



Project Marketing and Sales

January 2024



Full-service sales and marketing solutions for luxury off-the-plan residential developments



FULL-SERVICE SALES AND MARKETING SOLUTIONS

At Stone Project Marketing, we understand you aim to be a visionary in the luxury residential development sector

To achieve this, you need a strategy that not only addresses the intricacies of pre-construction sales but also seamlessly integrates these efforts with a robust marketing plan. The challenge lies in the long lead times and the need to meet pre-sale requirements, which can often feel like navigating through a maze without a map, leading to frustration and uncertainty.

We stand by the principle that every property developer deserves clarity and confidence throughout their project's lifecycle. We empathise with the complexity of your journey, which is why we've honed our expertise to offer you a clear path forward.

Here's how we do it:

1. **Blueprint Creation** - Crafting a tailored sales and marketing strategy.
2. **Journey Navigation** - Guiding potential buyers through the stages of engagement.
3. **Goal Achievement** - Ensuring you meet pre-sale targets swiftly and efficiently.

So, reach out to us today. In the meantime, explore our case studies to see our strategy in action. So you can stop worrying about the complexities of pre-construction sales and instead focus on building your legacy in the luxury residential market.



Simplify the maze of pre-sale complexities

Navigating the intricate landscape of off-the-plan sales is no easy feat. From attracting early buyers to nurturing their interest over the project timeline, the process demands a seamless blend of strategic foresight and tactical precision.

We offer a comprehensive suite of services designed to align with your project's unique needs.

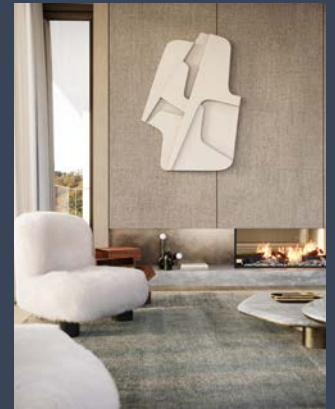


FULL-SERVICE SALES AND MARKETING SOLUTIONS





Pre-sale requirements for luxury residences can be as high as 80%, which is why it's so important to get good, qualified leads



Imagine hitting the 50-80% pre-sale milestone effortlessly before a single brick is laid. With a strategic approach that nurtures buyers at every stage, your projects are in high demand. This not only accelerates your sales cycle but also instils investor confidence, setting the stage for a faster, more profitable project launch.

JOIN THE MOVEMENT TO SELL FASTER

Stone Real Estate was listed in the Top 100 Fastest Growing Businesses in Australia (*Australian Financial Review, 2022*)

with over 70 franchises across Australia and a database of 1.6m

A percentage of every
sale is donated to Destiny
Rescue Australia, a not-for-
profit organisation fighting
to end child trafficking.



YOU'RE IN GOOD COMPANY



FULL-SERVICE SALES AND MARKETING SOLUTIONS

Jason Good

DIRECTOR

With over 30 years of sales experience, Jason stands as a testament to dedication and expertise.

As a top salesman on the Gold Coast, he has demonstrated formidable prowess in negotiating sales. Working as an off-the-plan specialist and lead agent on many of the Gold Coast's recent beachfront developments, Jason's unparalleled track record speaks volumes about his commitment and capability in the industry.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Expression of Interest (Digital EOI)

Encouraging potential buyers to express their interest as early as possible, allowing us to gauge demand and refine our sales approach.



Deposit Collection

Facilitating the process of taking deposits, ensuring a smooth and hassle-free experience for buyers.



Settlement Assistance

Guiding clients through the settlement process, ensuring all paperwork, legalities and financial aspects are handled efficiently.



Weekly Reports

Every week, our clients receive a comprehensive report detailing the performance metrics of their campaigns. This includes:

1—Lead Generation

Number of leads generated, source of leads and conversion rates.

2—Digital Metrics

Website visits, bounce rate, average session duration and top-performing content.

