

COMPANY PROFILE

HOME789

is a Licensed Real Estate Agency with its head office in Sydney Australia. The company specialises in the residential and commercial property management, property sales and project marketing. HOME789 manages and sells properties in metro areas of Sydney and is well known for our expertise and prestige in investment properties. A belief in long term relationships built on trust is the attitude reflected in the system we have developed to successfully manage and sell properties.

In addition to the growth in our property sales over the past 7 years, our sales and property management divisions have grown to overseas. Our principal, Walton Chu maintains an active role in the business and has developed a large multicultural team of 65 staff that has a well-deserved reputation for strong local knowledge, experience and professionalism in its Sales and Property Management Departments. We are committed to the ongoing education of our skilled and experienced team and the ongoing improvement of our services while embracing new technology and a modern training network.

Mission Statement

Striving for excellence in real estate sector, we aim to provide the world class real estate services to the people of Sydney and overseas, embracing the highest standards of expertise, professionalism and integrity.



COMPANY VALUES

HOME789 Core Values

The core values of HOME789 are the DNA of our whole business. They define the guiding principles that determine how we conduct our business, in both behaviour and action. By adhering to our company's core values listed below, we aim to deliver the **WOW** factor with all our services.

Do the right thing

Take actions with objectivity, honesty, accountability and fairness - it can have no compromise. Do the right thing by yourself, the company and the client.

Customer best interest first

This is the driver of our business. We listen, understand, anticipate and respond. Building customer trust is the key to our business. We build deep long-term relationship by delivering long-term value to our customers. As valued advisors, everything we do is valued by our clients.

Work as one

We collaborate in order to succeed through group effort. We work together openly, honestly and professionally to achieve exceptional service. As a family, we ask for help and help when asked. Strong teamwork enables learning and development in a supportive and positive environment, with great team and family spirit.

Think outside the square

Open to think outside the square and be the forerunner in presenting home solutions to our client. Strive to develop new ideas by consistently challenging and continuously improving the way we do business.

Making a difference together

Be humble in making people smile and building trust with each other, clients and business partners. We earn trust with our competence, honesty and integrity. What we say and what we do must travel on the same road.

Value every voice

We respect each other's similarities and differences. This includes their diverse cultures, religions, traditions and personal values.

Be the best

We consistently look for better ways to do things, with a strong focus on delivering quality and value to customers. We challenge our thinking and look beyond the obvious.

Take charge of your own career

We encourage personal development and embrace opportunities. We, as individuals, take responsibility for our own development. We, as a firm, are committed to providing growth opportunities for all.

Strive to succeed

Together, we achieve positive and sustainable results for our clients without compromise on quality. We strive for consistently superior performance.

Driving force to fulfilment

Performing whole-heartedly results in greater achievements and satisfaction. Thus, passion needs to be part of every action.

OUR PHILOSOPHY

Our modus operandi is simple

- To provide the most effective and efficient project marketing services in the real estate industry.

- To deliver professional and exclusive consultations with our clients in order to support them every step of the way, to maximize clients' profit and to meet clients' wealth creation and other investment objectives.

We achieve this by applying years of practical real estate marketing and sales experience with creativity. This is supported by research and data.

As a result we provide genuine market analysis and clear strategies for our clients. Simply put, this approach works well and makes our business effective & successful.

Our commitment is to develop and implement strategic marketing and sales campaigns designed to deliver successful and profitable projects to our clients.

WHY HOME789?

HOME789 is a project marketing company in Sydney specialising in local and overseas markets. We act as a real estate agency exclusively representing a few luxuries off the plan projects (apartments) all over Sydney. In 2014 HOME789 have successfully sold over \$300 million worth of property in Sydney. Our specialty is to find and create needs, organise marketing strategies and facilitate the whole process from architectural drawings through to sales, property management and resale.

HOME789 has started a professional happiness revolution in real estate - an amazing experience with our skilled, knowledgeable and vibrant team who share the same passion. We truly believe a win-win model goes a long way in developing our long-term business relationship.

HOME789 prides itself on a win-win model to develop and maintain a long term happy business relationship. We believe happiness starts with a drop, which in turn creates a ripple before evolving into a wave. Like the ripple into a wave, we believe happiness is amplified when shared. Put simply, we are in the business of making people feel delighted and are passionate about consistently achieving that goal.



PROJECT SALES & MARKETING

HOME789 committed to WORLD CLASS project marketing

Our strategies are developed from 3 core drivers that aim to maximise the saleability, revenue and liquidity of your project:

1. Understand Market Needs – ADVISORY

Understanding the needs of the market will result in a design that leads to a successful development. The use of demand-side modelling ensures that your project will be quickly absorbed by the market.



2. Exposure – MARKETING

With our understanding and experience in dealing with different markets, we use marketing strategies and extensive network of people to achieve cut-through to our target audience in a crowded market.

3. Approach Selling – SALES

Our highly experienced executives personally manage all sales, handling all prospects and closing all the sales. Furthermore, we have the ability to use multiple high-performing sales channels to sell stock.

Our HOME789 residential project marketing and sales service provide an effective and valuable connection between property developers and consumers. We provide a strategic and proactive agency approach for your residential property assets. With our years of experience in 'off-the-plan' residential project marketing and property development in Sydney, we are an innovative project marketing and property development company.



