

offplan.

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INTRODUCTION

property marketing. simplified.

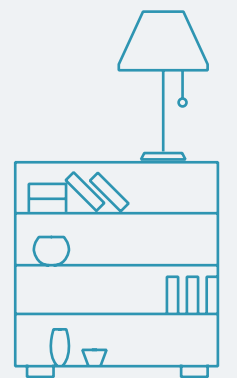
Marketing an off the plan development can be an overwhelming and costly process - but it doesn't need to be. Offplan makes this process simple and seamless.

After many years of working closely with selling agents and developers, we have tailored marketing packages that will help get projects on the market quickly, make them stand out from the crowd and keep them within budget.



**passfield St
has gone really
well. We sold
three of the four
townhouses within
the first month for
significantly above
the asking price.**

– Stefan Perera, Collings Real Estate

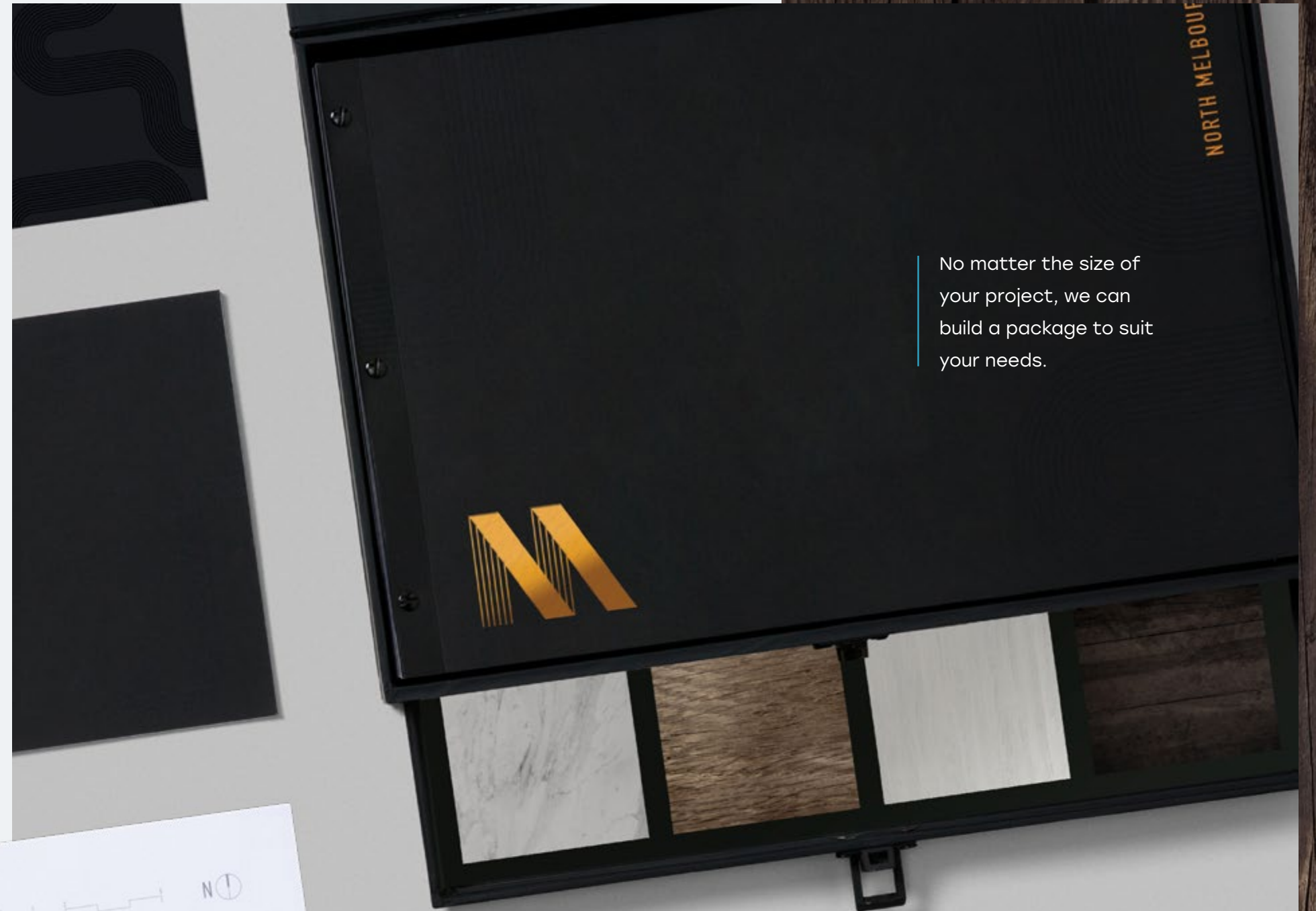




WHAT WE DO

branded property marketing

In a saturated market, property developers are looking for new ways to set their development apart from the rest. A simple branded floorplan could make all the difference. A custom finishes box will give your prospects the confidence that what you are building is of a high quality and finish.



