

# PROPERTY MARKETING

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PRESENTED BY **nexty**

[www.nexty.com.au](http://www.nexty.com.au)

A successful brand can awaken  
consumers' awareness and build an  
emotional tie.

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As an integrated branding and advertising agency, Nexty delivers original and effective solutions. We partner with ambitious leaders in the industry to design radically improved brands and create strong and provocative business/client relationships. We achieve this through strategic thinking, engaging design, communication and assured execution.

**nexty**

[www.nexty.com.au](http://www.nexty.com.au)

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# Property Marketing

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Property is a sector that is based on aesthetics and your image needs to act accordingly, we define brand as 'the sum of every sensory interaction you have with your audiences'. We consider every aspect of a brand's visual and verbal language, work with clients to build and strengthen emotional connections with brands to people. We believe that connecting to the lives of customers is what matters most. From the overall concept to the finest details, in the property sector, everything matters.

## Project List

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Boddington Gardens  
Ovation Quarter  
Lomino Strathfield  
Lesso Home  
Country Garden  
Sandstone Ridge  
Poly Group  
Omnia Potts Point  
Park Sydney  
Greenland Centre  
nbh

Leichhardt Green  
Greenland Australia  
The Hills Estate  
Emerald Epping  
Gemini  
Villa De M-A III  
North Waterloo  
Elouera Estate  
Bella Rise  
24 Forest Road

More projects please visit

[www.nexty.com.au](http://www.nexty.com.au)

# Boddington Gardens

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Boddington Gardens is a new residential development located in Box Hill, Sydney and provides a selection of exclusive new residences such as high-quality apartments and townhouses that display both function and comfort without sacrificing style, space or liveability. Nexty provided services across naming, logo, brochure and website design.

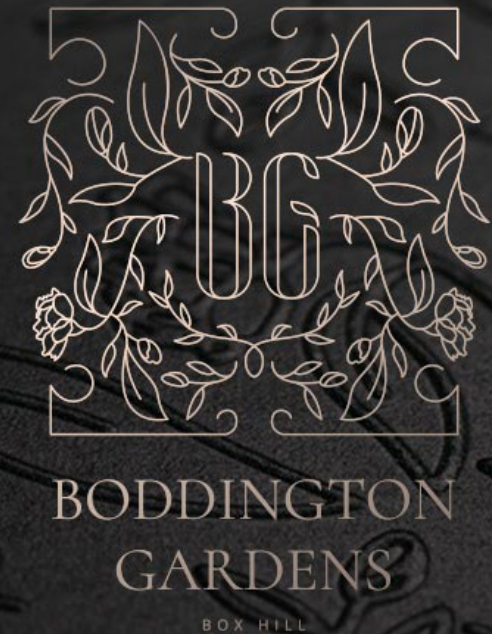
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## SERVICE

Digital  
Property Marketing

## SECTOR

Real Estate







BODDINGTON  
GARDENS  
BOY HILL







## Children-safe ENVIRONMENT

The residents at Bellagio Lakeside are designed with safety in mind. From the moment you step out of the car, you are greeted by a secure environment. The entrance has a secure vestibule with a security guard. The interior has a secure design with safety features throughout. The design is a secure environment. The design is a secure environment. The design is a secure environment.



## Brilliance in DESIGN

At Bellagio Lakeside, the design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment. The design is a secure environment.



