

M C M U L L A N

€ BIRD

**TAILORED SOLUTIONS FOR
THE PROPERTY INDUSTRY**

**WORKING WITH
MCMULLAN & BIRD HAS
BEEN A PLEASURE.
THEIR WELL-ROUNDED
UNDERSTANDING OF THE
DEVELOPMENT PROJECTS
ASSIST IN INCREASING
SALES VOLUMES ACROSS
OUR DEVELOPMENTS.**

LEIGH BIRD
GENERAL MANAGER (VIC),
LENNIUM GROUP

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INTRODUCTION

MCMULLAN & BIRD PROVIDES AUSTRALIAN PROPERTY DEVELOPERS AND SALES PARTNERS WITH A COMPLETE END-TO-END SALES AND MARKETING PROGRAM.

Specialising in both wholesale off-market investment and retail on-market sales, we exist to build sales and marketing capacity in your business.

We have a proven track record of stock distribution for developers, helping them close out projects efficiently and often increasing their gross realisation along the way. These projects include townhouses, apartments and residential subdivisions that are supported by our large network of builder partners.

Using the latest in market intelligence, with our extensive industry experience and network, we can support your project from initial concept right through to after-sales care.

We believe in making things as seamless, efficient and transparent as possible. And we're committed to building long-term relationships with our network of quality developers, builders and sales partners for many years to come.

It's this long-term mindset that sees us being awarded repeat business time and time again.

We look forward to making a difference in your business.



WHY WORK WITH US?

**FOR OVER 15 YEARS,
THE PROPERTY
INDUSTRY HAS BEEN
OUR OBSESSION.
OUR EXPERIENCE
HAS TAUGHT US THAT
THERE'S A BETTER
WAY OF DOING THINGS.
HERE'S HOW WE'RE
DIFFERENT:**



WE PROVIDE A FULL SUITE OF SERVICES

Through our retail business QPM, and our wholesale business McMullan & Bird, we've evolved to provide a complete end-to-end marketing and sales program. Allowing us to control all elements of the sales process, while providing you with oversight and transparency, saves you time and worry.



WE WORK WITH AUSTRALIA'S BEST DEVELOPERS, BUILDERS AND SALES PARTNERS

With access to a large channel partner network and diverse distribution funnels, we can scale effectively and efficiently to minimise time on market for our developer partners. We prioritise relationships with builders and developers that align with our values and deliver the quality of product that we promise to our sales partners.



WE GET RESULTS

We're fast moving, agile and versatile enough to achieve your sales targets quickly and efficiently. And our results speak for themselves. We have a high settlement rate and a low fall over rate. With our in-depth understanding of the property market at each level, and our focus on transparency and integrity, we can help you achieve long-term success.



WE'RE IN IT FOR THE LONG HAUL

We're committed to nurturing long-term relationships that we continue to invest in because we want to be here for the long haul. Single points of contact for sales oversight at both wholesale and retail levels simplify your sales program and we don't disappear after the contract has been signed. We're committed to seeing each project to settlement.

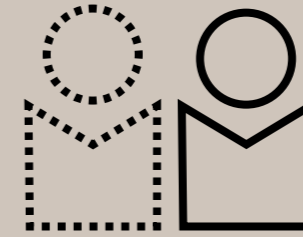


WE ARE SOLUTIONS FOCUSED

Providing solutions to the many moving parts of a development sales process is at the core of what we do. We are not afraid to tackle challenging project sales – we do not take a one size fits all approach and tailor our sales programs to suit each development.

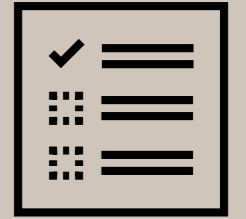


KEY NUMBERS



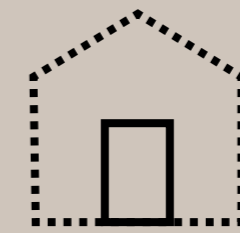
300+

ACTIVE SALES PARTNERS



180+

PROJECTS



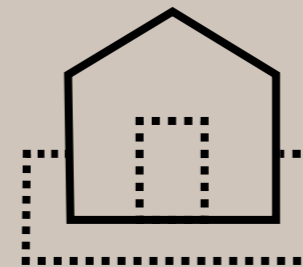
\$480M+

PROPERTY VALUE



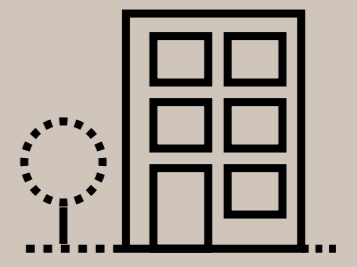
44,391.8 m²

TOTAL AREA



450+

HOUSE & LAND (3 YRS)



