

ALPHA14 PROPERTY GROUP COMPANY PROFILE

PROPERTY DEVELOPMENT /
DEVELOPMENT MANAGEMENT



Alpha14 is driven to deliver complex planning and development outcomes in commercial, industrial, retail, childcare and residential projects. Embracing innovation and quality while maintaining the ability to adapt is fundamental to our success.

COMPANY OVERVIEW

Alpha14 Property Group is a privately owned property development company operating in the commercial, industrial, retail, childcare and residential sectors in some of Melbourne's most sought after suburbs and inner city locations.

Founded in 2011, the company has completed projects and has current projects in development valued in excess of \$1 Billion.

With a management team boasting more than 50 years of collective industry experience and a cohesive relationship with select builders and consultants, the delivery of outstanding projects within short time frames is a testament to this highly driven team and the company's fast growing success. Ranked 11th in the prestigious BRW Fast Starter list, Alpha14 is one of Melbourne's most progressive property developers.

Working exclusively with premium suppliers known for their quality craftsmanship and attention to detail, Alpha14 prioritise clean finishes and high-end results. Each development location is strategically sourced, boasting strong potential for solid investment whilst meeting the needs of discerning owner-occupiers.

ALPHA14 VALUES

Our commitment to these principles is vital for continued growth, prosperity and market confidence.

- Integrity
- Long term relationships
- Quality products
- Market confidence
- Flexibility with negotiations
- Positive and rewarding work environments

OUR STRATEGY

Market research and feasibility analysis enable a careful selection of sites.

Demographic analysis, monitoring supply and demand, understanding buyer's expectations and delivering the right apartment mix coupled with competitive pricing strategies are carefully evaluated to produce and hand over a product that will stand the test of time. Each step of the project development through to marketing, sales and the construction process are diligently managed from start to finish to meet and exceed product quality and buyers' expectations.

DEVELOPMENT MANAGEMENT SERVICES

Site Due Diligence

Due diligence in establishing highest and best use of site, development feasibility, risk assessment, establishing market absorption, financial structuring analysis, legal review and establishing availability of funding.

Development Initiation & Planning

Manage the engagement all necessary consultants for concept stage advice or input including but not limited to project manager, architect, town planner, Geotech engineer, environmental consultant and heritage consultant.

Develop a concept that is sympathetic to what is in demand in the market and consider all factors such as lot mix, apartment size, level of finish, car parking rations, requirement for common areas etc.

Prepare development plans and feasibility reports.

Coordinate initial discussions with the delegated authority to feel out if our direction is in line with what their view is for redevelopment in that area.

Town Planning & Approvals

Manage the engagement of all necessary consultants for town planning stage and oversee their reports including but not limited to project manager, architect, town planner, Geotech engineer, environmental consultant, heritage consultant, ESD consultant, surveyor, wind engineer, waste consultant, access consultant etc.

Complete town planning application, meet and negotiate with all relevant authorities and stakeholders throughout the planning process.

Attend VCAT and other proceedings as required.

Design Development / Tender

Manage the engagement of all necessary consultants for design development/tender stage and oversee their reports including but not limited to project manager, architect, town planner, Geotech engineer, environmental consultant, heritage consultant, ESD consultant, surveyor, wind engineer, waste consultant, access consultant etc.

Complete design development based on the town planning permit and progress design documentation to a sufficient stage that allows a tender to be put to market to numerous builders to construct the project.

Establish a tender list and oversee the tender process. Shortlist tenderers and meet with chosen builders to work through establishing the most suitable builder for the project.

Ensure the projects' financier approves of chosen builder before having contracts prepared, negotiated and executed.

Construction / Completion of Project

Manage the engagement of all necessary consultants construction stage and oversee their reports including but not limited to project manager, architect, town planner, Geotech engineer, environmental consultant, heritage consultant, ESD consultant, surveyor, wind engineer, waste consultant, access consultant etc.

Attend weekly PCG meetings to oversee and manage the builder and construction from start to finish. Monitor the progress of construction, building adhering to program, any variations that may be foreseen. Do regular site inspections.