## Indulge your INNER ENTERTAINER

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## Amenities

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## Education

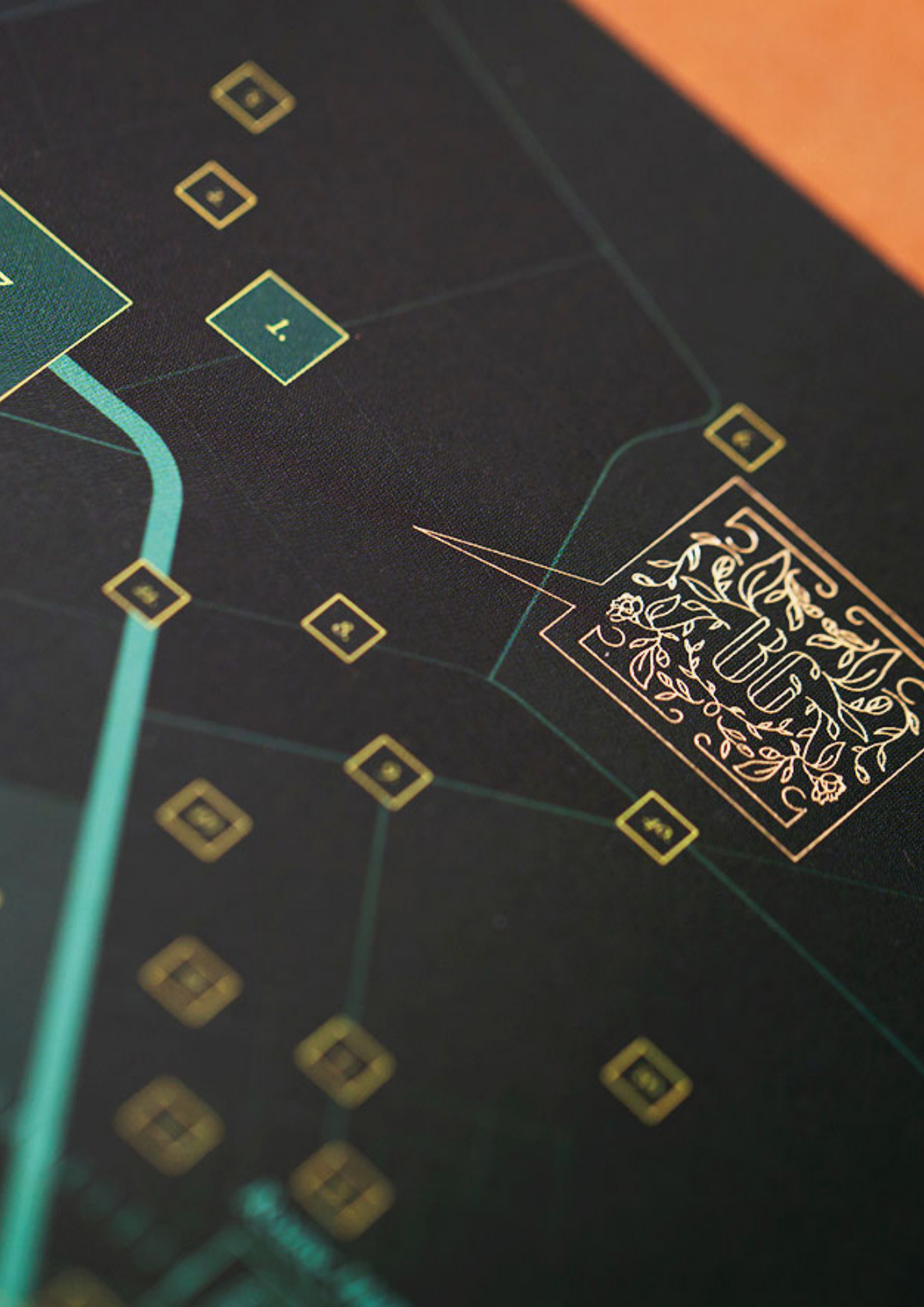
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## Transportation

The residents at Bellagio Lakeside are designed with safety in mind. From the moment you step out of the car, you are greeted by a secure environment. The entrance has a secure vestibule with a security guard. The interior has a secure design with safety features throughout. The design is a secure environment. The design is a secure environment. The design is a secure environment.









# Ovation Quarter

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The brochure design for the Ovation Quarter residential development is based on a series of upgrades and optimizations based on a previous version. The designer redefines the brand's elements and style, making the overall style more high-end and modern, thus connecting the new brochure with the latest design trends to the real estate market.

Especially in paper selections and craftsmanship, such as foil stamping and embossing, it has been considered in many ways. It mainly emphasizes the brand's luxurious tone while strengthening the visual experience and feel of the entire brochure.