220+

10/90 (3 YRS)

OUR SERVICES

WE HAVE ONE CENTRAL GOAL: TO HELP AUSTRALIAN PROPERTY DEVELOPERS AND SELLERS SELL MORE PROPERTY. OUR COMPLETE SALES AND MARKETING PROGRAM IS COMPREHENSIVE, ROBUST AND FOCUSED ON ACHIEVING LONG-TERM SUCCESS.

FOR DEVELOPERS & BUILDERS

We know that you want to connect your projects with interested buyers quickly and efficiently.

We work with a wide network of Australian and international top tier sales partners, each with a broad range of clients who are ready to buy.

We can provide oversight by analysing real-time data and up-to-date market feedback. We can also advise you on optimal product mix, design, pricing, sales rates and volumes, and marketing strategies for the area.

We then support you in managing all stages of the sales process, including contracts, finance and settlement.

FOR SALES PARTNERS

Our relationship with Australia's top developers and builders means we have access to a consistent and exclusive pipeline of high-calibre off-market and wholesale properties.

From apartments and townhouses to house and land packages, we can connect you with a broad range of unlisted properties that will feel tailor-made for your clients.

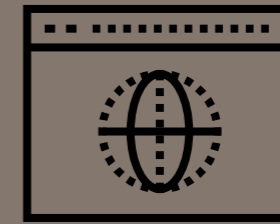
We then support your entire sales process – from contract, through to finance and settlement – giving you oversight of each key stage.

OUR CAPABILITIES

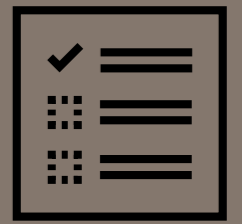
WITH OVER 15 YEARS' INDUSTRY EXPERIENCE, AN EXCEPTIONAL SALES AND MARKETING TEAM AND BEST-IN-CLASS TOOLS, OUR COMPREHENSIVE INFRASTRUCTURE SUPPORTS TRANSPARENCY AND EFFICIENCY. WE HAVE THE FOLLOWING EXPERTISE AND TOOLS IN-HOUSE.



MARKET RESEARCH



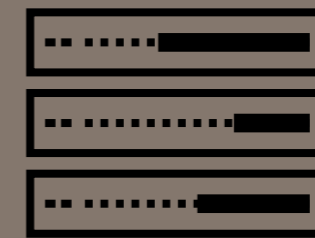
DIGITAL MARKETING



PROJECT MARKETING



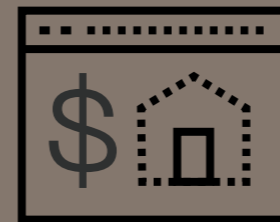
SALESFORCE



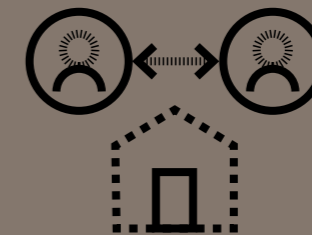
1200+ DATABASE



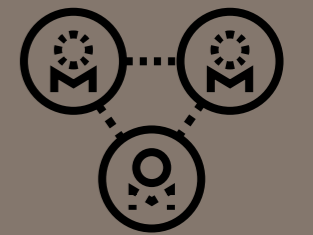
DOCUSIGN



CONSTRUCTION & SALES UPDATES



PROPERTY MANAGEMENT REFERRALS



TRUSTED PROFESSIONALS

**MCMULLAN BIRD IS TRULY
A TURN-KEY PROVIDER,
HAVING THE UNIQUE
ABILITY TO COMBINE
CREATIVITY AND
OPERATIONAL EXCELLENCE
WITH FULL SALES EXECUTION
TO ACHIEVE THE BEST
OPPORTUNITIES**