No matter the size of your project, we can build a package to suit your needs.





LOCATIONS

our recent projects

Melbourne is our home, though we welcome projects across all of Australia.



i want to spend
a fortune on my
off-the-plan
sales campaign

– no one ever





our approach

STAGE 1

Client brief

Through an initial consult, we learn more about your development and the goals you would like to achieve. We proceed to curate a team and plan to build a successful project campaign.

Key objectives

- Client goals; Sales price indication, pre-sale requirements and time frames; Presale, Demolition, construction commencement, budget.
- Understanding of the site and individual floorplans
- Resourcing: We collaborate with experts in all aspects of media to assist in building your campaign if necessary
- Responsiveness is key when creating a successful marketing campaign, and creating a project timeline is necessary to meeting deadlines.

STAGE 2

Research & development

We conduct initial desktop research regarding industry best practice and competitive landscape research for brand identity and provide recommendations based on research and insights.

Site tour

We will attend the project address to learn about the location and the key amenities that will appeal to potential buyers and identify key aspects of the dwellings that could provide a key distinction to local competition.

Campaign preparation

We develop recommended campaign deliverables to suit your budget. We will provide a core components list as well as a recommendation list to better maximise lead generation.

we are experts in our field and we thrive on working closely with our clients to deliver a package that suits the specific needs of the project.

STAGE 3

Brand creation development and implementation

At this stage we will have all the content required to build out a communications framework and deliver material from concept through to production.

Our objective here is to prepare an initial concept for approval. We pride ourselves on knowing that our prior research will allow us to provide this quickly.

Upon approval of initial concepts, we get started on producing your collateral by continuing with a step-by-step approach.

Your project brochure will be at the forefront of your marketing campaign, and alongside branded and clearly represented floor plans, it is the first thing prospective buyers will see. We prioritise these deliverables to allow for consistent collateral to be produced thereafter.

STAGE 4

Depending on the campaign strategy and inclusions, we proceed with the preparation of completed material and media scheduling.

THE PROCESS

1

Meet & Greet

2

Research & Development

3

Creative

4

Delivery and Implementation



CASE STUDY

29-31 Jersey Pde, Carnegie

essentials Digital package

ADD ONS

- Logo Design

Our client purchased a generous sized block in the leafy south-east of Melbourne, Victoria with plans permits and marketing already done. The previous marketing campaign was not successful and required a face lift and rebrand.





The objective

To rebrand the project, new name, new logo, creative and copy highlighting the location, lifestyle and architecture.



Temporary living
café lifestyle.
Way location
The new elevated
Carnegie Railway
Station.



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Townhouses 2-4

Total Area	171.2 m ²
Ground Floor Living	24.7 m ²
First Floor Living	52.5 m ²
Second Floor Living	47.9 m ²
Garage	35.3 m ²
Balcony	10.8 m ²

This document has been prepared for information purposes only and has been prepared in good faith with due care. It is intended to be used as a guide only and does not constitute a contract. The layout, color, and other details shown in this document are for illustrative purposes only and do not represent the actual design of the project. The actual design may vary without notice. We shall not be responsible for any loss, damage, or expense incurred by any person in reliance on the information contained in this document. The information contained in this document is for general information only and should not be used as a basis for any investment decision. The information contained in this document is for general information only and should not be used as a basis for any investment decision.

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Global eats

Carnegie is a tasty hot spot of global cuisine with aromatic Thai, Asian barbecue and trendy breezy cafes among its most popular restaurants - many of them a short walk away on Koonang Rd.

Page 11

Location

Exquisite attention to detail

Classically beautiful, ostensibly practical, these interiors seem lifted from the glossy pages of Vogue Living. Engineered European Oak floors, German Bosch appliances and porcelain tiles bring world class refinement born of international heritage.