## SERVICE

Branding  
Property Marketing

## SECTOR

Real Estate





OVATION  
QUARTER

I LIVE IT UP  
I LIVE IT UP  
LIVE IT UP  
LIVE IT UP  
LIVE IT UP  
LIVE IT UP

*Ovation Quarter*

I LIVE IT UP  
LIVE IT UP  
LIVE IT UP  
LIVE IT UP  
LIVE IT UP

*Ovation Quarter*

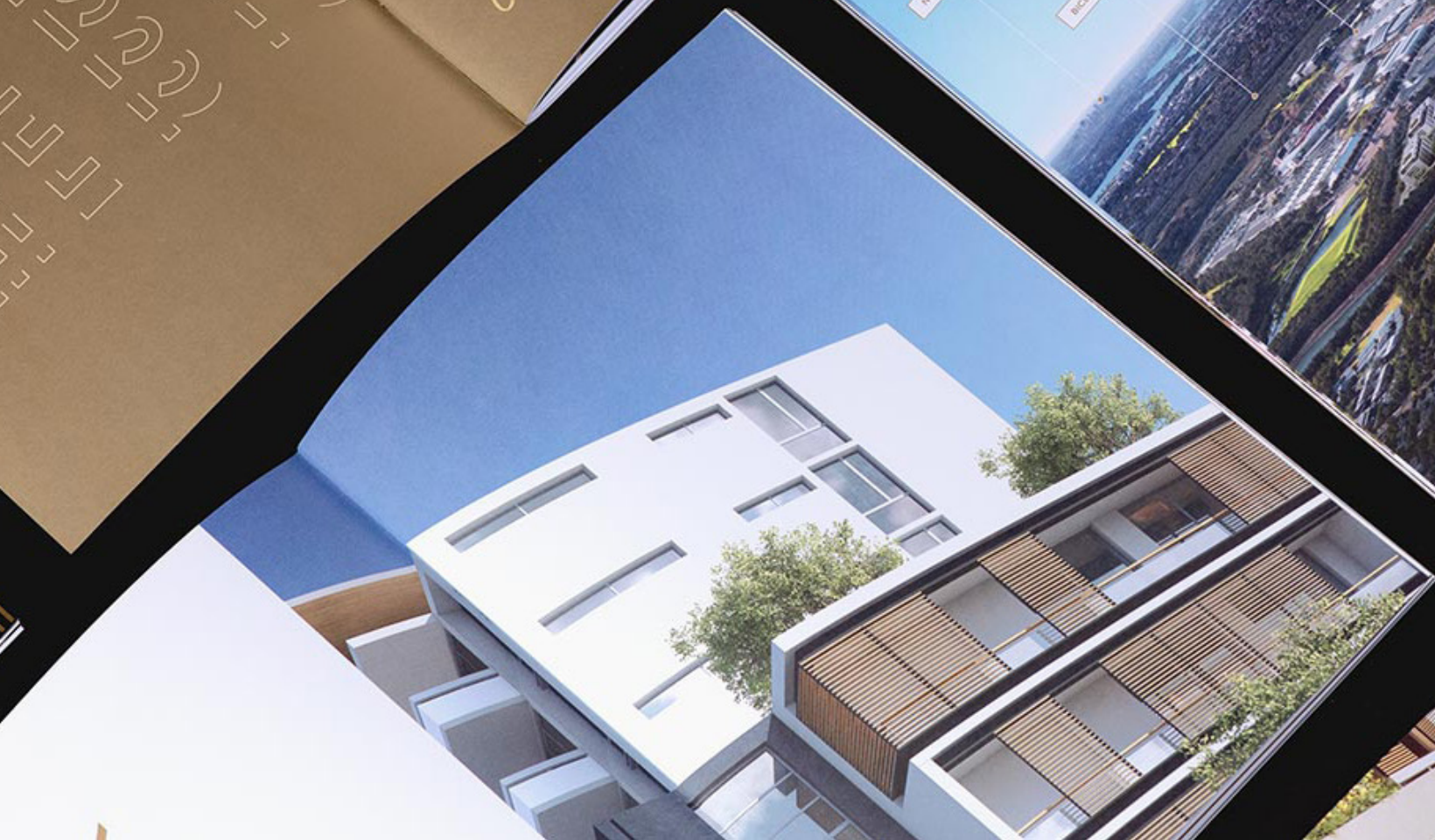
OVATION  
QUARTER

OVATION  
QUARTER

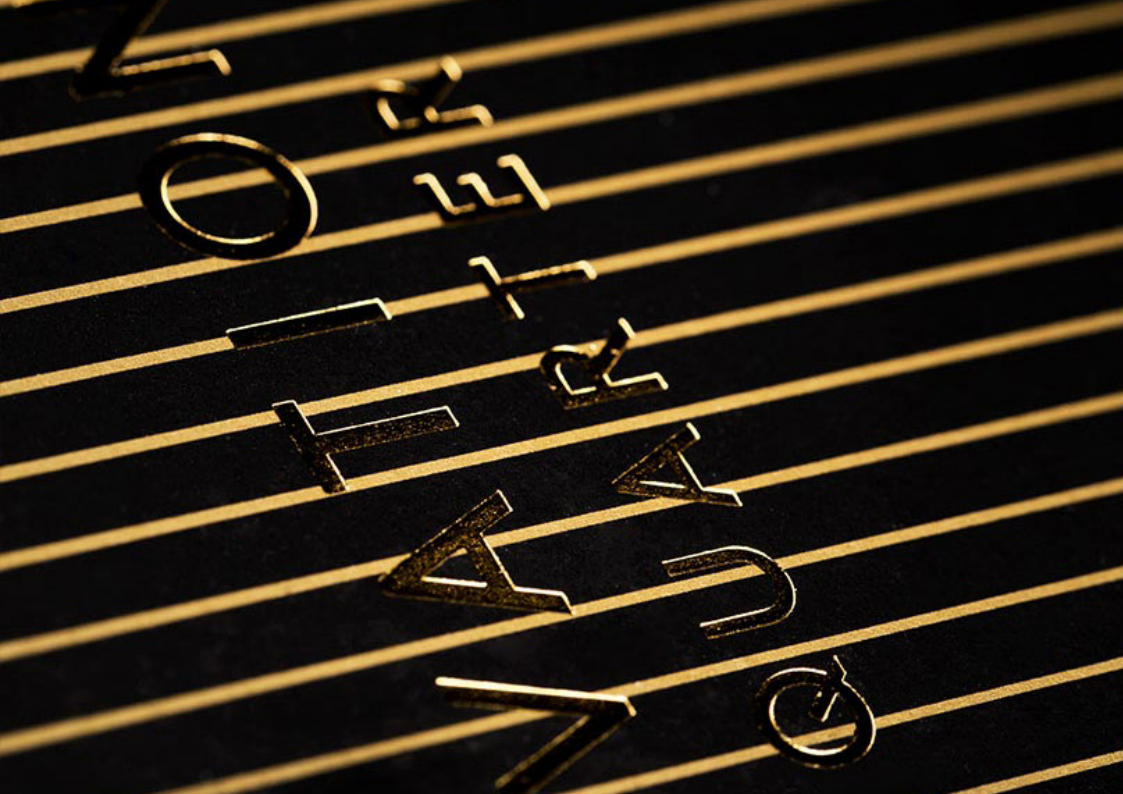
I LIVE IT UP  
I LIVE IT UP  
LIVE IT UP  
LIVE IT UP  
LIVE IT UP



A collage of design elements. The top left features a brown paper bag with the word 'LIVING' in large, white, stylized letters. Below it, the words 'LIVING' and 'Quation Quarter' are visible in a smaller, gold-colored font. To the right is a blue folder or book cover. The bottom right shows a white building facade with large windows and a blue sky.









# Lomino Strathfield

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Strathfield has a small town feel in the midst of the excitement and energy of the city. This historic precinct is renowned for its tree-lined streets, multi-cultural community and regal heritage houses.

The branding philosophy behind Lomino Strathfield brochure is aimed at showcasing the modern lifestyle convenience with a classic twist through the subtle marriage between contemporary design elements and “The Great Gatsby” style pattern and colour palette.

## SERVICE

Property Marketing

## SECTOR

Real Estate







