

# THE PIA DIFFERENCE

# PIA

## WORKING WITH YOU

The Australian residential property market is undergoing an investor driven revolution. Population growth, immigration levels and changing demographics has impacted both property demand and geographic location. This cultural change has impacted capital city supply and investor demand. These changes bring about many challenges as well as many opportunities.

**The Property Industry Alliance (PIA), with its integrated platform, is ideally placed to service this new and expanding market. We assist our clients in navigating this new frontier.**

Our confidence is reflected in our new 6000m<sup>2</sup> offices, our target of \$3 billion in sales and our growing portfolio of investors and developer clients.

At PIA we embrace change and see the future as very bright indeed.

*Justin Wang*





# WHAT WE DO

## SHARED WEALTH CREATION

PIA has completely revolutionised the property buying process for thousands of Australians. By creating a **streamlined investment platform**, combined with meticulous expertise in the residential real estate market, PIA continues to transform the lives of Australians.

Under the stewardship of **Managing Director, Mr Justin Wang**, the Property Industry Alliance has empowered thousands of ordinary Australians to become successful property owners through the provision of a **unique investment platform and unparalleled service**.

Over the past decade, PIA have formed strategic industry alliances with developers and investors throughout the New South Wales residential property market. These powerful partnerships **deliver innovative property solutions, sales momentum, strong returns and long-term relationships**.

Developer partners can benefit from the PIA service model in a number of ways - through exposure for their brand and business to an exclusive client investment network; access to a differentiated and value-add service model that offers peace of mind; and a partnership with PIA that delivers extraordinary results.

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PIA HAS REVOLUTIONISED  
**THE PROPERTY  
BUYING & SELLING  
PROCESS**  
IN AUSTRALIA



# INDUSTRY BREAKTHROUGH

## THE SHIFT IN RESIDENTIAL POWER

The balance of power in the Australian residential property market has shifted. The market has traditionally been product led, whereby developers and agents seek new buyers for homes and apartments, and consumers seek home ownership.

The Australian property market is now facing new challenges: home ownership affordability, land supply constraints, changing demographics and increasing density in our capital cities.

Consumers are increasingly seeking opportunities to safeguard their financial future, and a growing portion of the market are now making property investment decisions for their future, not buying a home.

Anticipating this change in market conditions, PIA's philosophy is to create a shared mindset. PIA understands the needs of its investor customers, and has demonstrated the value in investing in property over many years.

The PIA business model provides harmony between the usual tension of the supply and demand sides of the market, ensuring that consumer demand is being met through the provision of quality and timely apartment product.

PIA has embraced this new and thriving market, and is helping to source and deliver quality, investment grade residential property on behalf of smart investors across the country.

In 10 short years, PIA has become a leading Australian Property Industry Consultancy that is now accountable for almost 8% of NSW apartment sales and \$1.7 billion in turnover in 2015\*.

\*Source: HIA New Housing Outlook July 2015; PIA SALES Data (My PIA/Infotec January - December 2015)







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**consumer demand is being met**  
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# THE COMPLETE SOLUTION

## PIA EXPERIENCE & EXPERTISE

### **EXPERT ADVICE**

At PIA we offer unparalleled advice on saleable and in-demand properties, ensuring they secure strong positions in the market today and remain profitable into the future. Our teams handle everything from project assessment and management through to sales, settlements and marketing, while our MyPIA application allows you to monitor and report on every aspect of your development.

### **BRAND BUILDING**

Achieve visibility and exposure for your individual projects and your development brand with our substantial customer base and property investment consultants. We deliver exposure to thousands of ready-to-buy customers that have been pre-qualified and have already paid a deposit.

### **SALES EXPERTISE**

We have more than 200 mobile and highly focussed sales staff that work exclusively on PIA vendor projects. They secure investor interest in key developments ensuring that vendor partners achieve strong pre-sales and secure settlements.