Page 17

Location Map

- 1 Chadstone - The Fashion Capital
- 2 Huff Bagelry
- 3 Carnegie Primary School
- 4 Booran Reserve playground
- 5 Posttown Hotel
- 6 Murrumbidgee Railway Station
- 7 Monash University Caulfield Campus
- 8 Shyn Ramen Bar
- 9 Gau's Sandwiches
- 10 Carnegie Library
- 11 St Anthony's Catholic Church
- 12 ALDI Carnegie
- 13 Officeworks Carnegie

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About Us



the challenge

As our client paid a slight premium for a property that appeared 'turn-key' the campaign needed some work within a tight budget.



The solution

After some analysis of the project and using some existing material we determined that our Essentials package with a logo add-on would be ample to get this project to market. This package comes with the right amount of creative material to set this project apart from its competition while giving agents the tools they need to get deals done.



CASE STUDY

439 Gilbert Rd, Preston

essentials Plus package

ADD ONS

- Logo Design
- Professional Creative Services
- Location Photography

Our client approached us with six elegantly designed townhomes, each with their own titled addresses, to market in Preston, Victoria. They had one objective: “Make this one stand out and appeal to new families and young couples.”





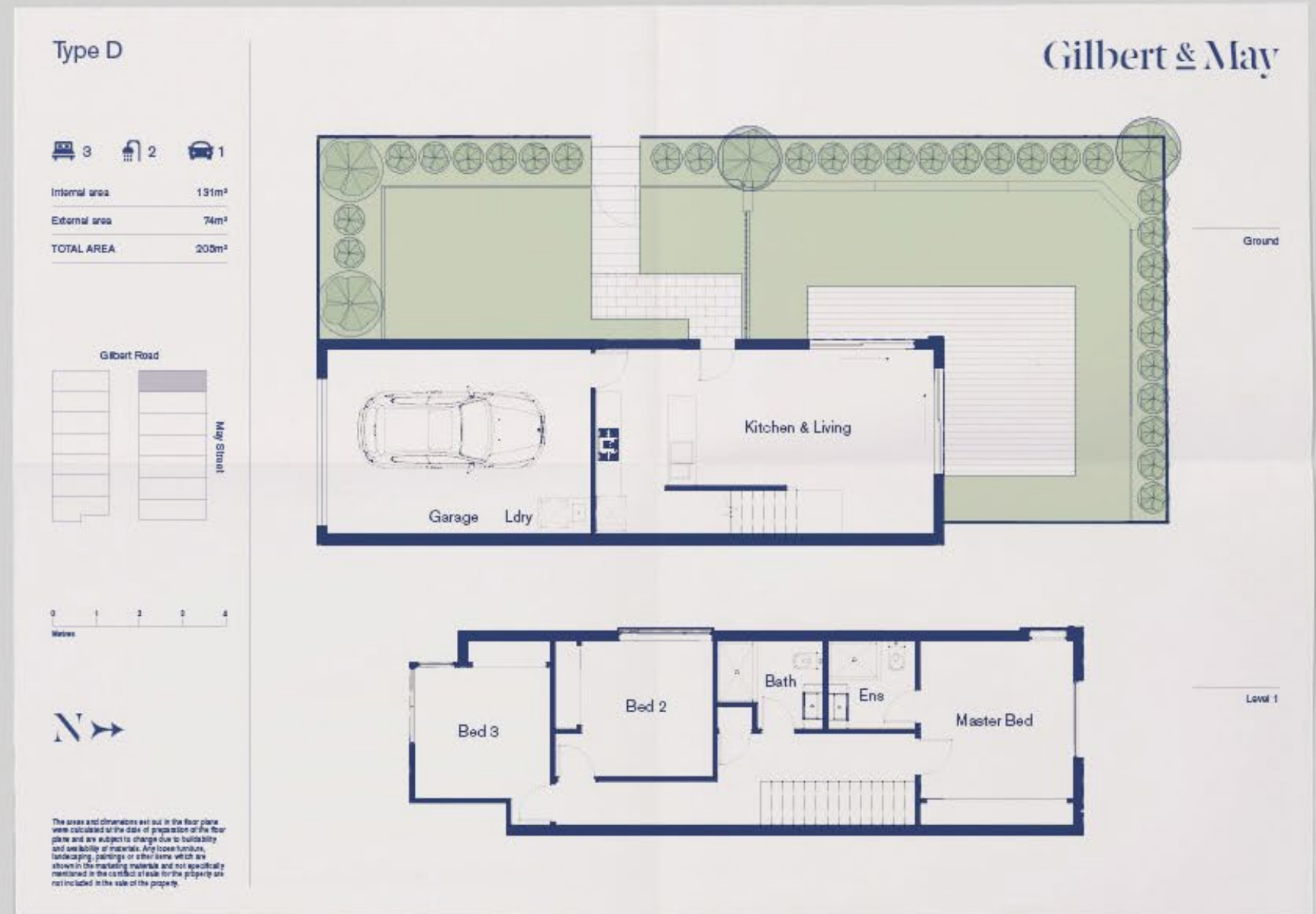
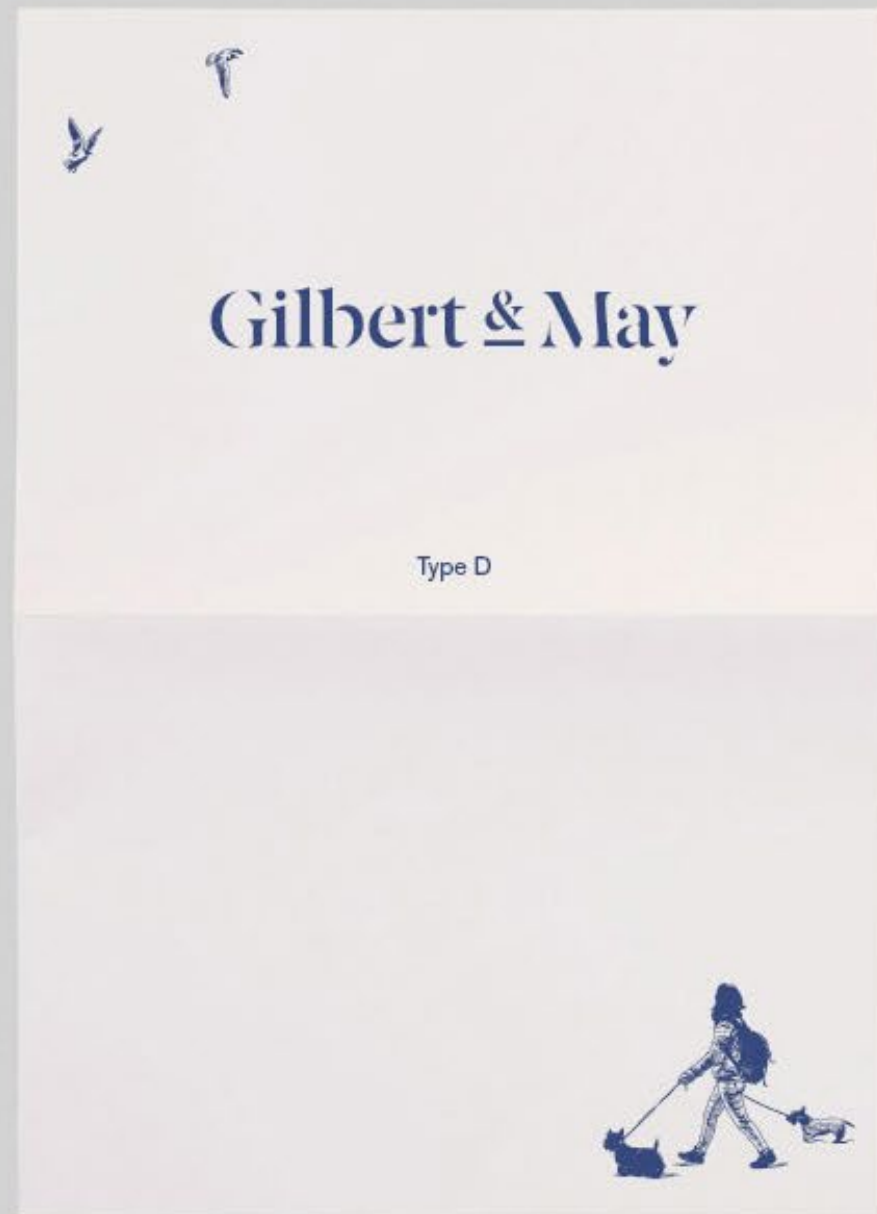
The objective

As pre-sales were required to get construction started, our client's aim was to sell 80% within the first quarter of launch.

The challenge

Although the product was great, the market at the time was highly saturated, many developments had already been constructed and were on the market, with new projects starting as well. In markets where supply isn't an issue a

price based discussion is usually at the forefront when selling off the plan. Our challenge was to make an emotional appeal to prospective buyers' future needs, make the project stand out from the crowd, and help sell them quickly.



