

**BROAD PROPERTY
RESEARCH & ADVISORY**

ABOUT US

Broad Property Research & Advisory Pty Ltd (BPRA) is an independent research firm providing strategic advice and problem-solving for development projects as well as undertaking pertinent research across the residential, commercial and industrial property sectors.

Our clients include private landholders, developers, project marketers, Councils, State Government agencies, not-for-profit and charitable organizations, mining companies, financial institutions, and Receivers/Managers of distressed assets.

We have a range of services to assist developers from the planning/feasibility stage through product design, pricing, identification of target markets, competitor analysis, rental appraisals, sales and marketing support, and valuation/settlement support. We also deliver presentations for our clients, usually to buyers and/or agents at the launch of a project.

We work on all aspects of the residential property market including:

- House and land estates;
- Prestige residential property;
- Apartment projects;
- Townhouses;
- Student accommodation;
- Worker accommodation;
- Retirement and aged-care product;
- Golf estates; and
- Holiday/tourist resorts.

The range of commercial and industrial projects/assets that we have worked on include:

- Englobo land parcels;
- Development sites;
- Hotels/Motels;
- Undeveloped or partially-completed subdivisions;
- Major centre commercial premises;
- Suburban commercial premises; and
- Suburban retail premises.

If you need to position a project, assess future dwelling demand in an area, obtain area demographics, estimate the market potential of your site or project, investigate your competitors, define target markets (buyers, end users), maximize price, assess rents, determine likely rates of sale/uptake, or simply get a feel for a particular area, then you have come to the right place.

What sets Broad Property Research & Advisory Pty Ltd apart is our personalised approach. Rather than offering a take-it-or-leave-it packaged product, we listen to our clients and tailor our services to meet their particular research and reporting needs.

Broad Property Research & Advisory Pty Ltd is based in Brisbane and we regularly work interstate and in regional areas. We have also worked in New Zealand, Papua New Guinea and China.

CLIENT LIST

- Anthony John Group
- Australian Property Growth Fund
- Aveo Group
- Brookfield Residential Properties
- Buckley Vann Town Planning Consultants
- Capital Access Partners
- Citimark Properties
- DeMartini Fletcher
- Dennis Family Corporation
- HG Developments
- Ho Bee Australia
- Ideal Property Australia Pty Ltd
- Latitude Development Group
- LH Property Partners
- Mackay Regional Council
- Mirvac
- Motorline Group
- Nautilus investments
- Plantation Palms Properties Pty Ltd
- Pradella
- PresCare
- Property Solutions Group
- Ray White Surfers Paradise
- Rivergum Homes
- Sahben Group
- Silverstone Developments
- Stockwell Development Group
- Tom Dooley Developments
- Total Property Group
- Trinity Property Consultants
- Vecchio Property Group
- Walker Corporation

KEY PERSONNEL



The Managing Director of Broad Property Research & Advisory Pty Ltd, Paul Broad, was Consultancy Manager for Matusik Property Insights for many years and has been involved in the master planning, design, feasibility and positioning of hundreds of residential projects for many leading organizations. Paul also has extensive experience in the commercial and industrial property sectors.

Respected for his research skills and knowledge of the property industry, demographic analysis and his ability to concisely identify issues of strategic importance, Paul has formed Broad Property Research & Advisory Pty Ltd to provide a strategic advisory and research service to assist key stakeholders in the residential, commercial and industrial property sectors.

Paul has undergraduate qualifications in Business from the Queensland University of Technology (QUT) and postgraduate qualifications in Labour Market Economics and Urban and Regional Planning (both from the University of Queensland).

Paul has worked in the Queensland Department of Housing, Local Government and Planning and the Department of State Development. In State Development, Paul managed a number of major infrastructure-related projects including the Brisbane Cruise Ship Terminal and the Gold Coast Convention and Exhibition Centre. Paul has extensive experience in economic and public policy through his time at the Australian Industry Group as well as property finance.

With his extensive experience in providing strategic advice and problem-solving for development projects, Paul Broad is your first point of contact for research into the residential, commercial and industrial property sectors, as well as population and demographic analysis, competitor analysis, assessment of economic need, pricing guidance, and rental appraisals.



SERVICES

Services for Developers

Broad Property Research & Advisory Pty Ltd can assist in all stages of your project including:

- Feasibility studies;
- Population and demographic research;
- Needs assessment reports to assist with obtaining Council approval;
- Identification of the most appropriate product types, sizes and mix;
- Focus group testing;
- Identification of target markets and the depth of this market;
- Competitor analysis;
- Pricing advice;
- Rental appraisals;
- Preparation of marketing material for the sales campaign;
- Mystery shops;
- Non-buyer follow-ups;
- Buyer communiqués; and
- Valuation/settlement support.

