



**firstnational**  
COMMERCIAL

# THE QUEENSLAND AGENCY - CAMPAIGNS THAT GETS RESULTS!

COMMERCIAL | RETAIL | HOTELS -MOTELS | LEASING | INVESTMENTS | RESIDENTIAL DEVELOPMENT SITES | ASSET MANAGEMENT



# INTRODUCTION

THANK YOU FOR YOUR CONSIDERATION TO APPOINT **FIRST NATIONAL COMMERCIAL / RETAIL QUEENSLAND** "GOLD COAST & SUNNYBANK HILLS, BRISBANE", TO HANDLE THE MARKETING & SALE OF YOUR PROPERTY.

This document covers all aspects of marketing, which we feel is important in exposing your property to the largest number of potential buyers and achieving the highest possible market price.

With many years of property marketing and negotiating experience, First National COMMERCIAL have developed strategies to maximise the enquiry levels, combined with the experience of our Sales & Leasing team and our data base of potential Buyers & Tenants will ensure a very successful outcome for you.

We are licensed in both Queensland and New South Wales states and are lead by First National Commercials - 2019 **Corporate Chairman, Jamie Bourke.**



# MARKETING & ADVERTISING

## THAT'S FASTER OFF THE MARK

AS PROPERTY ADVERTISING AND MARKETING SPECIALISTS, WE KNOW IT'S CRITICAL TO BE MOST ACTIVE DURING THE MOST IMPORTANT MARKETING TIME: THE FIRST TWO WEEKS.

OUR WIDE RANGING KNOWLEDGE OF HOW PEOPLE CONSUME MARKETING COMMUNICATION, MEANS WE CAN PROVIDE STRATEGIES TO ENGAGE PRIME PROSPECTS FOR YOUR ASSET.

We recommend a combination of local and national advertising, to generate optimum enquiry. We will certainly ensure that every media avenue within your budget is explored.

You can be sure that First National Commercial / Retail Queensland "Gold Coast & Sunnybank Hills", will craft an

individual campaign for your property that cuts through the communication clutter, using the best specifically targeted and broad-based options.

### PRE-MARKETING

There are also a few things to take care of before your marketing campaign is up and running.

During this pre-marketing period, we will be responsible for and co-ordinate:

- Preparation of the Information Memorandum - the (IM)
- Photography - internal, external and aerial
- Advertisement design and content, in co-ordination with our professional advertising consultants
- Brochure design and content
- All necessary property and business searches
- Collection of all relevant property information
- Preparation of tax depreciation estimate



# DIRECT MARKETING

THIS TACTICAL ELEMENT OF OUR APPROACH PLACES EMPHASIS ON MEETING FACE TO FACE WITH POTENTIAL PURCHASERS, DRAWN FROM THE TARGET MARKET GROUPS THAT WE'LL IDENTIFY.

We will conduct direct presentations and/or distribute brochures, on a local and state-wide basis, to:

- Our database of COMMERCIAL, RETAIL and DEVELOPER customers
- Professional consultants including engineers, architects, town planners, accountants and solicitors – these consultants not only make their clients aware of such opportunities, recent campaigns have demonstrated an increasing level of interest as potential purchasers themselves
- Residential and Commercial Property developers elite database
- Commercial, retail, office and property owners, local and interstate
- Identified targeted businesses



# CONNECTING TO THE INTERNET

AS A REAL ESTATE AGENCY LEADER, FIRST NATIONAL WAS ONE OF THE FIRST AGENCY NETWORKS TO ESTABLISH A WEBSITE TO PROMOTE ITS VAST RANGE OF REAL ESTATE OPPORTUNITIES.