### **SECURITY AND RISK MANAGEMENT**

Our investors are pre-qualified, therefore we can offer stronger assurance on pre-sales and settlements targets, so that you can start construction and move onto the next acquisition project. This means improved turnaround for projects and secure revenue.

### **SIMPLICITY**

Our partnership strategies are designed to be stress-free, with a fundamental emphasis on simplicity and transparency. Our team will take care of every detail in bringing your project to market. This allows you to concentrate on your core business of construction and delivery.



# WITH MORE THAN 7,000

pre-qualified investors committed to investing  
in the sydney residential property market,

**PIA CONNECTS INVESTOR DEMAND  
WITH DEVELOPER SUPPLY**

– JUSTIN WANG





# THE PIA DIFFERENCE

## HOW WE SET OURSELVES APART

Our integrated service model includes in-house departments that will manage every aspect of a project, including consultancy, feasibility and insights, project marketing, finance, sales, QA and Property Management, all delivered via leading edge technology through the MyPIA platform.

While other investment companies and sales agencies may offer elements of our service model, none offer the complete PIA package.

Other providers typically secure business and then go to the market to approach customers. PIA already has buyers standing by, ready to invest. This allows vendors to focus on their construction and land acquisition cycle, while we take care of the listings, marketing, sales, contracts, settlements and tenancy, all for a flat rate.

PIA not only offers all the products and services necessary to ensure your development's success, but also the peace of mind that comes with years of experience, a 100% settlement\* rate and a Rental Guarantee.

\*100% settlement rate applies to individual projects, and is based on PIA's ability to secure a new buyer quickly via investor network.







# UNPARALLELED SERVICE

## THE MOST TRUSTED ADVICE

At PIA, you will receive the most trusted advice when it comes to ensuring your developments are as profitable and saleable as possible. We enjoy working with property developers who are open to advice, guidance and insights when it comes to designing and developing new products to meet market needs.

Our Vendor clients are predominantly experienced and semi-experienced apartment developers who have a working knowledge of the Sydney property market. We partner with a range of companies of all shapes and sizes, from large scale multinationals to smaller scale private developers.

With a fully integrated in-house service model, our business model is scalable to your business needs. We have the capacity to process, administer, sell and lease in excess of 4,000 apartments per year and \$3 billion in turnover.

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While other investment companies and sales agencies may offer elements of our service model, none offer the

**COMPLETE  
PIA PACKAGE**

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# OUR PARTNERSHIPS

## THE VALUE OF WORKING WITH PIA

PIA have an exclusive customer network that is pre-qualified, of which many are long-term, repeat purchasers.

**WE HAVE MORE THAN  
\$7.5 MILLION  
IN INVESTOR DEPOSITS**  
standing by in order to secure the right  
vendor product to meet their needs.

Our expression of interest (EOI) process enables us to gain instant feedback from our investors as to potential sales interest and reservations.

At PIA, our sales consultants are single minded. There's not the distraction of many competing priorities and products for our agents (building a database, open homes, chasing rental customers and finance). Our team works exclusively with existing investor customers ready to buy our vendor partners' off-the-plan apartments.

We minimise risk for our vendor partners through our in-house expertise. At PIA, we issue contracts for your properties, follow up on customer finance and settlements, manage customer relationships via our QA department, deliver pre-sales objectives, and ensure that buildings are marketed and tenanted.

We ensure that, as a PIA endorsed Vendor, our partner brands and projects are represented in the most professional and engaging way to our sales consultants and customers. We assist Vendor partners in building their brand equity through PIA's network, creating a vision and profile that is embraced in the market.







# THE PIA PROCESS

## A STRATEGIC APPROACH TO YOUR DEVELOPMENT



### 1 PROJECT CONSULTATION, ASSESSMENT & MANAGEMENT

We will discuss your development and **project go-to-market strategy**, evaluating **location, product and pricing feasibility**.

### 2 SALES & MARKETING STRATEGY

We will assist you in **building and promoting your brand** to our exclusive **investor network**, and list your project for maximum impact.