Our involvement is designed to help get your project right - from the very start – through advice and direction as to the type of residential project best suited to the area's prevailing population and demographic characteristics and the site's locational attributes.

Our **Project Positioning** service provides advice and direction as to the type of residential product best suited to the area's prevailing population and demographic characteristics and the site's locational attributes. Project Positioning is used to help direct and position a project and is also often used in discussions with financial institutions/valuers/joint venture partners and government agencies. Extracts can also be used in information memorandums to help sell the site or end product. Importantly, it will help drive the future planning of the project.

Associated with Project Positioning is our **market testing** capabilities, which include questionnaires, focus groups and face-to-face meetings with potential buyers and end-users. Our market testing services aim to ensure that our clients' projects meet the market's expectations and thus achieve price premiums and sales targets.

An important element of this can include **following up non-buyers** to ascertain the reasons behind their decision not to purchase. Such information is often more useful than feedback from people who did buy, and can help identify shortcomings with marketing material, the sales team, and/or how your project compares to its competitors.

One of our strengths in the **qualitative research** field is that we source the right people for our focus groups. We only do property-related focus groups; not shampoo one night, cookware the next night and your project after that. Our expertise in the residential property industry means we understand the importance of follow-up questions and how and when to ask the "right" questions.

Our **Market Overview Reports** are a useful tool to assist with the sales and marketing of a project and provides an overview of the key drivers of the relevant market (population growth, demographics, employment, infrastructure); the reasons why the site is an appropriate place in which to invest; and key selling features of the project. Such a report has the following aims:

- To educate potential buyers and investors about the area and the project;
- To provide a level of comfort for potential investors about the appropriateness of the proposed project for the location, as well as its "value-for-money" offering;

- To provide a level of comfort for intending buyers and their financiers/valuers about the long-term growth prospects of the area; and
- To provide a range of useful data for inclusion in marketing material, media releases, quotes on websites etc.

We also deliver **presentations** for our clients, usually to buyers and/or agents at the launch of a project and over subsequent weeks. Our approach is to speak for about 20 minutes about the state of the market then focus on the key competitive advantages of the project, followed by a question-and-answer session.

We also undertake **Needs Assessment Reports** (otherwise called Demand Assessment Reports) to help clients obtain Development Approval or to help get landholdings included in the urban footprint. Similar research reports examining population and demographic profiles and forecast have helped identify the most appropriate areas for new retirement villages (or the like) for our clients.

You can also set your project apart from its competitors by using a Broad Property Research & Advisory **Rental Appraisal Report**.

In the lead-up to settlement, we can prepare a series of **buyer communiqués** to help keep buyers "on side", with reassurance that completing the sales transaction is in their best interest, as well as to counteract any negative media about the state of the market.

Our **valuation reports** identify which resales and projects valuers should be looking at and outlining why certain precincts and buildings are irrelevant to your project.



Services for Project Marketers

Our **Market Overview Reports** are a useful tool to assist with the sales and marketing of a project and provides an overview of the key drivers of the relevant market (population growth, demographics, employment, infrastructure); the reasons why the site is an appropriate place in which to invest; and key selling features of the project. Such a report has the following aims:

- To educate potential buyers and investors about the area and the project;
- To provide a level of comfort for potential investors about the appropriateness of the proposed project for the location, as well as its “value-for-money” offering;
- To provide a level of comfort for intending buyers and their financiers/valuers about the long-term growth prospects of the area; and
- To provide a range of useful data for inclusion in marketing material, media releases, quotes on websites etc.

We also deliver **presentations** for our clients, usually to buyers and/or agents at the launch of a project and over subsequent weeks. Our approach is to speak for about 20 minutes about the state of the market then focus on the key competitive advantages of the project, followed by a question-and-answer session.

Broad Property Research & Advisory Pty Ltd has extensive market **testing** capabilities, which include questionnaires, focus groups and face-to-face meetings with potential buyers and end-users. Our market testing services aim to ensure that our clients’ projects meet the market’s expectations and thus achieve price premiums and sales targets.

An important element of this can include **following up non-buyers** to ascertain the reasons behind their decision not to purchase. Such information is often more useful than feedback from people who did buy, and can help identify shortcomings with marketing material, the sales team, and/or how your project compares to its competitors.