3—Advertising Performance

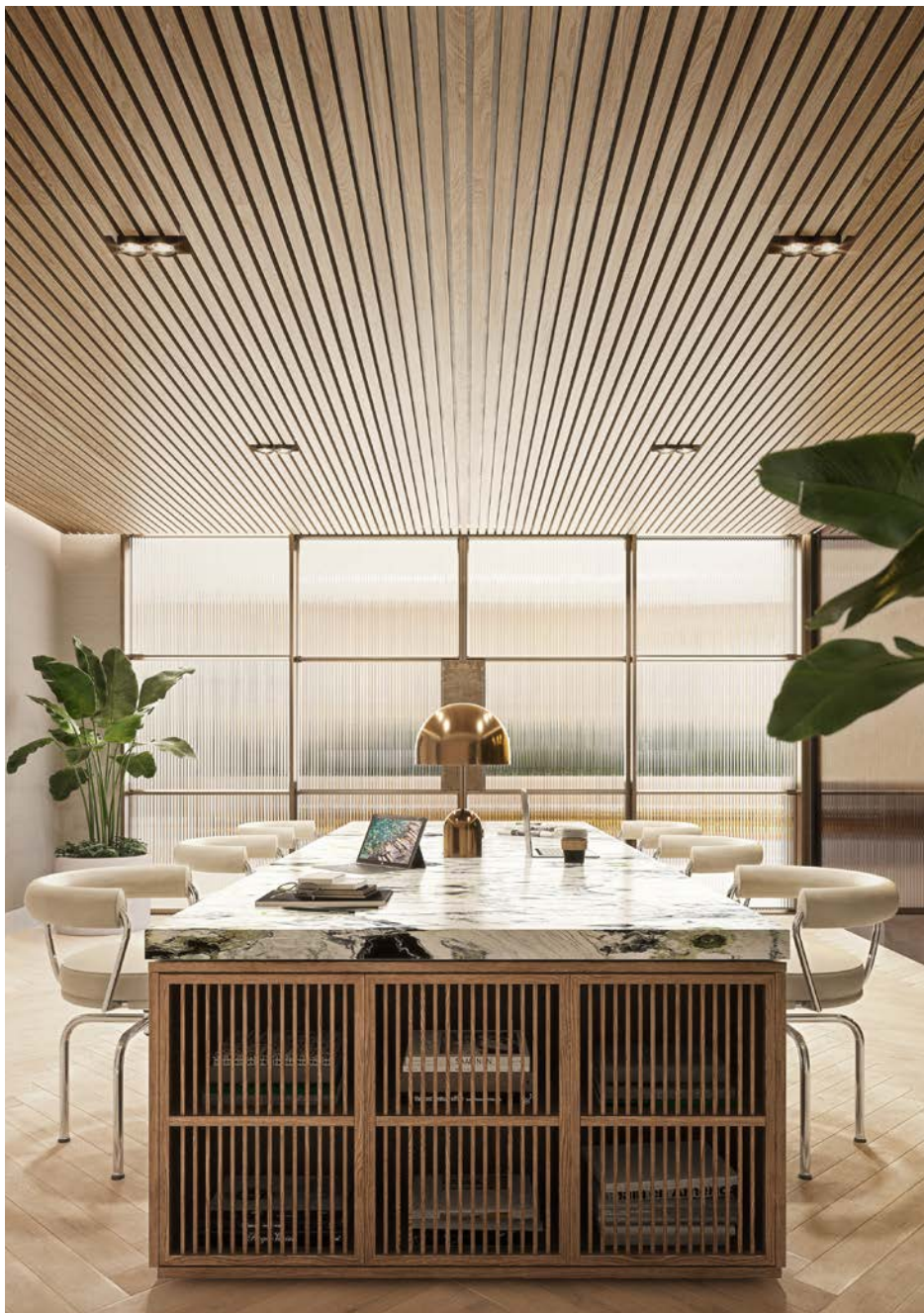
Click-through rates, impressions and ROI for each advertising channel.

4—Sales Data

Number of properties sold, average selling price and comparison with previous months.

5—Feedback

Insights from potential buyers, areas of improvement and market trends.



