



# theprpartnership

## PATRICK LEO GROWING FROM STRENGTH TO STRENGTH



Theprpartnership continues to work closely with licensed real estate agency and investment property specialist Patrick Leo to build its profile.

We managed the media announcement of the company's expansion and recent opening of its newest office in Bendigo in response to the growing demand for investment property in Regional Victoria.

Theprpartnership also announced the company's launch of a Buyers Agency service, achieving national coverage in targeted property publications such as Property Observer, Real Estate Conversation and Elite Agent.



Patrick Leo's Managing Director James Nihill has been recognised as a credible and reliable expert within the industry. His genuine and honest commentary covering hot topics such as Sydney house prices, rental appraisals and the Royal Commission have recently been featured across varied media outlets including July's edition of Your Investment Property magazine and several articles in the Daily Telegraph.

**What worked?** Announcing business milestones to appropriate target media within a timely fashion and delivering genuine and at times controversial comments on current real estate issues.



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

Theprpartnership has had a busy few months working alongside clients across a range of industries.

We have continued to work closely with premium baby wipe brand WaterWipes, securing Australia's most recognised breastfeeding expert and best-selling parenting author, Pinky McKay as its new brand ambassador.

Leading real estate agency and investment property specialist, Patrick Leo, has expanded its Victorian presence and we announced the opening of its new Bendigo office and launch its Buyers Agency service.

We also assisted Stamford Capital's Michael Hynes to deliver expert comment on commercial lending trends.

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 click the unsubscribe link provided at the bottom of the email.

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## BUILDING BRAND WITH AUTHENTIC AMBASSADOR



Aligned with World Breastfeeding Awareness Week earlier this month, **Theprpartnership** announced WaterWipes' new brand Ambassador – high-profile lactation consultant, parenting expert and author, Pinky McKay.

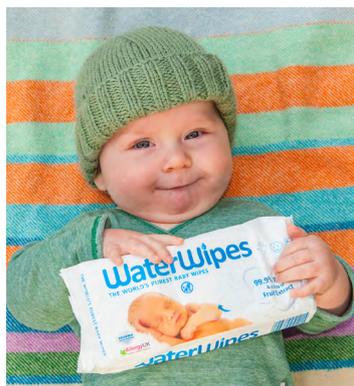
**Theprpartnership** has secured Pinky as a brand ambassador as Pinky is highly respected in the parenting realm. Pinky's gentle, realistic, and humorous approach to parenting makes her one of the most sought-after parenting personalities in Australia as she is a regular spokesperson on national TV and radio.

In addition to identifying Pinky as an ambassador, **Theprpartnership** was responsible for negotiating costs, determining the scope of activity for her role and managing legal contracts.

**Theprpartnership** has also been drawing upon its expertise to connect WaterWipes to the healthcare professional (HCP) sector.

Made with just 99.9% water and a drop of fruit extract and developed using cleanroom technology, WaterWipes are safe to use on newborn and premature babies. **Theprpartnership** has utilised this unique and defining feature to target HCPs in the maternity sector and be promoted and used in Neonatal Intensive Care Units in hospitals Australia-wide.

**What worked?** Securing a high-profile and respected healthcare professional with an authentic connection to the brand to further enhance WaterWipes profile.



## UNLOCKING COMMERCIAL LENDING TRENDS

Leading advisor and arranger of commercial property finance, Stamford Capital remains an expert voice on commercial lending in the post-Banking Royal Commission climate.

Stamford Capital Director, Michael Hynes, reveals new banking trends since Hayne's recommendations were handed down, particularly regarding commercial property assets. Michael outlines the emerging trend and additional consideration applied by lenders to both the underlying asset class and tenancy profile of individual assets, as borrowers must now show their tenancy strategy is sustainable.

Stamford Capital also investigated the current lending climate for overseas investors, as the firm finds that property developers must increasingly battle a range of new challenges including tougher pre-sales commitments and weakened sentiment for off-the-plan sales.

**Theprpartnership** managed national media relations for these expert articles and achieved widespread coverage including The Sydney Morning Herald, Brisbane Times, Australian Property Investor and Property Observer.

**What worked?** Opinion backed by facts that is packaged well for media who have an on-going appetite for finance trends linked to market sentiment.



## FUN FACT!

Melbourne was briefly called Batmania. You can still visit Batman Park in the city!