One of our strengths in the **qualitative research** field is that we source the right people for our focus groups. We only do property-related focus groups; not shampoo one night, cookware the next night and your project after that. Our expertise in the residential property industry means we understand the importance of follow-up questions and how and when to ask the “right” questions.

Services for Financiers

We work for many financial institutions and mezzanine financiers keen to obtain an independent assessment of a client’s development proposal. In many cases we prepare a **Project Positioning Report** that assesses whether the client’s proposal best suits the area’s prevailing population and demographic characteristics and the site’s locational attributes, and estimates the market potential of the project. We examine competing projects, assess the depth of the market for the relevant product types and pricing, and determine likely rates of sale.

On many occasions we have provided a market appraisal of assets owned by underperforming or “watch list” clients in order to determine work-out scenarios in lieu of appointing Receivers/Managers or otherwise identifying exit strategies for distressed assets. In broad terms, we provide advice and direction as to the

most cost-effective way of disposing of the asset. Our research often covers:

- Assessment of market demand for the premises “as is”;
- Review of market competition for similar premises;
- To investigate any potential re-use/reconfiguration of the premises;
- To assess any rezoning possibilities for the site;
- An overview of what prices are being achieved for the sale of similar premises and the likely market interest in the site;
- An assessment of the most viable method of disposal;
- Review of competing projects and what prices/rents are being achieved;
- Whether the site should be disposed of as vacant possession or with tenants; and
- Identification of likely buyers.

Services for Receivers/Managers

We have worked for a number of Receivers/Managers over the past few years, including:

- BDO;
- Bentley’s Corporate Recovery;
- BRI Ferrier (Brisbane and Townsville);
- FTI Consulting;
- Grant Thornton Australia;
- KPMG Advisory;
- Korda Mentha;
- Rodgers Reidy;
- Taylor Woodings; and
- Vincent’s Insolvency and Reconstruction.

The range of distressed assets that we have worked on for these Receivers/Managers include:

- Englobo land parcels (residential and industrial);
- Holiday resorts;

- The services we provide vary according to the type of property concerned and the circumstances facing the Receiver/ Manager. In broad terms, we provide advice and direction as to the most cost-effective way of disposing of the asset. Our research often covers:

- ## Services for State and Local Governments

For example, Broad Property Research & Advisory Pty Ltd was commissioned by Buckley Vann Town Planning Consultants to undertake a housing market and demographic analysis as part of the **Mackay Regional Sustainability Strategy** (MRSS). The scope of works included investigation of current demographic and housing trends to identify demand for, and any shift towards, smaller dwelling types in Mackay over the past ten years.

As a result of the quality of our initial research, we were subsequently commissioned to undertake a residential population and growth analysis of Mackay in order to understand trends in growth in the region across cycles of boom and decline, and to investigate trends for industrial land supply and demand in the Mackay region.

We have also undertaken work for various Queensland Government Departments, a number of Local Government Authorities, and the former Urban Land Development Authority (ULDA).

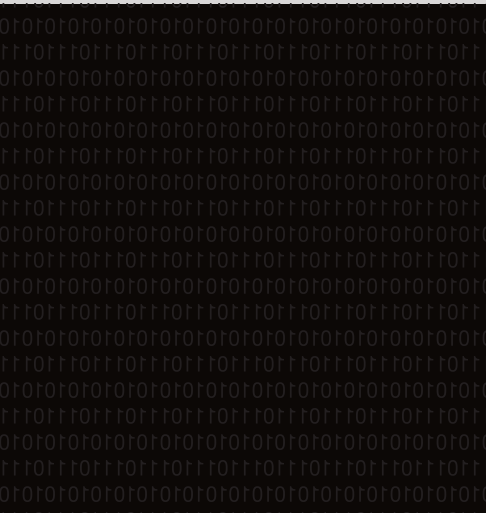
Over many years, we have undertaken considerable work for various aged-care providers including Churches of Christ Care, PresCare, and Spiritus (Anglicare).

Our involvement has included providing advice and direction as to redevelopment options for several nursing home/aged care sites, particularly in relation to product type/mix, pricing, identification of target markets, quantifying likely demand, and forecasting likely rates of sale.

These reports have been used to help direct/position the proposed project and are also often used in discussions with financial institutions, valuers, joint venture partners and councils. Extracts have also been used in information memorandums to help sell the site or end product.

For PresCare we also undertook extensive market research to assist in preparing a business case for round 5 NRAS applications and possible subsequent developments at several of its regional facilities.





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