



*Optimising relationships*

### **The ground work**

The Mark Hay Reality Group has a long and successful relationship with both experienced and new developers selling off the plan.

We are intimately familiar with the major decisions and key approvals and procedures needed to sow the seeds of a successful development. It starts with identifying the optimum site and covering all due diligence and approvals.

It's here that our detailed knowledge of the approvals process at all levels from WAPC, and local government right through to agencies such as the EPA ensures minimum delays in getting started. We are experienced in working with engineers, planners, construction teams and builders to achieve the best result.

*Optimising impact*

### **On target, off-the-plan**

You only get one chance to hit the target selling off-the-plan so you need to get it all right first time round – the type of property, style, location and potential market.

Mark Hay and his team have extensive experience in locating, acquiring and developing all types of sites from house and land packages, rural lifestyle, and residential block subdivisions to commercial estates, serviced accommodation and high-rise apartment blocks.

At the heart of what we do is our engine room of property professionals dedicated to the focused application of on-going diligence. They have the experience, expertise and imagination to ensure you get maximum return on investment for your development dollar.

The long-term viability of your project depends on this crucial stage of the process. It's the right time to invest in people with a track record in all aspects of the local market.

# Making sure your off-the-plan development takes off



# Project Marketing

Optimising communications

## Make or break marketing

In recent years, the Mark Hay Realty Group has put together a string of significant marketing campaigns for highly successful developments across WA.

We have consistently proven the value of cutting-edge marketing – not just in helping to create the dream but delivering it in depth to the target market.

Perhaps the key to this is our ability to work productively with advertising agencies who have specific market know-how for real estate.

We are expert in assessing media, formulating creative briefs and steering communications for the maximum effect.

Once the marketing campaign is up and running, we can refine strategy and analyse feedback to ensure maximum impact.

At this stage, our database proves invaluable. We have over 30,000 clients who have all dealt specifically with Mark Hay Realty over the past two decades. By offering new projects directly to this group we can help gain a large percentage of swift sales even prior to marketing.

Optimising settlements

## Making sales stick

It's all very well achieving the sale – but with lead times up to three years on some projects it is essential to manage the client process all the way through.

The Administration Team within the Mark Hay group has an incredible track record for ensuring deals are kept on track.

Purchaser interaction, focused settlement processes and the ability to keep clients committed to their purchases – no matter what the market is doing – all protect your bottom line.

All too often a significant percentage of sales can 'drift' and not arrive at settlement. Our approach ensures the impact of client drift is minimal.

Concise documentation, rigid checklists and specific processes ensure 99% of all deals written actively arrive at settlement on time and with no hassles – testimony to unparalleled customer service delivered on time every time.

*"We consider that the Mark Hay Realty Group was crucial to the successful take-up and on-going completion of the sales in our most recent development. It is reassuring to have them on our team – it's like having a highly committed business partner looking out for your interests, day after day, year after year." Mark Bombara | Fremantle*



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optimise your property potential