Appoint a body corporate and work through all the budgets and owners corp structure.

Explore opportunity to use management rights. If suitable, go to market to find perspective operators, negotiate terms and complete contracts.

Appoint and manage solicitors to act on all aspects of the project. Including but not limited to acquisition, VCAT, construction, apartments sales, lender financial auditing.

Appoint and manage accountants to act on all aspects of the project. Including but not limited to acquisition, lender financial auditing, compliance of annual tax returns and ASIC requirements.

Coordination, review and execution of all authority agreements required.

Financial Management

Complete feasibility and update throughout project. Prepare financial forecasts including the Budget.

Create funding plan at due diligence stage of project to check financial viability and seek potential funding partners' interest. Upon proceeding with acquisition obtain offer from funding partner to complete the project. Negotiate offer, have legal and accounting review completed and refer to the above project for recommendation.

Oversee, negotiate and recommend to the above project all offers for the first mortgage and senior debt borrowings. Extensive work completed on construction funding. Managing and overseeing a QS being appointed, a report being complete for funding and monthly inspections of site until project completed. Appointment and management of valuer to completing construction funding report and feasibility. Compiling budgets for construction funding and managing these monthly. Manage and oversee every aspect of construction funding being approved.

Attend weekly management meeting with financiers.

Maintain proper records.

Approve and authorise/complete all payments. Maintain all bank accounts, accounting and BAS that the above project requires.

Comply with regulatory obligations.

Reports

Provide reports as requested.

General Management.

Manage and supervise the work of all necessary Contractors in relation to the Development Services.

Use reasonable endeavours to ensure that the various stages of the Development are completed within the time-frame required for the above project.

Appointment of Contractors / Consultants

Manage appointment process for Contractors for the above project.

Dealings with Contractors / Consultants

Manage relationship with consultants.

Arrange co-ordination meetings.

Ensure occupational health and safety compliance.

Arrange construction meetings.

Arrange project reporting.

Make recommendations regarding works variations.

Liaise with superintendents during and after completion of works

Insurance

Keep current insurance policies that are required to be kept for the above project.

Ensure insurances required to be effected are.

Use reasonable endeavours to ensure Contractors in respect of the Development have been effected and keep in effect all required insurances.

JOINT VENTURE PARTNERSHIPS

Over the years, Alpha14 Property Group has been approached to manage the development of land owned by individuals and families who have the desire to complete a development project but lack the time, experience or capital to undertake it alone. This has led to a number of successful joint venture projects as well as projects in which our group has provided development management services throughout all or parts of the project. As a result of the increasing number of land owners seeking out these partnerships and services, we have opened up these opportunities to the market, offering end-to-end capabilities tailored to suit the needs of their clients.

Our experience in delivering Joint Venture Partnerships spans the following areas:

- Providing project equity
- Management of project design, development and project management
- Obtaining flexible finance options
- Management of project leasing, property management and sales services
- Acquisition of land including conducting all due diligence requirements
- Management of project feasibility and development analysis
- Management of lease agreements and contracts of sale
- Coordination of finance options
- Management of rezoning potential and town planning analysis
- Management of land subdivision
- Providing risk analysis and mitigation strategies
- Sales and marketing strategy coordination

If you're an owner looking to develop privately owned land or an organisation looking for development management support services for a project, contact us at projects@alpha14.com.au to discuss your needs.

TESTIMONIALS



"I have purchased 2 separate off the plan apartments from Alpha14 and couldn't be happier with the results. Their staff are knowledgeable and go the extra mile while their apartments are of a high standard in great locations, I would recommend them to anyone!"

Fairfield On The Park - Paul Thorncroft, Victoria

"My main concern in purchasing an off-the-plan apartment was how long the construction would take. Alpha14 assured me that construction was to be completed within 12 months and provided updates throughout each stage of construction. I highly recommend Alpha14 as they were prompt and patient with any questions and concerns I had and kept their promise to deliver within 12 months. I have already and will continue to recommend Alpha14 to my friends, family and colleagues."

