

A photograph of a modern, multi-story building with a mix of dark grey, white, and wood-textured panels. The building is set against a clear blue sky. A large, semi-transparent blue circle is overlaid on the right side of the image, containing the title and subtext. The foreground shows a paved walkway and some landscaping with small trees and plants.

DEVELOPER'S GUIDE

Our 360° approach
to selling your project

°CELSIUS
PROPERTY



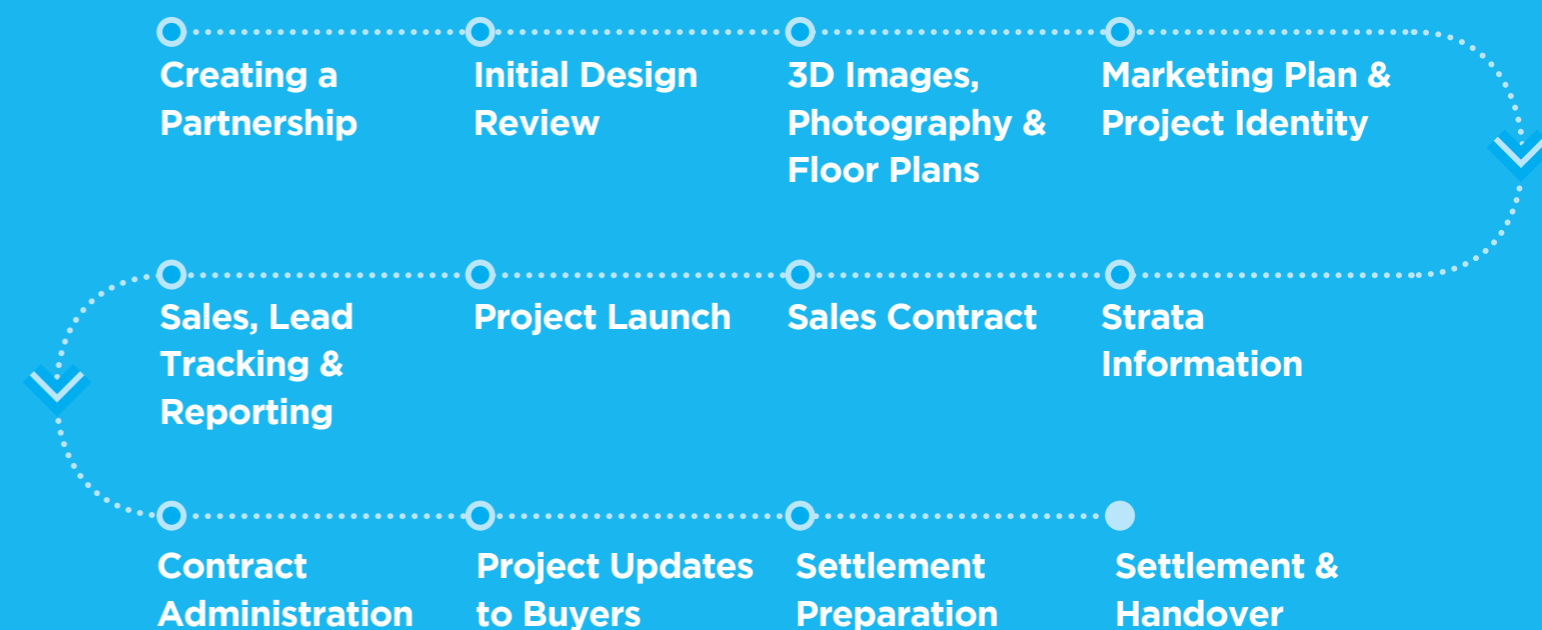
Selling projects is one of our core specialities.

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!

A background image showing a person's hands writing on a document with a pen. A wooden ruler is placed across the document. The image is partially obscured by a large blue circular graphic on the right side.

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 woman with long blonde hair, wearing a white long-sleeved shirt, is sitting at a wooden desk. She is looking at a laptop screen and has her hands on the keyboard. There are several stacks of white papers on the desk in front of her. The background is a bright, out-of-focus office space with a window. A large, semi-transparent blue circle 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.

A smiling woman with blonde hair, wearing a light pink blazer over a white button-down shirt, stands in the foreground. In the background, several other people in business attire are engaged in conversation. A large blue circular graphic is overlaid on the right side of the image, containing text.

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, signing a document. The person is wearing a light blue button-down shirt. The background is blurred, showing other people in a meeting or office setting. 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

A photograph of three female call center agents wearing headsets, smiling and looking towards the right. The image is partially overlaid by a large blue circular graphic on the right side.

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.

A woman with short brown hair, wearing a teal patterned top and a multi-strand beaded necklace, is smiling and looking at her smartphone. She is outdoors, with a blurred background of green foliage and a wooden railing. A large blue circular graphic is overlaid on the right side of the image, containing text.

