

theprpartnership

LAUNCHING NEW FIN-TECH FOR SMSFS



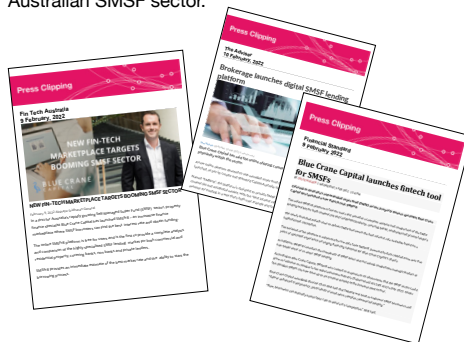
We also assisted property finance specialist Blue Crane Capital to launch SMSFr8 - its innovative new rate comparison tool for SMSFs.

Despite the fact there is nearly 600,000 SMSFs in Australia and some \$822 billion in assets that account for around 25 per cent of the superannuation sector, it remains under-represented in rate comparison tools.

The innovative new fin-tech delivers SMSF borrowers the best interest rate available based on a sophisticated calculation. The backend supported by raw data from SMSFr8 is powered by data collated from over five years of specialist experience arranging financing solutions for Blue Crane Capital's clients. Blue Crane Capital settles over \$300 million in transactions per year.

Through strategically planned media relations activity, **theprpartnership** generated widespread media coverage about SMSFr8 in property and finance publications including, Broker News, Financial Standard, The Adviser, Fin Tech Business, Fin-Tech Australia and Australian Property Markets News.

What worked? An innovative new product in the rapidly evolving fin-tech space combined with the growth of the Australian SMSF sector.



STRONG CORE FUND DELIVERS THROUGH COVID



Theprpartnership worked with long-standing client Stamford Capital Investments (SCIM) to announce the results of its Core Partners Fund 1 and recently closed Core Partners Fund 2.

A unique offering in the market, SCIM's funds are targeting equity and subordinate investments focusing on the mid-development sector within the Eastern Seaboard for projects up to \$80 million; a niche and strong performing sub-sector of the market. Mainstream asset classes are being targeted - primarily residential, retail, convenience retail, standalone fast food, office and industrial.

Despite the ongoing COVID-19 pandemic, CPF1 saw \$27.5 million in capital raised and deployed into suitable investments within a 12-month period, predominantly into subordinate debt and equity positions.



Forecast net returns are 38% higher than initially projected at 18% IRR p.a., and SCIM has successfully repaid 81.7 cents/unit to CPF1 investors (inclusive of franking credits), with two remaining equity investments yet to be realised.

Using strategic media relations, **theprpartnership** achieved broad media exposure of SCIM's performance in key property media, including The Australian Financial Review, Real Estate Source, Property Tribune and Australian Property Markets News.

What worked? Leveraging unreported off-market transactions within media materials about the Fund results as a news hook for media.

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

It's a new year which means fresh starts all around. Despite the challenges that came with COVID-19 lockdowns in 2021, our clients continue to drive success and achieve milestones across a variety of industries.

Property finance specialist, Blue Crane Capital, launched an innovative new marketplace where SMSF borrowers can find the best interest rate and obtain funding. The online SMSFr8 platform is free for all users and is the first of its kind, providing a complete analysis and comparison of the SMSF lending market for both commercial and residential property.

Stamford Capital's funds' management arm experienced strong investor demand for its newest fund. **Theprpartnership** announced Stamford Capital Investments (SCIM) over-subscribed capital raising for its SCIM Core Partners Fund 2 (CPF2), closing at \$46.8 million.

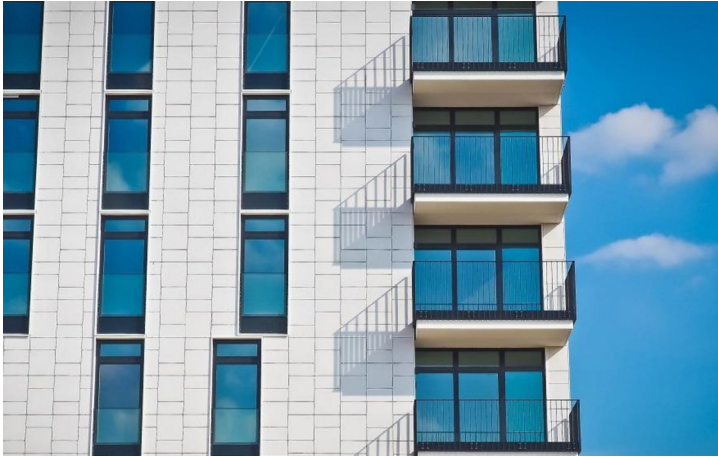
Late last year we welcomed leading agency Savills back as a client and recently the announcement of its brand-new research identifying huge growth opportunities within Australia's Build to Rent (BTR) sector. The innovative research demonstrates how rental supply shortages provide considerable scope for BTR investments across the nation.