Monthly / Quarterly Reviews

Every quarter, we conduct an in-depth review of the campaign's performance, assessing the strategies employed, results achieved and setting goals for the next quarter.

Real-Time Reporting

Upon request, we can provide specific reports tailored to the client's needs, ensuring they always have the data they require at their fingertips.

Fee Structure

The scope of our marketing team and capabilities, coupled with our sales expertise, allows us to offer innovative fee packages for developers.

Additional Notes

All fees are exclusive of taxes and any third-party expenses incurred during the campaign. Payment terms, timelines and other specifics will be detailed in the individual client contracts.

Successful project sales at Stone Projects



FULL-SERVICE SALES AND MARKETING SOLUTIONS

Ruby Ruby

Milton, Brisbane

DEVELOPER

Kokoda Property

DETAILS

Luxurious two- and three-bedroom apartments

Four-bedroom sub-penthouse

Ruby Ruby offers an unrivalled lifestyle opportunity for those who savour the finer things in life.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Avoca Residences

Peregian Springs, Sunshine Coast

DEVELOPER

MBC Prestige

DETAILS

Two- and three-bedroom apartments

Select dual key options

Split over five buildings, Avoca's open-plan boutique apartments feature northfacing vantages to capitalise on the natural flow of air and light.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Cabana

Palm Beach, Gold Coast

DEVELOPER

Ignite Projects

DETAILS

30 beachfront apartments

Cabana presents a select range of apartments located right on the beachfront of Palm Beach.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Emerson

Kirra, Gold Coast

DEVELOPER

Hirsch & Faigen

DETAILS

27 three and four-bed apartments

1 four-bed penthouse

Emerson is a collection of
27 luxury apartments that
overlook Kirra Beach.



Hemingway

Palm Beach, Gold Coast

DEVELOPER

Hirsch & Faigen

DETAILS

78 beachfront residences

Hemingway offers 12 floors of 78 gorgeous apartments with panoramic ocean views.



FULL-SERVICE SALES AND MARKETING SOLUTIONS

Palm Beach Residences

Palm Beach, Gold Coast

DEVELOPER

Marquee Development Partners

DETAILS

Luxury two and three-bed apartments

Designed by BDA Architecture, Palm Beach Residences offers luxury apartments with breathtaking beauty & coastal charm.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Esplanade

Palm Beach, Gold Coast

DEVELOPER

Pask Group

DETAILS

12 half-floor apartments

2 beach houses

2 double-storey penthouses

Esplanade offers a collection of 16 residences in northern Palm Beach.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Yves

Mermaid Beach, Gold Coast

DEVELOPER

Hirsch & Faigen

DETAILS

Luxury two, three and four-bed apartments

Yves is a carefully curated collection of beautifully crafted beachside apartments.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



The Monoco

Main Beach, Gold Coast

DEVELOPER

Ignite Projects

DETAILS

6 half-floor sky villas

17 full-floor sky villas

1 double-story penthouse

An exclusive, limited collection of full-floor and half-floor luxury sky villas, and a double-storey penthouse designed by award-winning Rothelowman Architects.



FULL-SERVICE SALES AND MARKETING SOLUTIONS

La Mer

Main Beach, Gold Coast

DEVELOPER

PPG & QNY Group

DETAILS

29 full-floor apartments

1 double-story penthouse

La Mer is the epitome of
luxury apartment living.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Belvue

Runaway Bay, Gold Coast

DEVELOPER

Monaco Property Group

DETAILS

31 full-floor sky homes

3 free-standing villas with private courtyards

Belvue is a boutique collection of 31 residences overlooking panoramic views of the water.



FULL-SERVICE SALES AND MARKETING SOLUTIONS



Secure a partnership that paves the way for success

Stone Project Marketing offers a seamless fusion of expert sales and marketing strategies tailored specifically for off-the-plan residential developments. Backed by our collaboration with iCreate Agency, we provide a full-service solution to propel your project into the spotlight and drive qualified leads to your door.



icreate.
agency

Branding, digital and marketing to pre-sell off-the-plan property



We know you want to feel confident in the sell-out success of your project

Strong branding, digital and marketing play a key role in pre-selling off-the-plan property developments, but it can be stressful when you're dealing with undeveloped land.