### 3 PROPERTY SALES AND INVESTMENT CONSULTANTS

**Over 300 property sales consultants** will engage with our private investor network raising awareness for your project and securing deposits.



### 4 PRIVATE INVESTOR NETWORK

We have an exclusive private investor network of **25,000 customers**, of which 7,000 are pre-qualified and repeat purchasers, and 1,500 are ready-to-buy (deposits secured).







## 5 SMART FINANCIAL BROKING

PIA investors and developers have access to PIA's independent financial broking partners.

## 6 PIA SETTLEMENTS DEPARTMENT

PIA's Settlements Department **monitors the entire process**, keeping all parties apprised of settlement status, including valuation stage, final inspection, QA and contract settlement. The Settlement Administrator will liaise with Solicitors on behalf of the Vendor and Investor.



## 7 QUALITY ASSURANCE

The QA team acts as a liaison between the Vendor and Investor. They **manage the requirements** of both parties in relation to **pre-settlement inspections**, and will ensure that rectification orders are in place and any defects resolved.

## 8 PROPERTY MANAGEMENT

We offer Vendors security in the knowledge that their buildings are tenanted and **achieve market rental return rates** for investors. We can also assist Vendors in establishing Strata Management. Ask us about our PIA Rental Guarantee, an additional layer of security for developers and investors.