## Convenience at Your Fingertips

The dynamic hot-spot of Strathfield offers so much in terms of convenience as it is positioned close to all the amenities just a short walk away: you can shop, work or have a coffee at Strathfield Plaza, attend some of Sydney's best schools including MLC, Marsden School and St Marial's Primary School, or dine at one of the area's best-rate restaurants. It is also minutes to the heart of the inner-west, with parks, entertainment and sporting facilities all within easy reach.

Lomino's design evolved out of a process that has reference to the site and its context. This is a vibrant urban residential building that integrates the relevant contextual and environmental criteria in sympathy with the objectives for the Strathfield triangle precinct.













# Lesso Home

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We have been fortunate enough to be granted the opportunity to formulate a branding solution for Lesso Home with the purpose of entering the Australian local market in building supplies. Harnessing the fundamental element from the firm's logo, the concept of 'Infinity' is created to exemplify Lesso's spirit – 'Infinite Solution, Infinite Innovation and Infinite Connection'.

Integrating several vibrant harmonious colours, we aim to enhance the branding colour scheme and create a sense of variety and impact.

## SERVICE

Property Marketing

## SECTOR

Hospitality





ALL  
BUILDERS, DESIGNERS, SPECIFIERS, ARCHITECTS, PROPERTY DEVELOPERS, PROJECT MANAGERS & CONTRACTORS. ONE

## Our Ways to Enhance & Improve Your Current Business

### Exhibition & Meeting

Maximize your lead generation by attending the most relevant and influential exhibitions and meetings in your market. We provide you with the most relevant and influential exhibitions and meetings in your market.