The solution

Taking into account the client's requests, we felt a family friendly story needed to be told. While our Essentials Digital package would have suited the development's size, it did not meet the client's requirements. Our client understood that this project would require some extra TLC with some additions to our Essentials PLUS package:

Logo Creation including Name Generation

this gave the buyer a sense that they would become a part of a small community.

Location photography

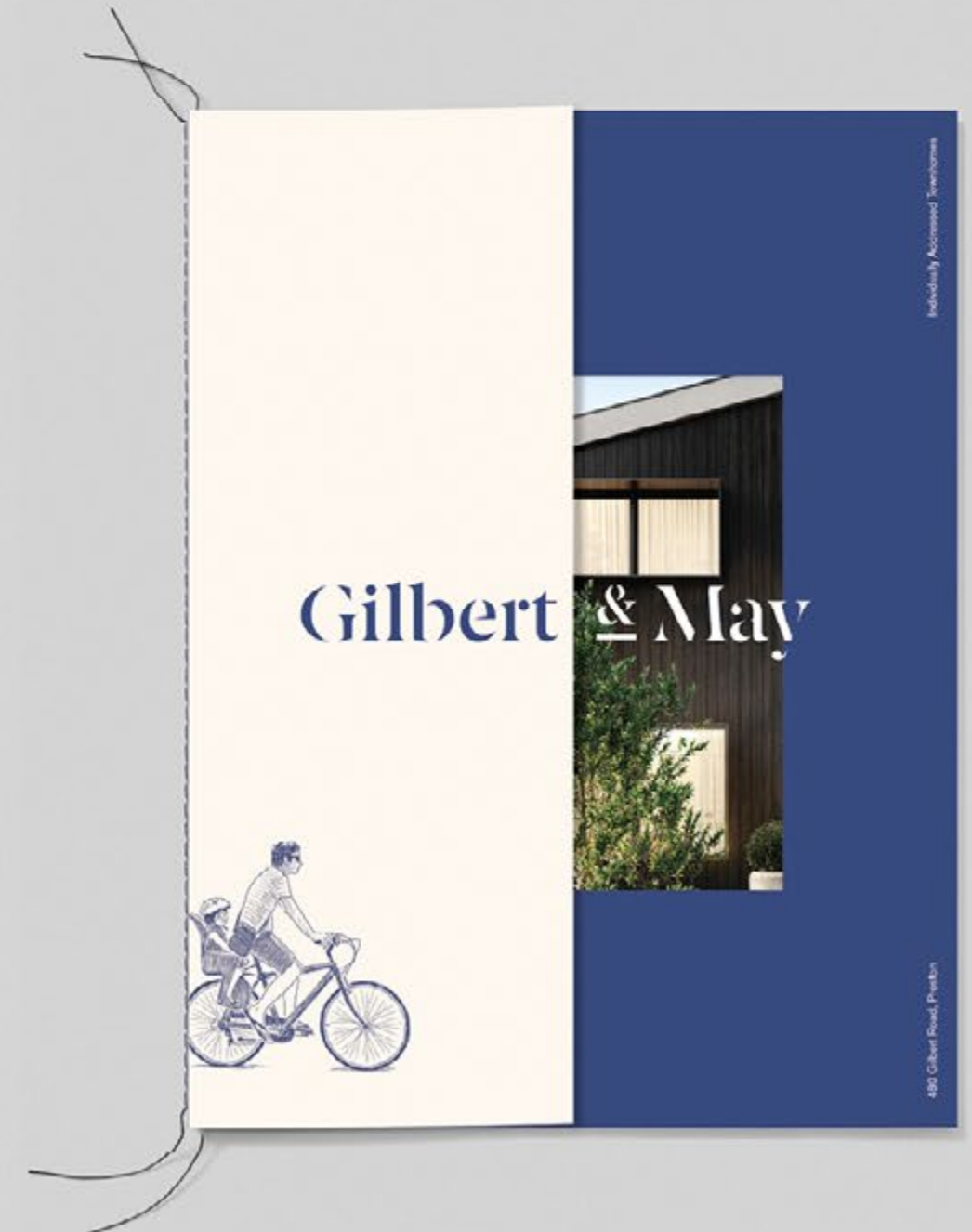
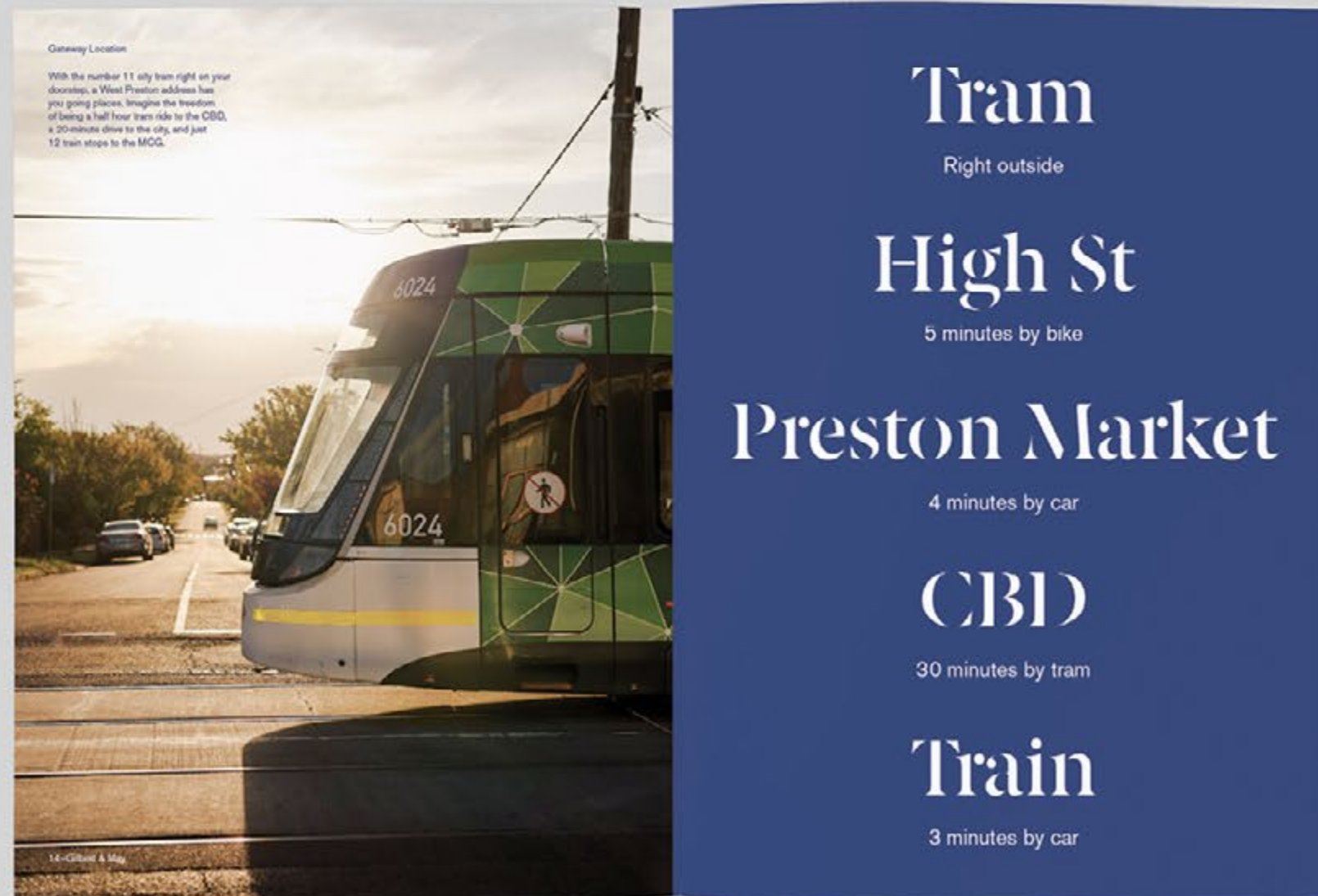
we captured local cafes, parks, schools and amenities to give the buyer a clear picture of the community and lifestyle they would be buying into.