# VENDOR PORTAL

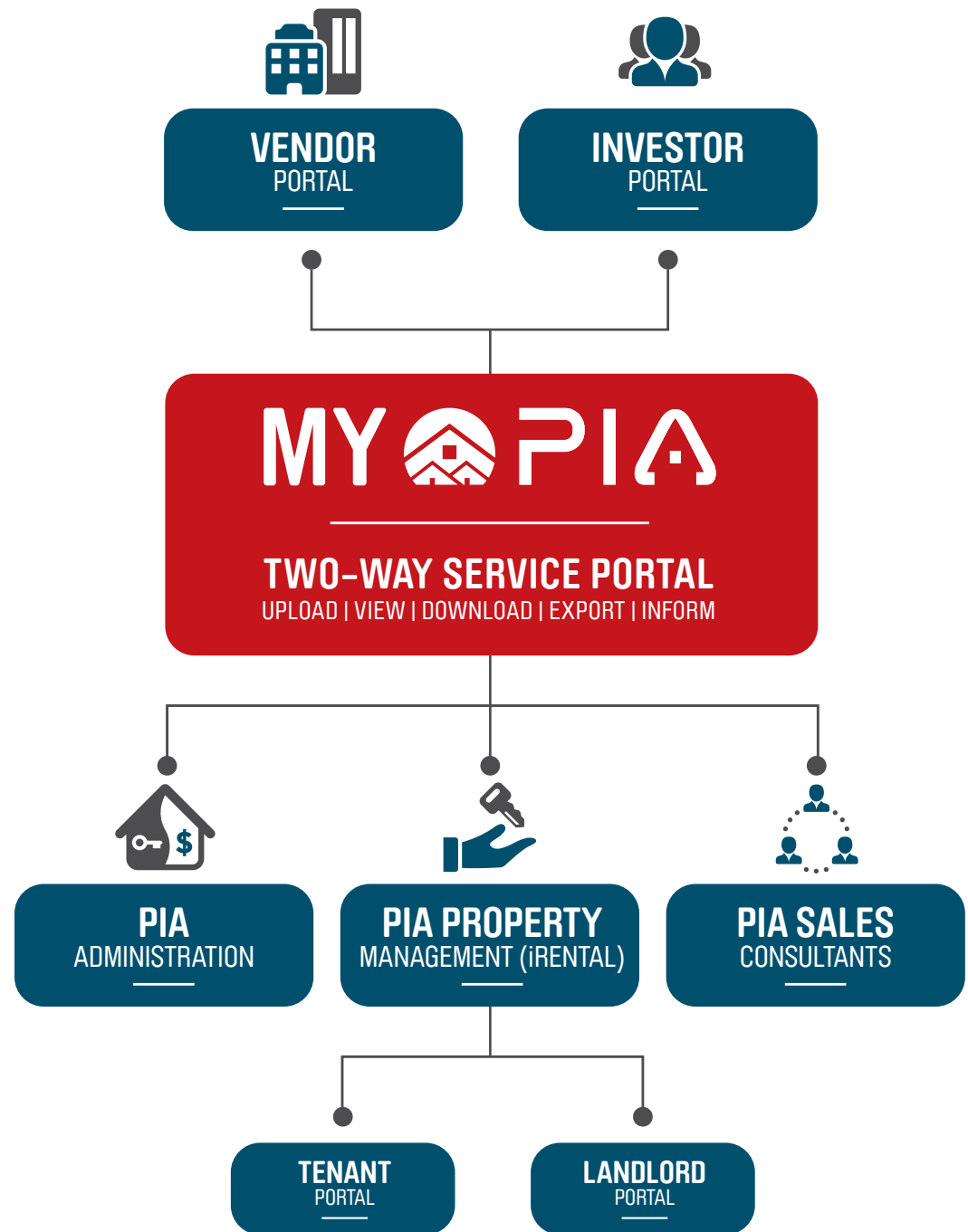
## ACCESS TO PROJECT PERFORMANCE

MyPIA is the backbone, customised IT system that supports all of PIA's company functions, servicing vendors, investors and staff.

Investor customers and staff can reserve apartment product immediately through unique log-in and track settlement and construction progress.

Developer partners can access the portal to gain up-to-the moment information on their project including sales data, settlements and reports

Developers are in control at every point of the go-to-market journey, from lodging project documents, viewing marketing materials and tracking sales and settlements, all within the comfort of their own homes or offices, at any time of day.





# A WINNING PARTNERSHIP

## SUPPORTING DEVELOPERS

Since 2005, PIA have successfully sold in **EXCESS OF 9,000** apartments, achieving turnover of more than **\$1.7 BILLION IN 2015**

- **10 years industry credibility** in off-the-plan apartment sales and marketing
- PIA contributes **7-8% sales** of all NSW apartments annually\*
- PIA **sold 100% of all apartments** currently under construction^
- We have **25,000 customers and 7,000 pre-qualified repeat purchasers** and more than 1,500 customers ready to buy (with more than \$7.5 million in paid deposits)
- More than **200 PIA Property Sales Consultants** working to deliver local results
- **Our client base is diverse** 90% of our properties are bought by Australian residents
- We have a **strong pipeline of stock** in high demand regions from industry leading partners
- **PIA provides up-to-the-moment** insights on market conditions in order to inform partners and enable them to make the best decisions

\* Source HIA New Housing Outlook July 2015; PIA SALES Data (My PIA/Infotec January 2006 - December 2015)

^ 100% settlement rate applies to individual projects, and is based on PIA's ability to secure a new buyer quickly via investor network.