### Project & Development

Our project and development team provides you with the most relevant and influential project and development opportunities in your market. We provide you with the most relevant and influential project and development opportunities in your market.

### Global & International

We offer a range of services to help you expand your business globally. We provide you with the most relevant and influential global and international opportunities in your market. We provide you with the most relevant and influential global and international opportunities in your market.

### Consultancy Services

Our team of consultants provides you with the most relevant and influential consultancy services in your market. We provide you with the most relevant and influential consultancy services in your market. We provide you with the most relevant and influential consultancy services in your market.

## Global Infrastructure Partners

## A Blueprint for International



GLOBAL INFRASTRUCTURE PARTNERS



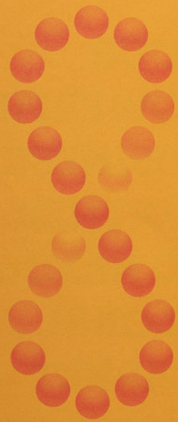
# POWER TO THE BUILDING SUPPLIES.

Lesso Home Building Supplies -  
Infinite Innovation

The Lesso Home name is your guarantee to quality and reliability and we aim to bring innovation and affordability to the global building materials and home furnishings industry. This brochure is your guide to the Lesso Home Building Supplies and what we offer to the Australian marketplace.

2

The infinite difference of Lesso Home.



An Infinite World  
of Solutions.



GREENACRE  
IS A CENTRAL  
HUB WITH EASY  
CONNECTIONS  
SYDNEY-WIDE  
AMENITIES.

Transportation

Sydney CBD  
17.5 km

SYDNEY  
AIRPORT

Metropolitan City Centre / Cluster

Airport

Major City

ENCHS  
OREST

DEE  
WHY

MANLY

SWOOD

NORTH  
SYDNEY

SYDNEY  
CBD

BONDI



**01. Doors & Windows**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**02. Kitchen**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**03. Ceilings & Floors**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**04. Lighting & Electrical**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**05. Bathrooms & Plumbing**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**06. Stairs & Tiles**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**07. Metal Frame**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.

**08. Others**  
 Lesso can supply a vast range of products and services to meet your needs. We have a team of experts who can advise you on the best solution for your project.



# POWER THE BUILDING INDUSTRY

**Lesso Home Building Supplies**  
 Infinite Innovation

The Lesso Home Building Supplies is your go-to for all your building needs. We have a team of experts who can advise you on the best solution for your project.

## Our Ways to Enhance & Improve Current Business

**Exhibition & Meeting**  
 Lesso Home Building Supplies is your go-to for all your building needs. We have a team of experts who can advise you on the best solution for your project.

## Lesso Home

**An Infinite World of Solutions**

Lesso Home Building Supplies is your go-to for all your building needs. We have a team of experts who can advise you on the best solution for your project.

## An Infinite World of Solutions

The infinite difference of Lesso Home Building Supplies is your go-to for all your building needs. We have a team of experts who can advise you on the best solution for your project.

# Country Garden

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Country Garden required multiple branding elements. At the same time, the company was at a transition stage with a new colour palette and the colour tone for the entire brochure design needed to conform to this new palette.

The brochure design took into account the fonts, design elements, and colour tone. Country Garden has a reputation for their focus on environmental protection and sustainability, so the brochure’s colour selection represented this culture. This extended the layout of the original inside page so the reader interacts with the design as they flip through the brochure.