Prime Tower - Tom Gao, Queensland

I purchased an apartment at Prime Tower to increase my investment portfolio. My main driver was location and quality workmanship. I am happy with the result, the apartment is well designed and constructed and the kitchen storage space is a great feature. My only concern was having a vacant apartment, however being positioned close to amenities and by purchasing an apartment with a versatile floor plan, soon after settlement the apartment was leased. I didn't expect it to lease out so quickly and I recommend Alpha14 to anyone looking at investing in an apartment."

Prime Tower - Robert Abernethy, Victoria

"This is our first investment property purchase. We love the Brunswick area and would love to live in the property ourselves. Our agent guided us on the apartment layout and advised us that the open floor plan was best received by tenants. The quality of the fixture and fittings was also great. Obtaining a fair rental for the property and finding a tenant was a concern for us, however Melbourne Real Estate made this easy for us. I am grateful for our agent recommending an Alpha14 development to us."

B-Brunswick - Robert Botter, Victoria



RESIDENTIAL



Bond Quarter
386-392 Spencer St, West Melbourne



Fairfield on the Park
262-268 Heidelberg Road, Fairfield



Pure Hampton
23-31 Small Street, Hampton



Prime Tower
47 Claremont Street, South Yarra



Alphington on the River
1-3 Rex Avenue, Alphington



Oakleigh on Drummond
102-108 Drummond Street, Oakleigh



The Wallace
35-43 Dryburgh Street, West Melbourne



33-North
33-39 Racecourse Road, North Melbourne



Rose Street, Essendon
81-91 Rose Street, Essendon



Vineyard Sunbury
1-17 Obeid Drive, Sunbury



Crest
611 Sydney Rd, Brunswick



B Brunswick
10-14 Hope Street, Brunswick



Buckhurst St
11-43 Buckhurst Street, South Melbourne



Epsom & Main
526-528 Main Street, Mordialloc

COMMERCIAL



GCQ Collingwood
71-93 Gipps Street, Collingwood



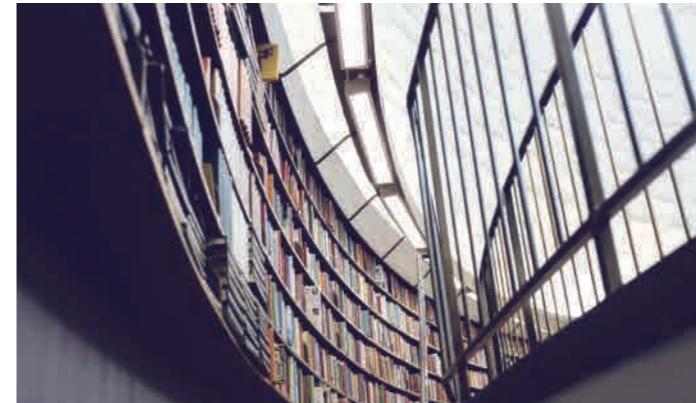
Melbourne Village Cooking School
B2, 377 Spencer Street, West Melbourne



Chadstone Childcare Development
427 Huntingdale Road, Chadstone



Little Peacock Cafe
Retail Shop, 10-14 Hope Street, Brunswick



Connell Education Centre
Suite 2.02, 12 O'Connell Street, Sydney



Bond Quarter Cooking School
R1 & R2, 386-392 Spencer Street, West Melbourne



Le Festin Cafe
Retail Shop, 35-43 Dryburgh Street, West Melbourne



Bulleen ELC
54-58 Thompsons Rd, Bulleen

INDUSTRIAL



Sunbury Village Childcare
1-17 Obeid drive, Sunbury



Office Building Renovation
256 Queen Street, Melbourne



Braeside Industrial Estate
— Warehouse / Service Station
260-280 Governor Road, Braeside



Preston
22-28 Swanston Street, Preston



M: +61 417 378 331

W: www.alpha14.com.au

E: projects@alpha14.com.au

A: Level 7, 256 Queen Street, Melbourne VIC 3000