With content creation becoming an increasingly valued tool for audience engagement, property fin-tech start-up Coposit has leveraged this to create engaging blog articles. **Theprpartnership** developed timely blog content to support the growing conversation around the challenges of property buying including the deposit obstacle and affordability.

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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NEW SAVILLS RESEARCH SPOTLIGHTS HUGE BTR OPPORTUNITIES



New research conducted by leading agency Savills found major opportunities for growth within Australia's Build to Rent (BTR) sector. The study found nearly 70% of local government areas across Australia's five major capital cities are in need of rental supply, fueling rental growth far above the historic average rental growth of 3% per annum. When combined with the declining supply of new residential, it creates perfect conditions for the fast-tracked development of Australia's emerging Build to Rent (BTR) sector.

The research sparked meaningful conversations around the future of rental supply in Australia, with Savills predicting more than 10,500 BTR apartments will be delivered in 2024, the largest annual delivery of BTR homes to date. As rental stock dwindles, Savills analysis shows the market is promising for the emerging BTR sector to fill the void left by residential investors.

Theprpartnership managed the media announcement of this ground-breaking new research and secured exclusive coverage in the Australian Financial Review. We also targeted and achieved coverage in leading property media, including the Australian Property Journal, Australian Property Market News, ANZPJ and The Property Scene.

What worked? Drawing upon the importance of housing supply and affordability combined with timely release of the announcement supporting media interest in BTR initiatives. This was leveraged by targeting key property media across a variety of titles to generate extensive coverage.



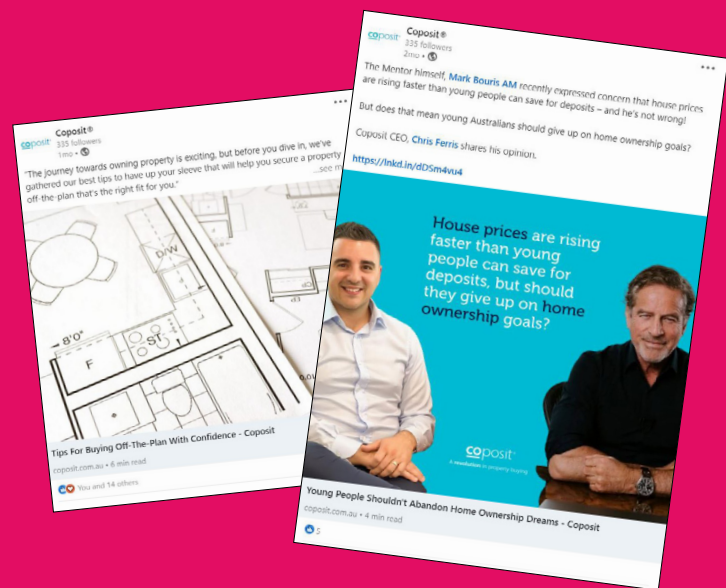
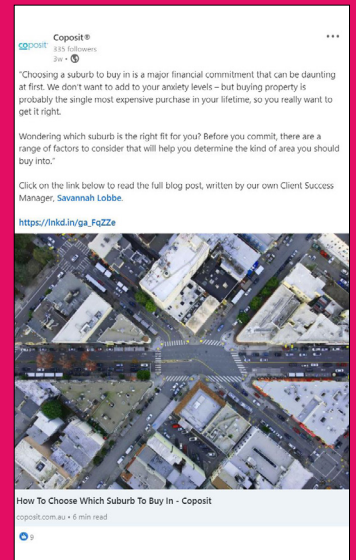
COPOSIT UTILISES CONTENT CREATION TO INCREASE AUDIENCE ENGAGEMENT

Creating social media content plays a significant role in facilitating brand recognition and thought leadership. Prop-tech start-up, Coposit has maximised its engagement on social media channels through generating educational blog articles in line with common queries from prospective property owners.

Coposit allows budding homeowners to secure a property with just \$10k, paying the rest in weekly instalments called 'coposits.' In line with brand values and objectives, blog topics included Tips for Buying off the Plan, How to Choose which Suburb to Buy in, the Top Business and Money Podcasts and the Benefits of Rent-vesting. Through developing engaging blogs and social media content, the brand has reached a widespread audience to showcase what Coposit is all about.

Theprpartnership formed content strategies by researching topical headlines to write relevant blog posts and developed original ideas to enhance online audience engagement.

What worked? Capitalising on relevant topics and questions property buyers have, to create engaging blog articles. The timely publication of blogs backed a growing interest around homeownership concerns such as overcoming the deposit hurdle and alternative pathways towards owning property.



DID YOU KNOW?

With hybrid working trends continuing into 2022, most office workers are more attracted to working 2-3 days a week from home. The percentage of Australians working from home has jumped from 8% to 40% in the last two years.