When you have nothing but a construction site to work with, you need marketing that brings your project's vision to life by painting a picture of what residing in the community will look like. You need a well-crafted strategy and the right quality leads to resonates with your target audience.

That's where we come in.

Sonia + David Jeffrey

FOUNDERS

icreate.
agency

OFF-THE-PLAN PROPERTY MARKETING SPECIALISTS



iCreate Agency Team

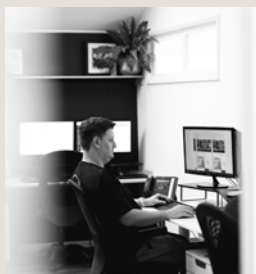


Using the StoryBrand Marketing Framework, we create a clear message and brand identity that engages potential buyers, helping you sell more, sell faster and boost your pre-sales

Finalist for the REA Integrated Brand Campaign of the Year at 2022 Annual Excellence Awards.

iCreate is Queensland's #1 property creative on OpenLot.com.au





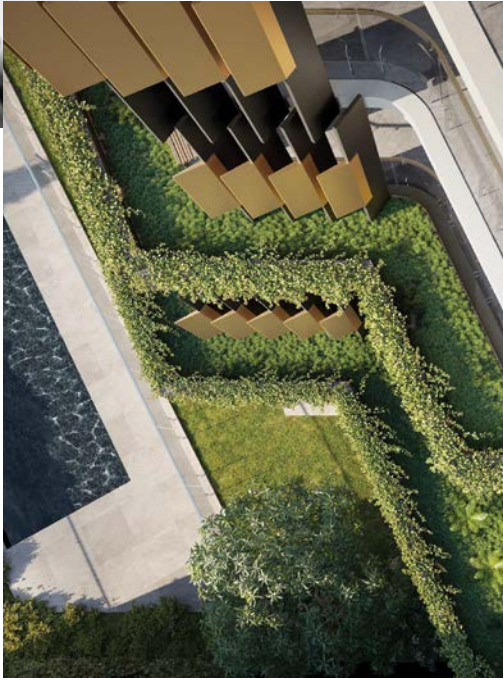
We're architects in off-the-plan success

Our team at iCreate is committed to being your creative compass in uncharted territory. We've honed our expertise in off-the-plan marketing, understanding the unique challenges and opportunities it presents. Trust us to infuse innovation into your strategy, guiding you towards greater project visibility and accelerated sales.



ICREATE AGENCY CLIENT EXPERIENCE

iCreate was founded in 2009, and since then has helped Australia's top developers reach sales greater than \$3B.



iCreate Specialities

Branding

Graphic Design

Digital Advertising

Web Development

Sales Funnels &
Lead Generation

Content Creation

Photography

Brochures

Floor Plans

App Development

Video Production



“

The project's success in terms of
marketing and sales performance
has exceeded our expectations