HOME789 project marketing services is an individually tailored sales and marketing plan that examines all aspects of bringing any project or development site to market. Our diverse client base requires an integrated approach in delivering flexible market solutions. This enables us to react swiftly to an ever changing market. HOME789 partners with some of the most reliable active residential developers. By leveraging our extensive network of industry and financial connections, we assist developers in achieving their sales goals and maximise their return.

We obtain this through research, planning, development and implementation of strategic marketing and sales campaigns specifically designed to deliver successful and profitable projects.

Our clients have the option to utilise our end-to-end full range of services, from project ideas to concepts, market positioning through to provision of sales force, contract management and reporting.

Or, in the case where our clients have in-house capability, we will tailor a suitable service level plan.

OVERVIEW

HOME789 project marketing services include:

- Project positioning and strategic direction
- Project branding and positioning direction
- Development of marketing and sales strategies
- Sales plans and information memorandum
- Development of marketing budgets and implementation plans
- Recruitment of sales force if required
- Delivery of minimum off-the-plan sales to meet bank requirement
- Strategic launch
- Delivery of sales
- Coordination with overseas conjunction agencies
- Implementation of marketing plans and tracking of sales to meet objectives
- Managing the legal process from the initial exchange of contracts through to settlement
- Ongoing sales management.

SALES EXPOSURE – Connect project with our local and global buyers

Our sales team on average each have over 8 years experience in real estate, mainly with experience and specialty in off-the-plan and project sales. In order to provide world class services, all staffs are trained in-house on each project and have an excellent understanding of 'off-the-plan' buyer needs in order to facilitate a sale.

Our project sales team are highly incentivised through a basic salary base and commission structure rewarding performance and gain all of their income from project sales, i.e. no listings, no resales & no diversions!

INFORMATION

Database of Buyers

Besides our valuable and experienced staff, another valuable asset of HOME789 is the large client database we have accumulated over the years. This database includes past purchasers, investors, buyer enquiries, high wealth individuals and purchasers gained from past marketing activities.

For any projects undertaken, all of our executive are 'hands on' and personally responsible for the management and implementation of all marketing and sales initiatives,

We have created a strong presence in South-east Asia and have partnered with the strongest sales agencies in the region. In particular, we are very active in China and Indonesia.

MARKETING SERVICES

Off Shore Marketing – Besides Sydney, we have offices in China and partnership in major Asian countries to market suitable property offshore.

Market Knowledge– HOME789 collects data and intelligence about the market from well known professionals and resources associated with the industry. To ensure the very best advice is provided, we are constantly keeping up to date with the marketing and design trends and the ever-changing buyer needs and market influences.

TRACK RECORD

Off Market Development and Project Marketing Specialist

HOME789 have successfully sold over \$300 million worth of property in Sydney last year. As a result, HOME789 has gained an excellent reputation for marketing off market development sites in Sydney for multi-unit residential projects and commercial sites.

One of our main competitive advantages at HOME789 is the extensive knowledge and experience of local and overseas market in off-the-plan project marketing and delivering solutions that are always creatively different and cost effective for its clients.

SELECTED PREVIOUS PROJECTS



Azure | Rhodes

LOCATION: 42 Shoreline Drive, Rhodes, NSW 2138
DEVELOPER: Multiplex/Bridgehill
YEAR: 2008



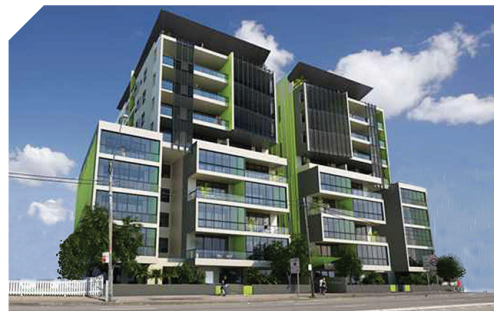
Eden | Chippendale

LOCATION: 19-31 Goold Street, Chippendale, NSW 2008
DEVELOPER: Ceerose
YEAR: 2013



The Charles | Canterbury

LOCATION: 2A Charles Street, Canterbury, NSW 2193
DEVELOPER: Deicorp
YEAR: 2014



Moss Wood | Kogarah

LOCATION: 21-35 Princes Highway, Kogarah, NSW 2217
DEVELOPER: Deicorp
YEAR: 2014



Urba Apartment | Redfern

LOCATION: 7-9 Gibbons Street, Redfern, NSW 2016
DEVELOPER: Deicorp
YEAR: 2014



Crowle Estate stage I, II | Ryde

LOCATION: 74-78 Belmore Street, Ryde, NSW 2114
DEVELOPER: Deicorp
YEAR: 2014

RECENT PROJECTS



Endeavour | Arncliffe

LOCATION: 108 Princes Highway, Arncliffe, NSW 2205
DEVELOPER: Deicorp



One Victoria | Ashfield

LOCATION: 1 Victoria Street, Ashfield, NSW 2131
DEVELOPER: Surewin



Crowle Estate III | Ryde

LOCATION: 74-78 Belmore Street, Ryde, NSW 2114
DEVELOPER: Deicorp



The North Village | Kellyville

LOCATION: 133-149 Samantha Riley Drive, Kellyville, NSW 2155
DEVELOPER: Deicorp



Terraces at Mackenzie | Mackenzie, QLD

LOCATION: 30 Taylor Place, Mackenzie, QLD 4156
DEVELOPER: Pitman Properties



Circa Nundah Village | Nundah, QLD

LOCATION: 24-28 Station Street, Nundah, QLD 4012
DEVELOPER: Property Solutions