ADAM JAMIESON
MANAGING DIRECTOR
PRIME PROJECTS CONSTRUCTION

ABOUT US

WE'RE HERE TO CHANGE THE WAY THE PROPERTY INDUSTRY OPERATES. WE BELIEVE THAT GETTING THINGS RIGHT FROM THE START IS THE KEY TO A SUCCESSFUL, LONG-TERM RELATIONSHIP. AND WE'RE GOOD AT RELATIONSHIPS.



LIAM MCMULLAN MANAGING DIRECTOR

Guided by a philosophy that focuses on transparency and integrity – Liam is driven by a desire to build and nurture long term relationships. This has been paramount to a successful 15+ year career. Liam is experienced across the full breadth of residential real estate and project sales and leads a team of experienced professionals to achieve superior results for their developer, builder and sales partners.

OUR DEDICATED TEAM IS FIRMLY FOCUSED ON PROVIDING A HIGH QUALITY SERVICE AND SUPPORTING OUR PARTNERS IN ACHIEVING THEIR BUSINESS GOALS. WE'RE AGILE AND RESPONSIVE. WE PROVIDE PERSONALISED SERVICE AND ARE IN IT FOR THE LONG HAUL.



MELISSA BUGGE
HEAD OF
OPERATIONS



TONY TANG
BUSINESS
DEVELOPMENT
MANAGER



EDDIE LINCOLN
BUSINESS
DEVELOPMENT
MANAGER



ZOE CARE
ADMINISTRATION
& CONTRACT
MANAGER





**OUR DIVERSE
PORTFOLIO
OF PROJECTS
THROUGHOUT
VICTORIA INCLUDES
HOUSE AND
LAND PACKAGES,
TOWNHOUSES
AND APARTMENTS.
HERE'S A
SNAPSHOT:**



IRONWOOD TOWNHOMES



This major project in Cranbourne North featured modern, sophisticated design and a superb location. We sold thirty three townhouses in twenty two months.

33
DEALS

\$21,206,800
VALUE

22 MTHS
TIME IN MARKET

100%
SETTLEMENT RATE

SEVENTH BEND ESTATE



Seventh Bend is a lifestyle-oriented estate in central Melton that's surrounded by nature but still connected to transport, shopping and dining options. We sold nineteen properties in thirty months.

19
DEALS

\$8,354,148
VALUE

30 MTHS
TIME IN MARKET

IN PROGRESS
SETTLEMENT RATE

McMULLAN & BIRD

MOUNT PLEASANT



100 acres of prime land presiding high over the heart of Pakenham, this project featured articulated modern designs to suit all tastes. We sold sixteen properties in forty eight months.

16
DEALS

\$9,611,500
VALUE

48 MTHS
TIME IN MARKET

100%
SETTLEMENT RATE

CAPABILITIES

HARRISON ESTATE



A sophisticated, contemporary oasis in the heart of Pakenham, Harrison offered an inner-city lifestyle in the leafy surrounds of the thriving South East Corridor. We sold ten properties in ten months.

10

DEALS

\$5,163,800

VALUE

10 MTHS

TIME IN MARKET

100%

SETTLEMENT RATE

McMULLAN & BIRD

THE RANGE ESTATE



Located in Morwell, this project offered the perfect mix of affordable land and high-quality housing for families, downsizers and first homebuyers. We sold sixteen properties in eighteen months.

16

DEALS

\$8,788,885

VALUE

18 MTHS

TIME IN MARKET

IN PROGRESS

SETTLEMENT RATE

CAPABILITIES

**LIAM AND HIS TEAM
HAVE BEEN ASSISTING
OUR FIRM IN ALL
ASPECTS OF THE SALES
PROCESS. FROM THE
INITIAL MARKETING
PHASE ALL THE WAY
THROUGH TO POST
SETTLEMENT.**

SAM SAGGERS
CEO,
POSITIVE REAL ESTATE



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