Russell Haines
Carbone Developments

ARGYLE

NEW FARM

ARGYLE

NEW FARM



Afford Living
Immerse Yourself in Luxurious Style

ARGYLE

NEW FARM

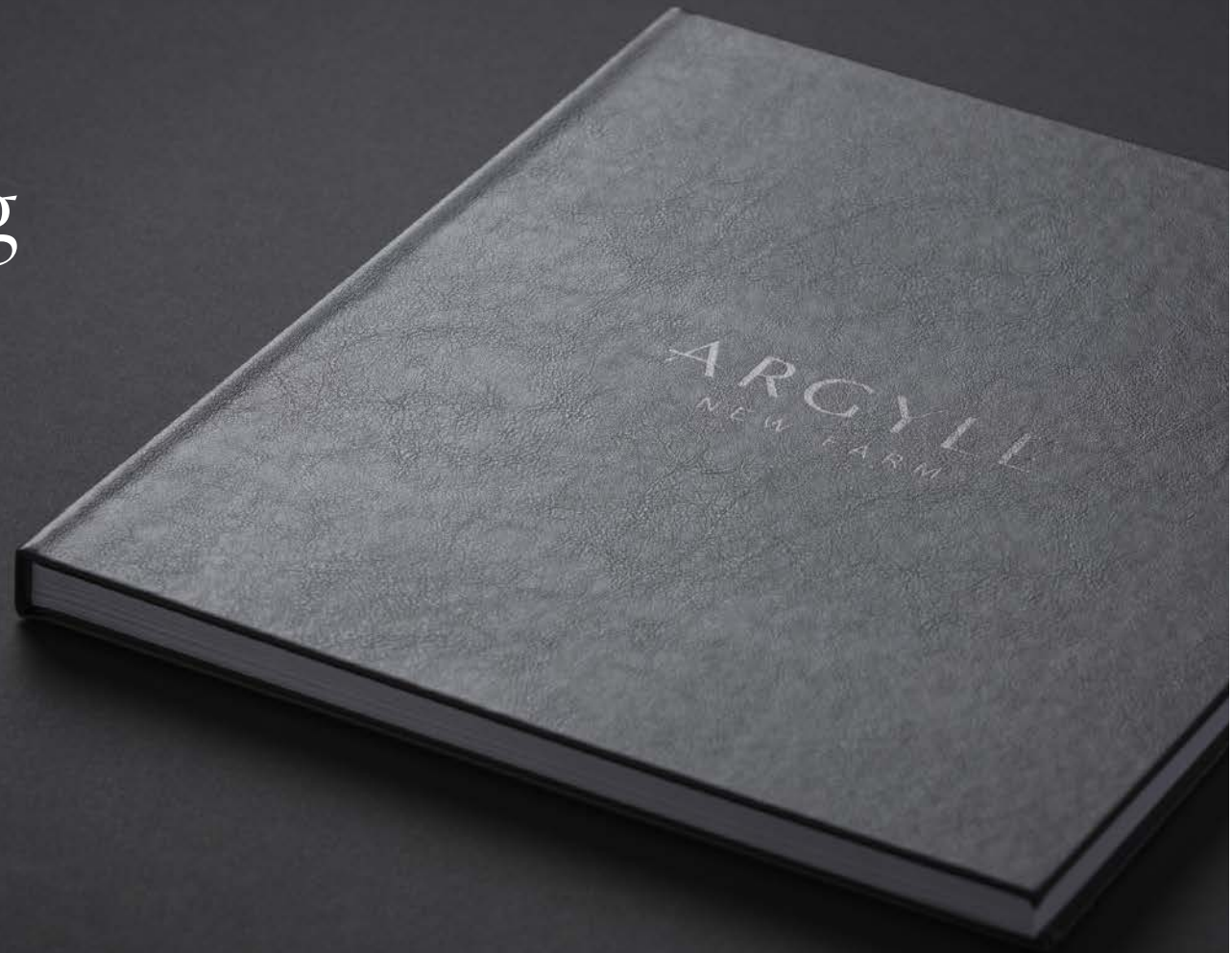


Absolute Riverfront Living
Immerse Yourself in Luxurious Style

“

iCreate has evolved to become our one-stop-shop, providing everything from website and app creation, brochure design, lead generation and media bookings

Emily Dooley
Tom Dooley Developments







multi-purpose room

Customary to all
of Tom Dorday
Developments'
opulent residences
are extraordinary
natural finishes,
handcrafted joinery,
bespoke lighting and
Miele appliances.

Outcomes

Achieved 6 of 10 sales + generated
1,100 leads to date
(average from price \$8m)

Argyle, New Farm campaign launched June 2020

“

TDD has no hesitation encouraging others to look to iCreate for their next project solution

Emily Dooley
Tom Dooley Developments

ARGYLE
NEW FARM



Shatter the sales ceiling with Stone Project Marketing

STEP 1

Blueprint Creation

Crafting a tailored sales and marketing strategy.

STEP 2

Journey Navigation

Guiding potential buyers through the stages of engagement.

STEP 2

Goal Achievement

Ensuring you meet pre-sale targets swiftly and efficiently.



Jason Good

PROJECTS DIRECTOR

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