SERVICE	SECTOR
Property Marketing	Real Estate



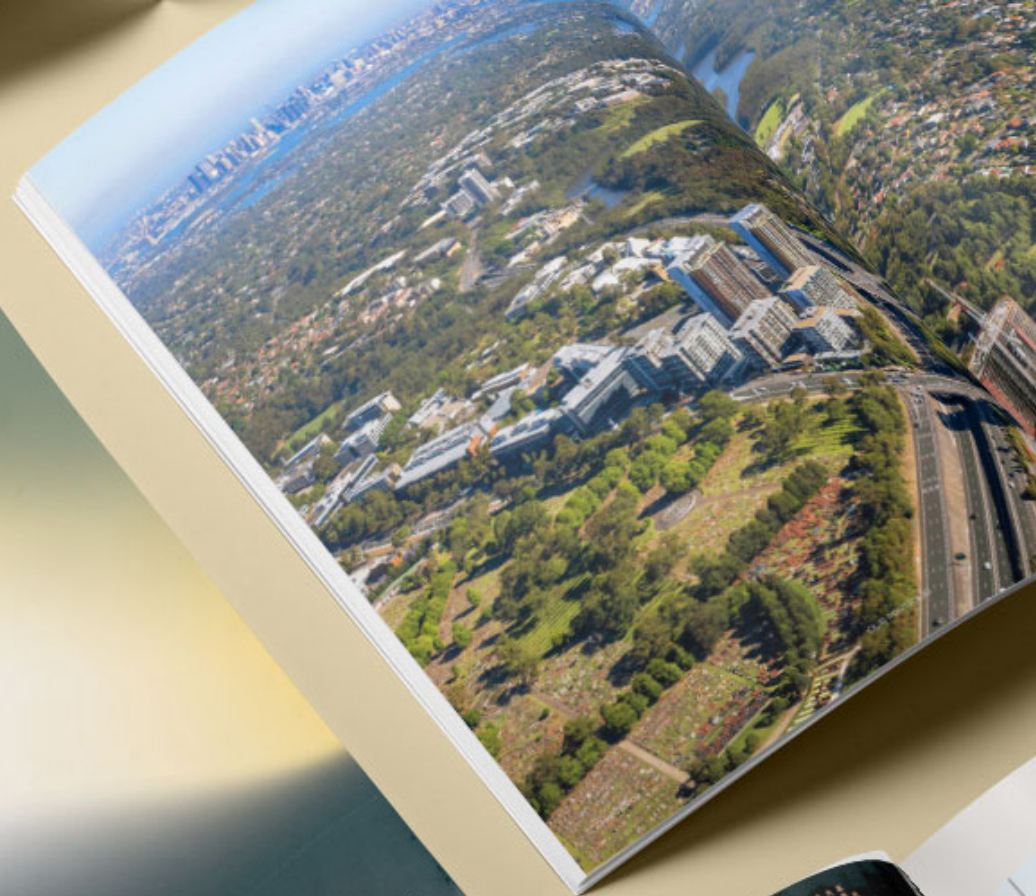




...ther place  
...s and rural  
...rden is a



OU



#### Parks and Open Spaces

- approximately 50 hectares is dedicated to ... parks, open spaces and recreation areas ... with over 400,000 native plants and ... and walking paths, along ... and night-time ...



## Transportation

While both cellars are a 2.5 km drive from the site, there is parking available. The site is also close to the M4/M10 junction, which arrives at Southern Cross at M4/M10.

Future Train Station has been planned at a short distance from Windermere.

## Facilities

and future residents can live.

Local parks



## Education

Four schools (3 x government, 1 x private)

Proposed Child Care

Access to existing public and private, primary and secondary schools

Close to existing early learning centres and kindergartens



OUR PORTFOLIO

17

country garden

country garden

# HOLISTIC LIVING, BRIGHT FUTURE

## OUR PORTFOLIO

CHAPTER 02

OUR PORTFOLIO

14

## Sandstone Ridge

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In terms of the logo design, we aimed to be clear and concise with the visualisation. Both the symbol and logotype were slightly changed to a bold style. The two irregular circles represent the Stonecutters Ridge Golf Club, and the unique topography of the land on which the Sandstone Ridge development sits. Our aim was to reflect the sense of nature, tranquillity and high-class living style – green, orange and navy blue was picked as the main colour in all design materials. In the design process of the sales book, the content was reordered and the hand-written font was added to portray the organic spirit of Sandstone Ridge.