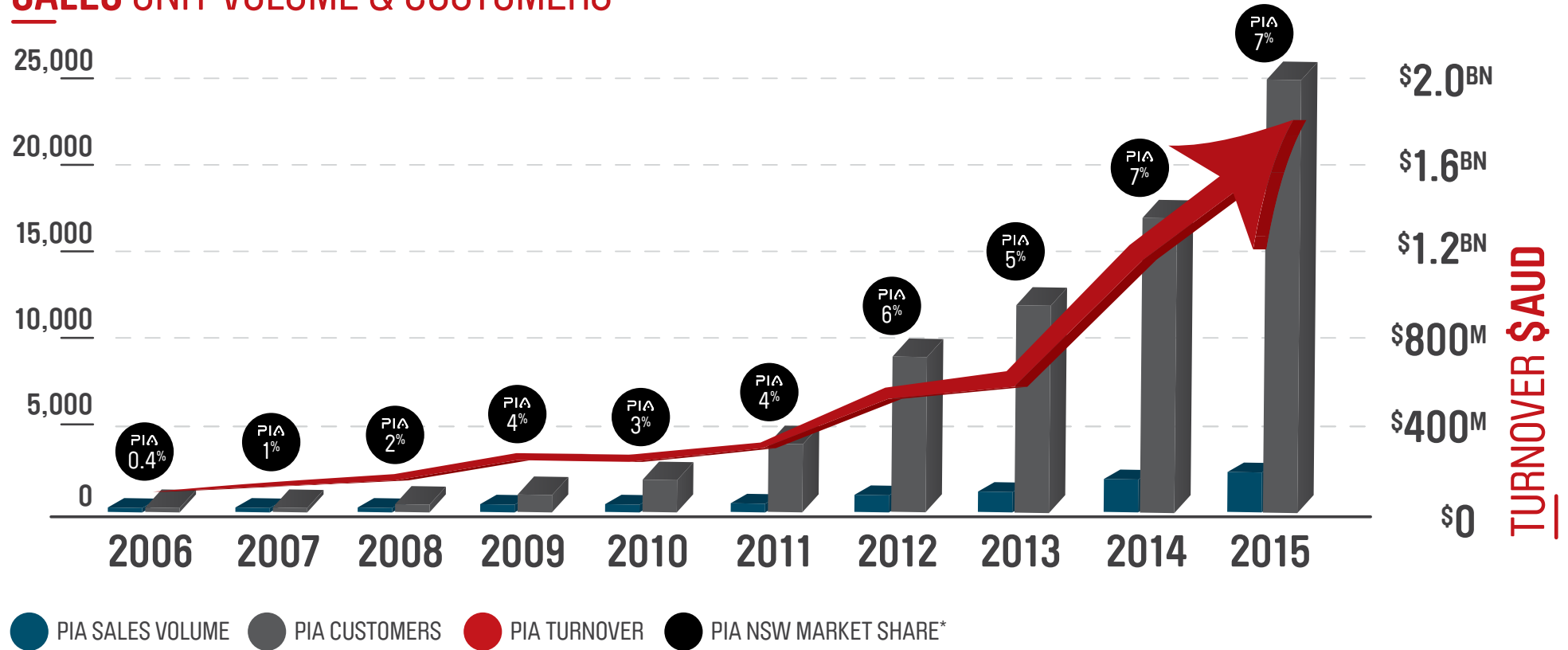


# STAGGERING GROWTH

## DELIVERING SALES AND PROFIT

At PIA, your property is our top priority, a fact testified to by a consistent history of growth and profitability for our partners and investors. The PIA sales history below gives insight into our company success and increase over recent years.

### SALES UNIT VOLUME & CUSTOMERS



\*PIA off-the-plan unit sales as % of HIA unit starts. Source: HIA New Housing Outlook July 2015; PIA Sales Data (MyPIA/Infortec 2006 - December 2015).



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## EXPONENTIAL SALES GROWTH

PIA achieved 255% increase in NSW apartment sales over past 5 years\*

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## CAPACITY INCREASING

PIA's turnover has doubled in the last 3 years^

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## OUR CUSTOMER BASE IS GROWING

PIA have achieved double digit growth in our customer base each year#

Source: PIA Sales Data (My PIA/Infortec January 2006 – December 2015).

\*255% growth in PIA apartment unit sales from 2006-2015;

^197% in PIA turnover over the last 3 years;