Professional creative services

Activity-based illustrations were created to complement the location photography and really push the discussion of price to the back of the line.

Custom Brochure

With many other developments in the area using printed material as a selling tool, our client agreed that this brochure needed to stand out from the rest and impress its target market. We printed this with a high-quality custom cover and stitched spine to demonstrate to potential buyers attention to detail is just the beginning.





The project was 100% sold after six weeks from proposal to launch.





CASE STUDY

536 Upper Heidelberg Rd, Heidelberg

bespoke package

DELIVERABLES

- Branding & Name generation
- 3D rendering consult
- Copywriting
- Branded Plates and Plans

- Hoarding Structure
- Custom digital and printed Brochure
- Social media Assets
- On-Market Website
- REA/Domain Ads
- Agent Flipbook
- Custom Fixtures & Finishes Box

Our client approached us with a unique development in Heidelberg, Victoria: Eleven spacious units carefully crafted by C. Kairouz Architects boasting apartment living with a townhome feel.





To deliver a high-end marketing campaign that showcased all aspects of the development, from name generation through to high-end brochure production.



Take pride in a locale which puts you at the forefront of easy living - surrounded not just by essential services, but a fine array of culinary landmarks that define the versatility and inclusivity of Heidelberg.

25

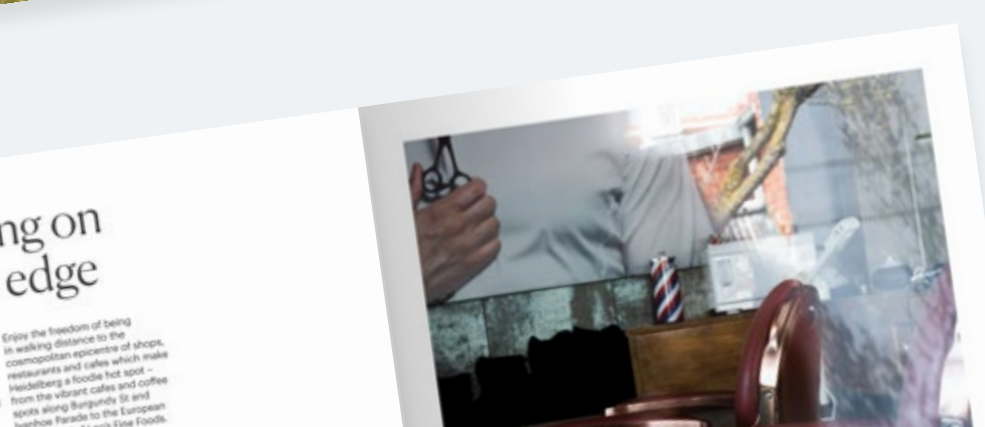


2. The design to incorporate seamless indoor-outdoor flow in the secret backyard creating a vibrant outdoor space. The existing landscape and features of Upper Line architecture being all enhanced, drawing outside and space the look of French chateau, with a modern and minimalist aesthetic. The design is a perfect blend of modern and traditional, creating a unique and sophisticated outdoor space.



Exquisite attention to detail
Classically beautiful, ostensibly practical, these interiors seem lifted from the glossy pages of Vogue Living. Engineered European Oak floors, German Bosch appliances and porcelain tiles bring world class refinement born of international heritage.

"I believe approach that comes from influence makes planning sustainable the best and for
Chahid Kait



ing on edge

Enjoy the freedom of being in walking distance to the cosmopolitan epicentre of shops, restaurants and cafes which make Heidelberg a foodie hot spot - from the vibrant Burgundy St and spots along Burgundy St and from the European Parade to the European Parade to the European Parade.



The bathroom as a sanctuary
A bathroom that captures both style and substance. Sleek vanities with clever cabinetry maximize storage space. The dramatic visual impact of an open shower - for freedom of movement and the soothing feel of a rainfall showerhead.





The challenge

In the midst of a global pandemic, we were tasked with creating a luxury marketing campaign within the confines of our homes. Physical meetings and presentations were off the table. With a project that had many moving parts, not being able to move around freely proved to be a tough obstacle.

The solution

Using our four-stage process with the client, we tailored a bespoke package that would allow them to build a luxury brand, tell a great story and, most importantly, showcase the effort, design and detail this project has to offer.





Packages

PACKAGE

bespoke

Additional items can be purchased with our set packages, though if you are looking for a unique tailored solution to meet your needs, we can work with your stakeholders to customise a campaign.

Offplan has over 10 years' experience supporting the property industry – from project conception and approval through to delivery, marketing and sales support.

Using this knowledge, we offer our clients a bespoke service that consists of an initial informal discussion with stakeholders to get to know them and their development. We then carefully craft a marketing campaign that will deliver results as well as meet our client's needs.

The idea of a bespoke package is about understanding the project in its entirety, from competitive research to ongoing campaign analysis.

A bespoke service takes our essentials material to the next level. Get in touch to learn how we can get your project on the market.