### SERVICE

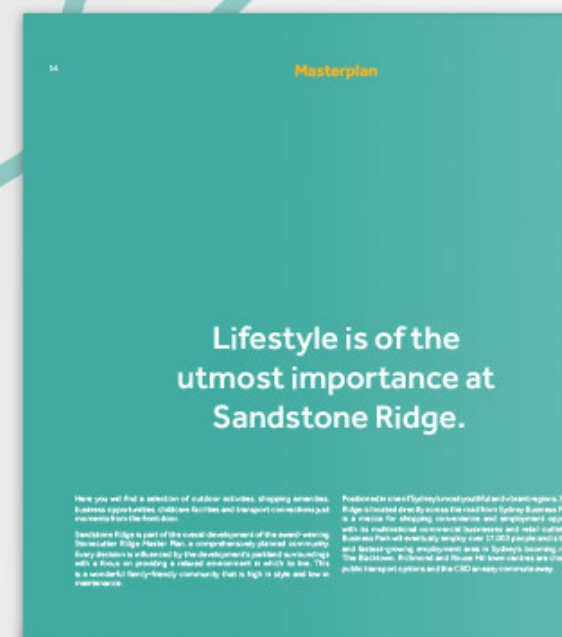
Property Marketing

### SECTOR

Real Estate













# Poly Group

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In order to express the strength of the company, this design delivers effective data visualisation. To allow the reader to capture the important information, the team drew a series of small icons in the form of a circle and matches the dot dividing line, which highlights the information and increases the visual interest. In this way, the original boring and neglected data are presented interestingly to the reader.

## SERVICE

## SECTOR

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Property Marketing

Real Estate







Architectural rendering

Poly Global is a subsidiary of Poly Real Estate and marks Poly's expansion internationally. Poly Global's expansion has continued into the USA and the UK. Poly Global is headquartered in Hong Kong with offices in Sydney, Melbourne, London and Los Angeles.



## Poly United Kingdom



2016 saw the expansion of Poly Global into the United Kingdom, marking the second country to have a Poly presence outside of China just one short year after making our mark in Australia.

Investigating several sites for acquisition around London with the view to expand the team to better service our business needs, Poly United Kingdom made our first residential acquisition at Millbrook Park and proposed 700 apartments as part of the newly developed under community.

## Millbrook Park

Millbrook Park is Poly United Kingdom's newest acquisition and when complete will deliver 700 units over 4 different phases. Containing 135 affordable housing units for local residents, the development is situated in an area ideal for families and young professionals who commute to inner London via public transport, taking only 25 minutes to arrive in the main commercial and retail districts of London.

Expected completion  
2020

Site area  
11.8 acres



## 5 Fleet Place, London

5 Fleet Place is a 9 storey A-Grade office building which is part of Poly Global's core asset acquisition project. With a current market value of approximately \$300million AUD, this building is 100% leased out and occupied by tenants in the middle of London's mid-town area and close to the highly sophisticated districts of West End and Square Mile, making up the heart of London. With a total leased out area of 12,000sqm, this Central London building enjoys proximity to other high profile buildings such as the Goldman Sachs UK headquarters.

Project value  
\$300 million AUD

GFA  
12,000 sqm



Actual impression



# CORPORATE SOCIAL RESPONSIBILITY 2018



## Eureka Stair Climb & Colour Run

Poly Australia



Our Executive Director for Victoria was joined by some of his team mates to take on Australia's highest stair climb and raise funds for the Fred Hollows Foundation, while across town other team mates focused on health and fitness, taking part in the colour run at Flemington Racecourse. Poly Victoria were ranked as the highest fundraising team for this cause.



### WHO

Poly Victoria Team

### WHAT

Events raising money for charity organisations.

### WHEN

November 2018

### WHERE

Melbourne

Corporate Social Responsibility 2018

## Bridge Run

### WHO

Poly New South Wales Team

### WHAT

Fun run over the Harbour Bridge

### WHEN

September 2018

### WHERE

Sydney



In September, Running Festival Bridge Run, it was a team, together wellbeing while this team bond was in support who run gross athletics around





## Omnia Potts Point

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We delivered the new Penthouse aspects with an elegant vintage looking using black and gold, while combined with their previous brand colour, creating a new look and feel for consumers and the market, while keeping the visual recognition system of Omnia. Our design is set to bring this new vibrant and superior project to life, with its high standard target audiences, Omnia has become one of Sydney's landmark project.

### SERVICE

Property Marketing  
Digital

### SECTOR

Real Estate







PLAY VIDEO 

# Live the High Life

PENTHOUSE COLLECTION





## Introducing the Omnia Penthouse Collection: Sydney's most exclusive new address.

Omnia is destined to become one of Sydney's most dramatic and significant inner-city transformations. Set in the very heart of Potts Point - a neighbourhood distinguished as the city's premier location for prestige apartments.

Come home to the opulent luxury of a bygone era within these exquisite penthouses. Modern glamour and timeless elegance spans two palatial floors with an expansive terrace boasting priceless panoramic views across Sydney's skyline, the iconic Sydney Harbour Bridge, Sydney Opera House and the crown-jewel... Sydney Harbour.

This limited release of two exquisite penthouse apartments presents a rare opportunity to claim your throne at the peak of luxurious urban living.

