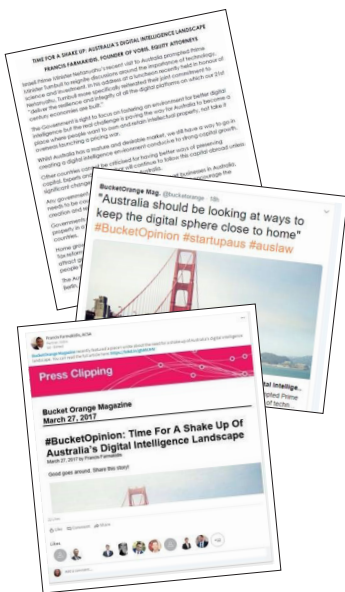




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VOBIS MOVING INTO THE SOCIAL SPACE



Theprpartnership recently started working with Vobis, Equity Attorneys. Founder of the business, Francis Farmakidis, is a thought leader across a range of industry sectors and legal issues facing Australian businesses.

We recently worked with Francis to release an opinion piece on Australia's digital intelligence landscape, which was featured in *BucketOrange Magazine*, the first boutique online legal publication created for young Australians. This was shared across the publication's website as well as its Facebook, LinkedIn and Twitter channels which significantly boosted readership.

Francis harnessed the power of social media and posted a press clipping of the article on his own LinkedIn account and has already received thousands of views.

What worked? A topical piece that resonates with a young audience and utilising a range of different media channels.

Welcome to theprpartnership's quarterly electronic newsletter, our way of keeping in contact with you and showcasing our recent activities.

theprpartnership hit the ground running in 2017, working with Matrix Property Group to promote its unique sales listings and generate newsworthy opinion pieces.

Our client Vobis Equity Attorneys, has similarly seen value in pairing commentary on the market with social media for maximum engagement.

In this issue, we will also take a look at the work we have been doing for Metro Property's Sydney developments and highlight the results of a Perth leasing transaction announcement we managed for Brookfield.

We hope you find the stories in this issue interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please email karen@prpartnership.com.au

METRO PUTTING A SPRING INTO THE STEP OF SOUTH WEST SYDNEY



Metro Property Development recently launched the Final Stage at its Eden residential estate in Sydney's South-West, delivering some of the city's most affordable brand new homes with price tags under \$600,000.

In the very same month, it also acquired a 60,000 square metre development site in the emerging suburb of Spring Farm, with an existing DA approval for 74 individual house and land packages.

Both announcements had a lot of traction, featuring in both print and online versions of *The Australian* and *The Australian Financial Review*, as well as *Australian Property Journal*, *The MP Report* and *Which Investment Property Magazine*.

What worked? The unique offering of high quality and affordable homes, strategically located in one of Sydney's key growth areas.

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MARKET INSIGHTS WITH MATRIX

Andrew Antonas, Managing Director of Matrix Property Group, recently featured in The Sydney Morning Herald's 'Hot Property' column, shedding light on his views about the rise of the co-agency model in real estate.

The Team at Matrix Property is still busy selling Development Sites and have been marketing a particularly unique product, with Richmond's legendary "haunted" Regent Theatre currently up for grabs. **Theprpartnership** handled the announcement, successfully generating exposure in *The Daily Telegraph*, *The Real Estate Conversation*, *Australian Property Journal* and *The MP Report*.

What worked? Andrew's strong views, paired with his depth of market knowledge paved the way for a very topical and relevant piece.

With the Richmond Theatre sale, we focused on the quirky angle of the site being haunted, giving journalists something fun to play around with in their story.

Co-agency the best deal

Hot Property Andrew Antonas

Some agents reel at the word co-agency and will do anything they can to avoid sharing a listing and collaborating with other agents in the market. Yet the co or joint exclusive agency model is a recipe for success to consistently deliver the best outcome for vendors, particularly as the property market softens.

We are encountering a cyclical plateau peak with the potential static movement of prices in the commercial property sector for the next five to seven years, similar to what we experienced in 2004-08.

Transactions are not as easy as they are in "boom" times.

It also provides probity and transparency for government and ASX-listed company vendors, with maximum market coverage and exposure of the asset, effectively reducing the possibility of any unfair advantage.

Significant commercial property assets should only be sold using the co-agency model. Any development site asset valued at over \$10 million or commercial property valued at more than \$20 million should be marketed using more than one agency.

Otherwise, vendors are potentially robbing themselves and stakeholders of maximum returns, not to mention possible probity and liability implications.

For one agent can create, which says agents who support a single agency model will not work as hard.

Sharing commission or agents will deliver a superior result, meaning you need to have a say in the margin.

It is not true. All agents need to sell and as responsible professionals of the government, we should encourage the use of co-agency.

Haunted Sydney theatre for sale, ghost included



The Sydney Regent Theatre in Richmond has hit the market.

For the first time in almost 30 years, buyers have a chance to own the Regent Theatre — resident ghost and all.

Operating for over 80 years, the Regent Theatre has a long history, to have its own phantoms.

There have been reports of a ghost who longed to see her death there in the 1920s.

Developers hunker as banks turn off dollar tap

Developers are hunkering down as the housing sector faces a tsunami of warnings from regulators and banks.

Warnings about apartment over-supply and over-leveraged investors, both domestic and foreign, have led to a loss of confidence in the market.



While banks have curbed lending to developers, the Victorian government in Victoria has proposed removing stamp duty discounts on off-the-plan sales to investors in a bid to dampen unbridled apartment development.

BROOKFIELD BOOSTS PERTH OFFICE MARKET



Theprpartnership worked with Brookfield Property Partners to announce it had finalised three significant new lease agreements at Brookfield Place Tower 2 in Perth's CBD.

The news was featured in *The West Australian*, *The Australian*, *The Australian Financial Review*, *Australian Property Journal*, *WA Business News* and *The MP Report*.

What worked? The 'good news' angle of a boost for Perth's CBD office leasing sector, as well as timely distribution and proactive media relations to secure an interview with one of the major Western Australian publications.

DID YOU KNOW?

In New York, it is a legal requirement for a seller to disclose if a property under inspection is believed to be haunted by ghosts.