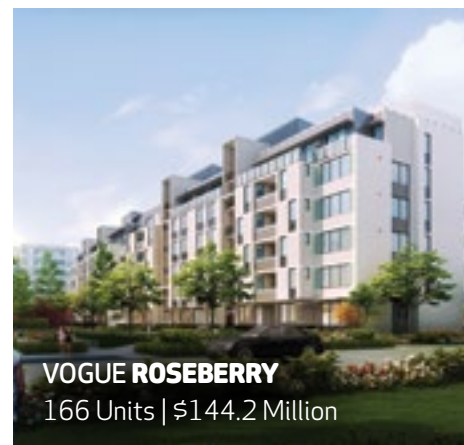
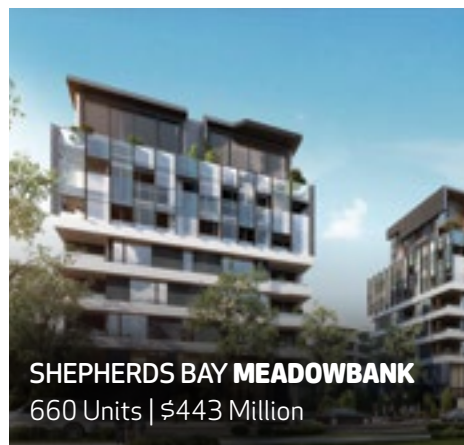
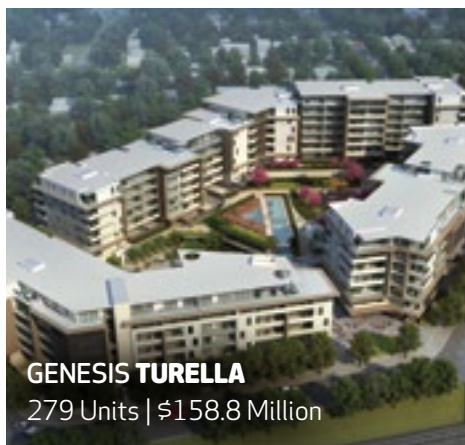
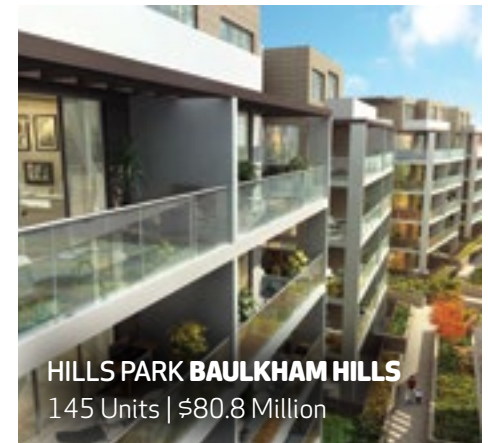
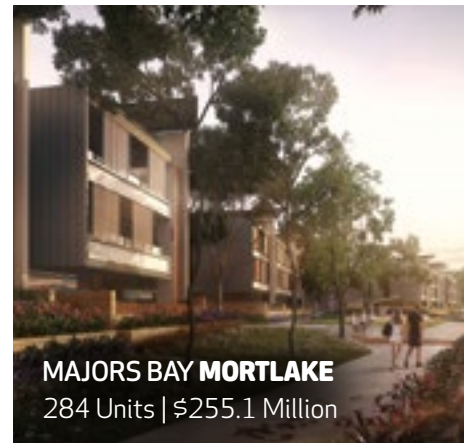
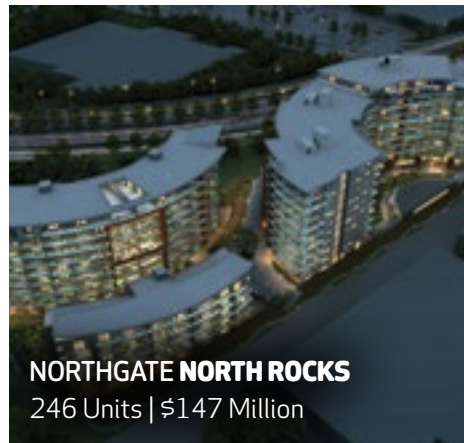
#Average 25% growth YOY.

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# IN LESS THAN 10 YEARS PIA HAS SUCCESSFULLY **SOLD OUT PROJECTS ALL OVER SYDNEY\***



\*PIA sales to investors on behalf of developer.





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## PROUD MEMBERS AND PARTNERS



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OF NEW SOUTH WALES

**Urban Taskforce**  
AUSTRALIA

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