Today, we are one of the largest independent property sites in Australia and include:

- 24 hour, 7 days worldwide exposure
- Over 100,000 visits per day
- Direct email enquiry access for each property
- 60% of all internet activity is real estate related
- First National Commercial Gold Coast
- First National Real Estate Corporate
- Domain Commercial
- Realcommercial.com.au

[www.fncqld.com.au](http://www.fncqld.com.au)  
[www.firstnationalcommercial.com.au](http://www.firstnationalcommercial.com.au)  
[www.domaincommercial.com.au](http://www.domaincommercial.com.au)  
[www.realcommercial.com.au](http://www.realcommercial.com.au)

**Our properties receive high-traffic web viewings and generate circa 1.5 million visits each month.**





# SIGNBOARDS TO SUCCESS

THE MOST EFFECTIVE FORM OF PROMOTION IN ANY SALE IS PROMINENT & VISIBLE ON-SITE SIGNAGE.

A distinctive and eye-catching red and white First National Commercial sign will be erected outside the property detailing its attributes auction or tender date and our Agents contact details for inquiry.

Our signs are specifically aimed to attract new Buyers and to provide a focus for interest throughout the community.

They also put pressure on prospective Buyers every time they drive by and have another look, as they know other parties will also be doing the same.



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**Sunnybank Hills - High Exposure**  
**The perfect retail opportunity**

- Land size 800m2, building size 400m2
- Located on main street
- 5 car parking slots
- 2 separate sites
- Ideal for retail/medical

**Bidding to start at - \$950,000**

**First National Commercial Sunnybank Hills**  
(07) 5570 3300  
1/18 Torbey Street  
sunnybank hills QLD 4109

**Esmond Wee** 0433 991 498  
esmond.wee@fnsbh.com.au

AUCTION

Saturday 24 February @ 12pm



**firstnational**  
COMMERCIAL

# FOR LEASE

## SOLID BUILDING WITH MASSIVE TRAFFIC VOLUME

- Land Area: 3,450 m2
- Building Area: 1,260 m2
- Plenty of parking for 28 vehicles
- Massive Signage exposure to 80,000 vehicles pass daily

First National Commercial  
Gold Coast

**5570 3300**  
fncqld.com.au

**Simon Robertson**  
0449 951 772

# TARGETED NEWSPAPER ADVERTISING

WHY ADVERTISE IN THE NEWSPAPER? BECAUSE YOU WANT TO FIND THE BUYERS WHO ARE ACTIVELY SEARCHING FOR THE OPPORTUNITY ONLY YOUR PROPERTY CAN OFFER THEM.

Great looking ads can give your property great credibility. Colour can increase impact by 75%. 'Shelf life' is longer, so more detail can be included. We utilise an integrated mix of publications, which could include:

### THE BULLETIN

- Gold Coast Bulletin full colour display advertisements (local exposure)
- Commercial Investment classified insertions

### THE COURIER MAIL

- Brisbane's Courier Mail full colour display advertisements (statewide exposure in Queensland)

### FINANCIAL REVIEW

- Financial Review full colour display advertisements (national exposure)

### SYDNEY MORNING HERALD

- Sydney Morning Herald full colour display advertisements (statewide exposure in New South Wales)

### THE AGE

- The Age full colour display advertisements (statewide exposure in Victoria)

The Gold Coast Bulletin is the local property bible, read by 85% of Gold Coast residents.

### The Commercial Property section of the Gold Coast Bulletin offers:

- Part of the popular Business Friday section that provides extensive coverage of business news to professionals, business owners and those wishing to keep abreast of the latest business and personal finance information.
- 104,000\* local readers + 12,000\* interstate readers each week
- Editorial content designed to reflect the needs of the local market
- Strong industry comment
- Reaches 14,000\* Gold Coaster residents who have made a business decision to purchase or lease buildings, property or real estate in the last 12 months

\* Source Roy Morgan Research March 2007





# E-MARKETING

AS A DIGITAL ENTHUSIAST, FIRST NATIONAL HAS INVESTED SUBSTANTIAL TIME, EFFORT AND MONEY INTO THE UNDERSTANDING AND IMPLEMENTING THE LATEST COMPUTER TECHNOLOGY AND SOFTWARE.

We've also tested a wide range of new programs, to ensure we can use the very powerful resources of a digital and email campaign.