RECOMMENDED PACKAGE

essentials basic

This package has all of the key items to make your project stand out without breaking your budget.

what you get:

- Discovery Session
- Property Branding
- Project Brochure (12-16 pages)
- Project Floorplans x4 kinds
- Drone Aerial Photograph
- 3D Hero Render (1 only)
- Digital Advertising Banners REA/DOM
- Copywriting (x300 words)
- Lifestyle Stock Photography (x5 images)

- Designed for developments on a budget
- Initial proofs delivered within 5-7 business days.
- One round of changes included per deliverable.
- No account management fees

Total **\$4,650** +GST

* Print production not included

* Terms & Conditions apply

* Prices subject to change



RECOMMENDED PACKAGE

essentials digital

This campaign has the deliverables to increase your project's visibility, reach targeted audiences and get on the market quickly.

what you get:

- Discovery Session
- Property Branding
- Project Brochure (24-28 pages)
- Project Floorplans x4 kinds
- Illustrated Location Map
- Drone Aerial Photography
- Launch E-Mail Campaign (EDM)
- Digital Advertising Banners
- Copywriting (x350 words)
- Lifestyle Stock Photography (x5 images)

- Designed for developments up to seven townhomes or apartments.
- Initial proofs delivered within 5-7 business days.
- Up to two rounds of changes included per deliverable.
- No account management fees

Total **\$5,950** +GST

* Print production not included

* Terms & Conditions apply

* Prices subject to change

PACKAGE

essentials plus

A turn-key package that has proven results. Provide detailed information about your project, increase reach and better qualify your leads.

What you get:

- Discovery Session
- Property Branding
- Project Brochure (36 pages max)
- Project Floorplans (x15 max)
- Sales Agent Flipbook (60pp)
- E-Mail Campaign (x2)
- Digital Advertising Banners
- Copywriting (x500 words)
- ROI Web Landing Page
- Fixtures & Finishes Board
- Hoarding Signage
- 3D Renders (x3)
- Drone Aerial Photography
- 1 Month account management included

- Designed for developments up to 20 townhomes or apartments.
- Initial proofs delivered within 10 business days.
- Up to 3 rounds of changes included per deliverable.

From **\$19,500** +GST

* Print production not included

* Terms & Conditions apply

* Prices subject to change

⊕ **Recommend to couple
with Social Media Add-On**



PACKAGE

add-ons

Need more? Upgrade
with these add-ons

<div>1</div> <div>Hoarding Signage (Design only)</div> <div>FROM \$675</div>	<div>2</div> <div>Custom Fixtures and Finishes Box</div> <div>FROM \$1,650</div>	<div>3</div> <div>Sales Agent Flipbook</div> <div>FROM \$1,250</div>
<div>4</div> <div>Local Area Photoshoot</div> <div>FROM \$2,000</div>	<div>5</div> <div>EDM (Electronic Direct Mailer)</div> <div>FROM \$525 ea.</div>	<div>6</div> <div>Social Media Campaign**</div> <div>FROM \$1500 p/m</div>
<div>7</div> <div>Aerial Photography - Drone</div> <div>FROM \$680</div>	<div>8</div> <div>3D Renders***</div> <div>FROM \$2,000 ea.</div>	<div>9</div> <div>Short Video Creation</div> <div>FROM \$1,950</div>
<div>10</div> <div>On-Market Website</div> <div>FROM \$4,500</div>	<div>11</div> <div>ROI Web Landing Page With Inquiry Form</div> <div>FROM \$2,700</div>	<div>12</div> <div>Virtual Reality Walk-Through</div> <div>PRICE ON REQUEST</div>

* All pricing is exclusive of GST
** Advertising budget not included
*** Other services can be quoted and purchased on request



MANAGING DIRECTOR

Daniel Cicivelli



 Find me on LinkedIn

Over the last 16 years, I have had a multitude of roles within the print, creative and marketing industries, from graphic design and print and production management, to sales, business development and general management.

I have worked closely with the property industry, predominantly within the off-the-plan development space, and it was here that I realised my passion for the property market was one in which I could hone in on my creative skills and make my mark in the industry.

Managing a creative agency was a natural progression for me, and I'm eager to be able to utilise the skills and expertise I have garnered throughout my professional life in my role as Managing Director of Offplan Marketing.

Like many others, starting a new business venture at the height of a global pandemic was not an obstacle-free road, but I wholeheartedly believe in the words of Helen Keller:

“Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved.” - Helen Keller

I look forward to working with you on your next project and making our business partnership a successful one.





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GET IN TOUCH

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