not happy unless you are.



“Professional, honest
and accommodating.
Dealing with Celsius was
a pleasure!”

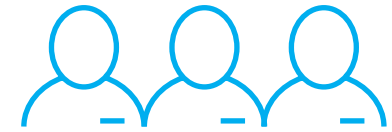
Antonette

New Home Owner

THE FITZ
North Perth

Testimonials

We're not happy unless you are.



“The sale of our house and purchase of our unit was handled with a professional and caring attitude by Celsius.”

Bob and Vivien

Downsizers



Testimonials

We're not happy unless you are.



“Trustworthy,
knowledgeable and
compassionate. A service
level above and beyond
all others.”

Matt

New home owner

THE FITZ
North Perth



Testimonials

We're not happy unless you are.

ratemy
agent



OVERALL SATISFACTION

Agent - brilliant and straight up with you!

RECOMMENDED BY BUYER OF:

38B Muswell St, Balga, WA 6061

13 June 2018

Gayle is a fantastic agent. I found her to be honest, straight up, friendly and impressively knowledgeable of the Balga area. Gayle made the seller's Offer expectations clear to me upfront, which I put forward and it was accepted within 24 hours. All questions were answered promptly. Settlement was successful and occurred on time. I would highly recommend Gayle as an agent and will definitely contact her to be my agent if I ever sell the property I just bought.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Great Agent!

RECOMMENDED BY BUYER OF:

2/484 Fitzgerald St North Perth WA 6006

05 June 2018

It was easy dealing with Steve. Nothing was a problem, provided prompt service and delivered on everything that he had promised. Thanks Steve!

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Excellent agent!

RECOMMENDED BY BUYER OF:

4/49 Flynn Street, Wembley, WA 6014

30 May 2018

Steve is a very personable, professional and engaging agent. My wife and I were extremely pleased with his professionalism and his engaging approach to real estate. I would recommend him to any person seeking my suggestions for a great agent. Could not be happier with Steve.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



Testimonials

We're not happy unless you are.

ratemy
agent



OVERALL SATISFACTION

Never give up attitude

RECOMMENDED BY BUYER OF:

4 Duggan Court Balga WA 6061

28 May 2018

As a buyer I would highly recommend Gayle as an agent, I feel like she never give up on the sale even with the few speed bumps that happened on the way and I am quite sure she would move mountains for her clients.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Outstanding agent!

RECOMMENDED BY SELLER OF:

18B Gibb Cres, Westminster, WA 6061

22 May 2018

Very professional and easy to liaise with. Good market knowledge. She has been great to work with and wouldn't hesitate to contact for any future property sales. Thanks Gayle!

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Professional, obliging, helpful, a 5 Star agent!

RECOMMENDED BY BUYER OF:

1/3 Thirlmere Rd, Mount Lawley, WA 6050

08 May 2018

Bo from the beginning has been helpful, cooperative, understanding of our needs at all times. If we needed anything Bo would communicate promptly, a good negotiator, and prior to settlement Bo would ensure we were happy with the process at all times. On inspection she attended to our concerns and ensured all matters were dealt with promptly. We would recommend Bo to anyone who wants a helpful, considerate and honest person as their agent.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

An absolute pleasure to deal with

RECOMMENDED BY SELLER OF:

30 Langford Ave, Langford, WA 6147

23 April 2018

Working with Steve to sell my father's property was seamless. We were able to obtain a price that was acceptable by all parties and an overall good outcome. The sale went through with minimal effort and I would thoroughly recommend Steve and would use him again myself.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Richard and team - pleasant and professional!

RECOMMENDED BY BUYER OF:

117B Fitzroy Rd ,Rivervale WA 6103

12 March 2018

Richard and his team have been very pleasant to deal with; as foreigners and being our first time buying a property in Perth, they were helpful and patient in every stage of the purchase without being pushy. We would certainly recommend Richard to anyone buying or selling a property - simply for his can-do spirit! thank you.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Relaxed and Professional

RECOMMENDED BY SELLER OF:

31 Windfield Rd, Melville, WA 6156

14 February 2018

The entire process of selling our home was a relaxed and professional experience. We had some title issues that dragged out the deal and at no time did I feel that Richard did not have everything in hand. He communicated clearly and regularly to keep us informed in exactly what was going on. we are very happy with the end result and will not hesitate to use Richard again in the future.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



°CELSIUS

PROPERTY GROUP

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PROPERTY SALES

DEVELOPMENTS

FINANCE

PROPERTY MANAGEMENT

STRATA MANAGEMENT



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