This allows us to engage with profile internet companies like:

- realcommercial.com.au
- commercialproperty.com.au
- developmentready.com.au
- firstnationalcommercial.com.au



**Sunnybank Hills - High Exposure**

**The perfect retail opportunity**

- Land size 800m<sup>2</sup>, building size 600m<sup>2</sup>
- Located on main street
- 7 car parking slots
- 2 separate sites
- Ideal for business use

**Bidding to start at - \$980,000**

**First National Commercial Sunnybank Hills**  
 (07) 5570 3300  
 1/18 Torbay Street  
 sunnybank hills QLD 4109  
[fncqld.com.au](http://fncqld.com.au)

**Esmond Wee** 0433 991 498  
[esmond.wee@fnsbh.com.au](mailto:esmond.wee@fnsbh.com.au)

**AUCTION** Saturday 18 March @ 11pm

# CORPORATE E-MAGAZINE

THE FIRST NATIONAL COMMERCIAL E-MAGAZINE IS DISTRIBUTED TO READERS AROUND THE GLOBE.

Every month we email to our 36,000 database client base, properties with national and international appeal, the First National e-Magazine sets the benchmark for electronic marketing.

It encompassing First National Commercial Nationally (Australia, New Zealand and Asia Pacific), with Agents and Clients combining a collection of suitable properties in marketing campaigns tailored to produce successful results.

We include all Exclusive and Auction properties in this free of charge throughout the campaign.

# ONLINE VIDEO

THE OPTIONS OF A 30 SECOND TO 90 SECOND VIDEOS OF YOUR PROPERTY ARE AVAILABLE WHICH WILL APPEAR ON OUR COMMERCIAL/ RETAIL WEBSITE.

It will showcase the property's attributes and also feature lifestyle footage and commentary from the Sales Agent.

We encourage this video as it is an invaluable tool which will allow the interstate and international Buyers to virtually tour the property from their home or office. It can also be directly emailed as a link to prospective buyers, and is used during the sale process and in room auction.



# EYE-CATCHING WINDOW DISPLAYS

THERE ARE 14 OFFICES IN HIGH PROFILE LOCATIONS THROUGHOUT THE GOLD COAST – ALLOWING A VERY HIGH VOLUME OF PASSING TRAFFIC TO SEE A PROFESSIONAL DISPLAY OF SELECT PROPERTIES.

As the **only commercial** office on the Gold Coast, we receive all commercial and retail enquire's from all other offices. We are also the only dedicated Asia Pacific office in Queensland.

In particular, your property will be displayed at the First National Commercial, Gold Coast and Sunnybank Hills office locations.



# MORE THAN LOCAL MARKETING

## TAKE ADVANTAGE OF THE WIDE-REACHING FIRST NATIONAL NETWORK – MORE THAN 350 OFFICES AROUND AUSTRALASIA.

There is huge interest, from all over Australia, in investing in South-East Queensland.

As part of the First National network, which has more than 350 offices, we are constantly receiving almost non-stop enquiries from Sydney, Melbourne, other Australian states and New Zealand and throughout South East Asia.