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



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



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value:**
\$19m



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





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



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

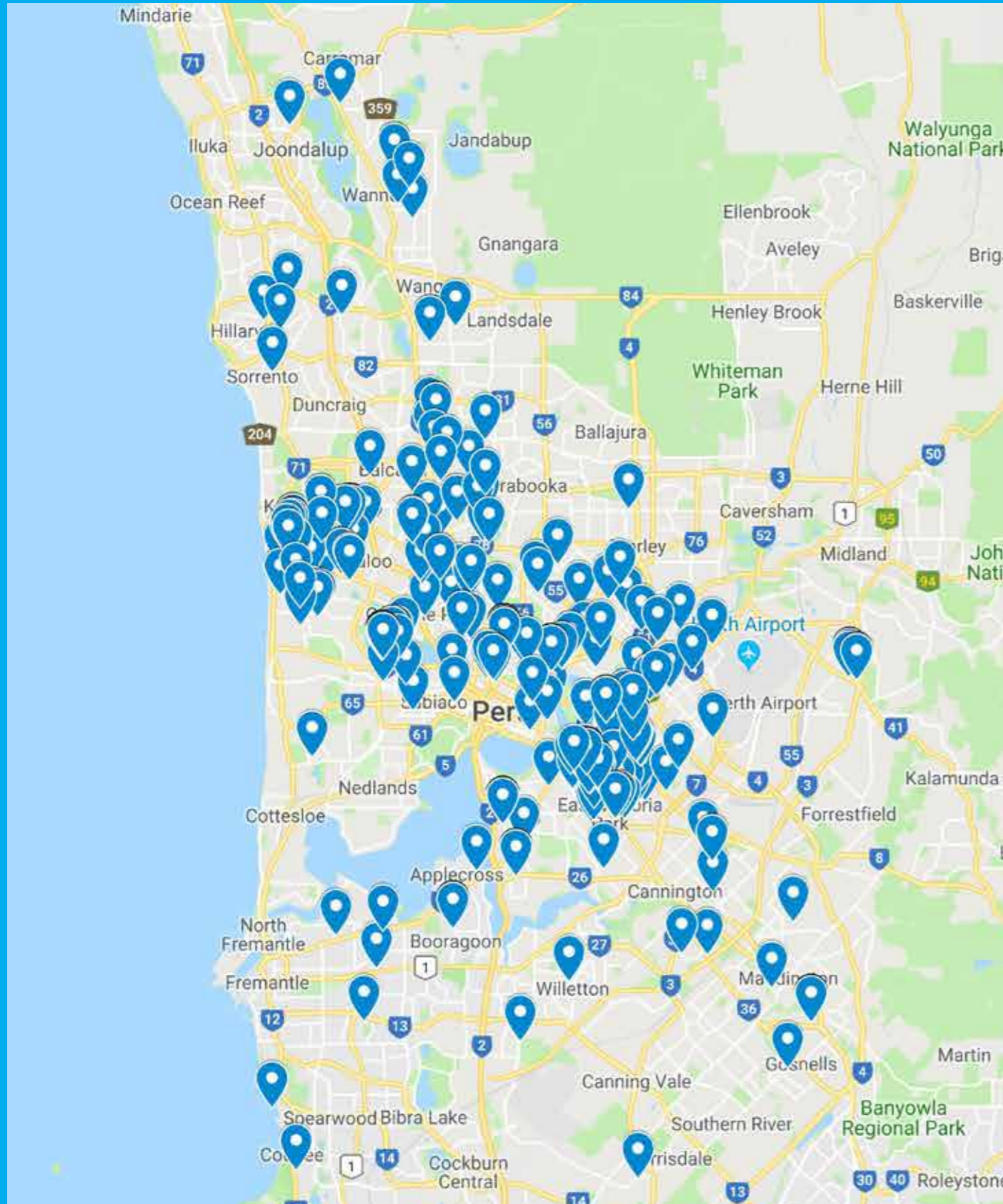
Total project value:
\$36m



Sold by Celsius

We sell properties all over Perth.

Click the map to see all our sold properties in more detail.



Meet Our Sales Team

The perfect blend of knowledge, personality and enthusiasm. 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



Tim Grose
Director
0416 004 492



Steve Smith
Property Consultant
0419 903 648



Bo Xiong
Property Consultant
0432 104 675



Kylie Gilmour
Sales Administrator
6144 0700



Katarina Farkas
Marketing Co-ordinator
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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08 6144 0700

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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tim@celsius.com.au

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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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steve@celsius.com.au



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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 East Victoria Park with three 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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Seller Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

Terrific Effort

RECOMMENDED BY SELLER

5/32 Whatley Cres, Mount Lawley, WA 6050



Richard and his team did a fantastic job in selling our apartment in a very tough apartment market.

They kept us well informed throughout the entire process and we were pleased with the final sale price.

Would definitely recommend to any other prospective vendors.



OVERALL SATISFACTION

A quick sale with great results

RECOMMENDED BY SELLER

24/15 Leonard Street, Victoria Park, WA 6100



Bo Xiong was very professional and super friendly, we found that she has endless patience and gave us a lot of good advice to get our property sold in a short period of time, with nothing being a hassle, always keen to assist and provided us with a positive outcome.

We wholeheartedly recommend Bo Xiong if you are looking to buy or sell properties.



OVERALL SATISFACTION

A Real Estate Professional!

RECOMMENDED BY SELLER

25A Park Street, Bedford, WA 6052



Steve is a consummate professional. He worked hard from the beginning right through to getting the deal over the line.

He followed up every lead and his communication and feedback was second to none.

I wouldn't hesitate to recommend him or use his services again.



Choose a property manager that ticks all the right boxes!

- ✓ A fresh and trusted approach to Property Management
- ✓ Trouble free experience
- ✓ Peace of mind and service you can trust
- ✓ Working with owners to get new properties tenantable
- ✓ Friendly and efficient staff
- ✓ Excellent client communication
- ✓ Backed by results! Ask us for our client testimonials

Our expert team

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

Call us today for a free rental appraisal.



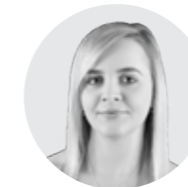
Karin Leggat
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Head of Division and
Senior Property Manager



Pippin Blinco
0419 776 162
Trust Account Manager



Danielle McCarthy
0410 800 643
Property Manager



Taryn Sykes
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PROPERTY SALES

DEVELOPMENTS

FINANCE

PROPERTY MANAGEMENT

STRATA MANAGEMENT

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