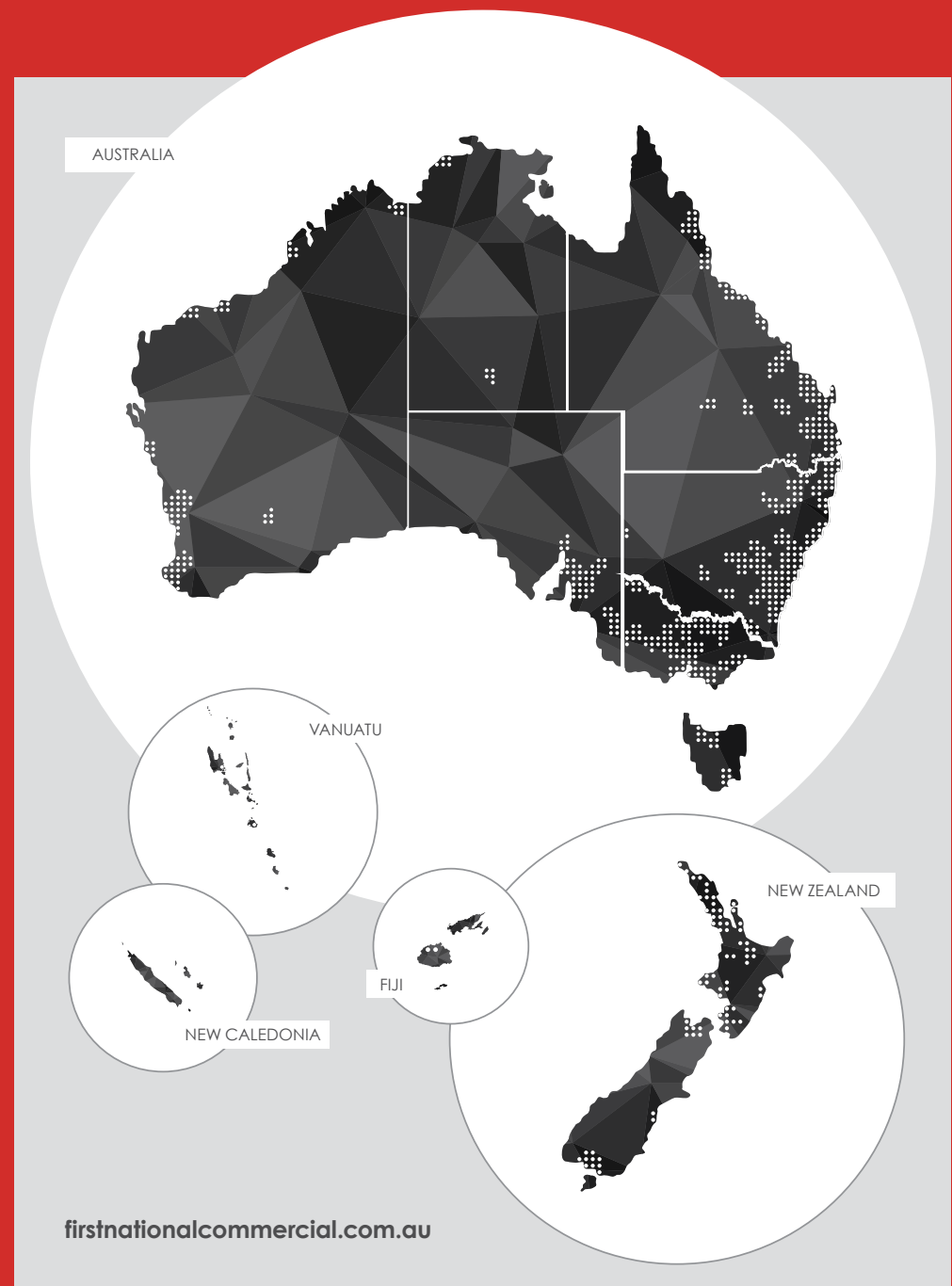
First National Real Estate as a global company, sells in excess of \$17 Billion worth of property every year.

We employ approximately 3,000 sales and administration people throughout the group.

Property Management total property value is estimated at \$20 Billion at any given time.

Our reach is wide, sharp and reputable.

- These include:
- Previous Buyers
  - Referrals from the large First National network
  - Referrals from the First National Gold Coast and Brisbane local offices
  - International Internet reach
  - Past and existing Clients, their family, friends and colleagues



# METHODS OF SALE

## SALE BY AUCTION

Widely recognised as the most effective and successful way to achieve a premium price for your property, in the shortest possible time.

- An auction advertising program impressively demonstrates your commitment to sell, with a targeted marketing campaign that saturates specific Buyers in the market.
- Marketing without a price attracts an unlimited buying market; so buyers will judge your property on its attributes, features and its benefits, not its price.
- The contract of sale will be on your terms. You, the owner, remain in control and the terms you set may include the period for settlement, financial terms or any other special conditions.
- An auction date creates a sense of urgency, yet still allows Buyers ample time to complete their own enquiries and arrange finance.
- On the day of auction, each potential Buyer can see their competition, which builds competitive bidding and ultimately exhausts market demand - resulting in a premium price for you.
- At the conclusion of a successful auction, the Buyer is required to pay a 10% deposit and the unconditional contract of sale must be executed. The Buyer is then locked in to the purchase of your property.
- There is no cooling off period.

## SALE BY TENDER

The Buyer must complete a tender form and submit this together with an initial deposit to the agent before the determined closing date.

As the Seller, you may accept whichever tender you wish, which may not necessarily be the highest price. In some cases, the terms and conditions of the offer, far out weighs the price. Once you have accepted your preferred tender, neither you as Seller, nor the Buyer, may withdraw from the sale.

The disadvantage of this method is that a Buyer may impose onerous conditions with their offer and these conditions could be subject to considerable negotiation prior to the sale being effected. Tender can also reduce the urgency and competitive process generated by an auction for a premium property.

Tenders are confidential to the other tenderer, which sometimes are an advantage or disadvantage, depending on the Seller and even the property itself.

## SALE BY EXPRESSION OF INTEREST

While sharing similarities with the tender processes, this does not commit a potential Buyer to a formal contract and allows prospective Buyers to register their interest and allows them to negotiate on varied terms. In some cases, this method is most suited.





# INFORMATION MEMORANDUM

WE PROPOSE TO  
PREPARE A DETAILED  
INFORMATION  
MEMORANDUM (IM)  
FOR DISTRIBUTION  
TO ALL ENQUIRERS.

It will incorporate:

- The opportunities
- Investment and property overviews
- Situation and localities
- Real property details
- Floor plans
- Location map/s
- Tenancy income and Outgoings
- Registered plan/s
- Current title searches
- Body Corporate details
- Professional photographs
- Copies of relevant approvals
- Auction details or Price

## INFORMATION REQUIRED

In order to prepare the detailed Information Memorandum, we would ask you to provide the following details of your property:

- Financials & Tenancy Schedule (if applicable)
- Schedule of charges (if applicable)
- Plant and equipments lists (if applicable)
- Floor plans (if applicable)
- Copy of approvals and/or licences (if applicable)
- Body Corporate details (if applicable)
- Title Search & Survey Plans
- Carparking plans
- Development Approvals
- Outgoings Budget (Audited)
- Rates notice/s



# PROGRESS REPORTS

YOU AS OUR VENDOR  
WILL RECEIVE A  
COMPLETE AND  
COMPREHENSIVE WEEKLY  
REPORT ON SALES  
AND LEASING ACTIVITY  
COMPRISING THE  
FOLLOWING:

- Enquiry
- Inspections
- Market feedback
- Marketing activity
- Brochure results
- Magazine results
- Future activity planned
- A schedule of enquiry
- Real Commercial I& other Internet listing enquiry
- Enquiry from print media
- Daily phone calls to our vendors and landlords

[firsnationalcommerical.com.au](http://firsnationalcommerical.com.au)



# MARKETING FOR MAXIMUM EFFECT

WE HAVE INSTIGATED NATIONAL GROUP AUCTIONS TO BE HELD IN SYDNEY 4 TIMES A YEAR. BY COMBINING THE STRENGTH OF THE NETWORK, WE HAVE ACCESSED VERY COMPETATIVE JOINT MARKETING FOR MAXIMUM EXPOSURE.

By combining our media buying strength, we have put together a financial responsible National Auction in Sydney.

We have negotiated extremely competitive marketing rates in national newspapers such as: Financial Review, The Australian, Sydney Morning Herald, Melbourne age, Brisbane Courier Mail and Gold Coast Bulletin. The campaign also includes signage, IM's & the major Internet sites: [realcommercial.com.au](http://realcommercial.com.au), [commercialproperty.com.au](http://commercialproperty.com.au) & [firstnationalcommercial.com.au](http://firstnationalcommercial.com.au).



YOUR EXCLUSIVE INVITATION

*Upskilling*

FOR COMMERCIAL PROPERTY MANAGERS

LEARN FROM AN IMPRESSIVE PANEL OF INDUSTRY EXPERTS AND NETWORK WITH PEERS

The Sandhurst Club  
73 Clubhouse Lane, Sandhurst VIC

Thursday 12th September  
9am - 5pm (registrations commence at 8:15 am)

FREE FOR COMMERCIAL MEMBERS ONLY  
Email Frank to secure your seat [frank.fleming@firstnational.com.au](mailto:frank.fleming@firstnational.com.au)

**first national**  
REAL ESTATE  
We put you first



**Portfolio Auctions**

Be part of a National Auction Campaign incorporating 300+ Offices Australia wide

Benefit from an extensive database - in excess of 30,000+ properties

Affordable marketing (\$4950 + GST) per property but collectively the campaign will amass \$75,000 (based on 15 properties)

FOR FURTHER INFORMATION PLEASE CONTACT YOUR LOCAL FIRST NATIONAL OFFICE

JONATHAN WALLS  
NATIONAL COMMERCIAL MANAGER

03 9418 9111  
0488 770 077

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COMMERCIAL



4/9  
RICHMOND 3121  
VICTORIA  
NORTHCOTE ST

**FOR SALE BY PUBLIC AUCTION 22 NOVEMBER AT 1PM ON-SITE**

Modern four level building including an extensive roof terrace configured as follows:

- Ground floor Studio/Parking
- Flexible Floorplates with natural light to front and rear of building
- Total floor area of 146 Sqm plus extensive
- Additional 45 Sqm Roof Terrace with panoramic views
- Ideal Church Street location
- Immediate access to all forms of public transport
- Suit owner occupier or investor
- Offered with vacant possession

Currently the parking has been sacrificed to create a sound studio. The parking can be reinstated or an appropriate permit can be applied for S.T.C.A.

**SELLING AGENTS**

**ROSS NEILSON**  
M: 0410 331 696  
E: [rossa@neilsonpartners.com.au](mailto:rossa@neilsonpartners.com.au)

**SERDAR OZCETIN**  
M: 0438 837 084  
E: [serdaro@neilsonpartners.com.au](mailto:serdaro@neilsonpartners.com.au)

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# TAKING THE MAZE OUT OF SELLING AND LEASING COMMERCIAL AND RETAIL PROPERTY



# DISCLAIMER, COMPANY QUALIFICATIONS & COMPANY DETAILS

## **DISCLAIMER**

Subject to the provisions of the Trade Practices Act 1974 and subject to any other non-excludable statutory provisions, First National Real Estate give notice that:

- All information given in relation to this property whether contained in this document or given verbally is given without responsibility
- Vendors should satisfy themselves as to the truth or accuracy of all information given by their own investigations, enquiries or advices found necessary
- Vendors should satisfy themselves as to the truth or accuracy of all information given by their own investigations, enquiries or advices found necessary
- No person in the employment of First National Real Estate have any authority to make or give any representation or warranty whatever in relation to this property

## **COMPANY QUALIFICATIONS**

In accordance with company policy the supplement with this document has been prepared for the use only of the party for whom it has been prepared as stated in this document and we accept no responsibility or liability to any other party who might use or rely upon this report in whole or part of its contents.

## **OFFICE LOCATIONS**

### **FIRST NATIONAL COMMERCIAL**

Company: Limited Interest Pty Ltd  
Queensland Corp License No: 4133908  
Licensed Director: Jamie Bourke  
Telephone: 07 5570 3300  
Office Email: [office@fncqld.com.au](mailto:office@fncqld.com.au)  
Direct Email: [jbourke@fncqld.com.au](mailto:jbourke@fncqld.com.au)

### **GOLD COAST:**

Benowa Gardens Shopping Centre  
203 Ashmore Rd, Benowa Qld 4217

### **BRISBANE:**

Sunnybank Hills Shopping Village  
397 Hellawell Rd, Sunnybank Hills Qld 4109

### **MELBOURNE:**

First National Corporate Office  
89 Hoddle Street, Richmond Victoria 3121