For more information on these breathtaking residences,  
please contact Chao Ma on 0423 012 148.

OMNIAPOTTSPPOINT.COM.AU

 **Greenland** Always Innovating



ing right about 20.1 we  
n exclusive retreat for  
houses, complete with  
mailing.

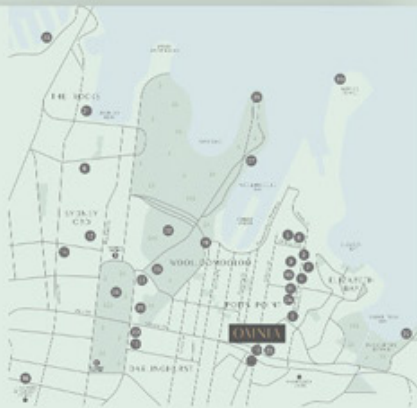


## LOCATION

Potts Point is a highly desirable inner-city suburb located within a highly established, vibrant and entertainment precinct. Situated between 12 Cove Street and Darlinghurst Road, adjacent to the iconic Coca-Cola sign, Omnia is a right at the gateway to this lively area. In close proximity to the CBD and a wide range of designer boutiques and shops in cafes, bars and dining options, Omnia is also just minutes from the parkland precinct including The Royal Botanic Gardens Sydney, Hyde Park and Westpac Stadium. The building is above Kings Cross train station, offering easy transport access to Sydney CBD, North Shore, Eastern Suburbs and to a range of major universities and prestigious schools, including the University of Sydney, University of NSW (UNSW) and University of Technology Sydney (UTS).

- High-growth prestige area
- 1.7km from Sydney CBD
- 1 stop by train from Sydney Town Hall
- Within short walking distance to all Sydney CBD attractions and businesses
- Multiple fine dining, retail and entertainment options on its doorstep

OMNIA, POTTS POINT OVERVIEW



Greenland AUSTRALIA 12

Greenland

Founded in Shanghai, China in 1992, Greenland Group holds the distinction of being recognised as a Fortune Global 500 company for 10 consecutive years as 'world's most innovative' Fortune 500 Inc. in 2012, with the company also recently named as number 1027 'most innovative' company in the world of being named number one on 'Forbes' 2018 Global Growth Champions list after recording US\$64.8Bn. in sales and US\$51.5 billion in profit. Greenland Group manages projects in over 160 countries around the world, including Australia, USA, Canada, UK, Germany, Japan, South Korea and Malaysia.

A Fortune Global 500 company

INTRODUCING GREENLAND



Greenland AUSTRALIA 4

OMNIA  
POTTS POINT



P

OMNIA

PENTHOUSE COLLECTION

OMNIA

POTTS POINT SYDNEY

GREENLAND PARTNER AGENT  
TRAINING PROGRAM

BATHROOM AND ENSUITE

1. Lighted recessed downlights
2. Shower Screen: Frameless
3. Feature lighting: Strip light under vanity
4. Wall: Mosaic tile
5. Benchtop: Stone
6. Access: shower door and mirror Chrome
7. Accessories: Toiletries holder, double towel rail, robe hook, shower shelf
8. Bathtub: others applicable
9. Floor: Granite tile

\*Shower over bath in select apartment units only

\*Freestanding bathtub in select apartments only

APARTMENTS



## OMNIA SALES PROCESS

### 03 Expression of Interest (EOI) to Buy

1. Once a buyer indicates they would like to make a purchase, please collect the following three documents:
  - a) Sales advice
  - b) Purchaser ID
  - c) Proof of \$5,000 deposit
2. Send to Greenland to reserve unit for 24 hours, after which the available unit will be on a first-come, first-served basis.

### 04 Prepare contract materials

1. Sales contract is available to all agencies on Google Drive
2. Purchasers are encouraged to review the contract themselves or with solicitors.
3. Purchasers must sign the contract with 99% cash/points and ensure Greenland/UTS Solicitor receives such documents. At this point the purchaser stands to lose \$5,000 should they refuse to purchase.

### 01 Qualify Buyer

### 02 Sales Presentation

### 03 Expression of Interest (EOI) to Buy

### 04 Prepare contract materials

### 05 Exchange of Contract

### 06 10% Deposit Payment

### 07 Settlement

SALES PROCESS EXPLAINED

Greenland AUSTRALIA 47

## KEY STATISTICS

### Potts Point population



High proportion of residents are over 40s\*  
\*Source: Census data

4.10% Property price increase rate since March 2019

3.98% Potts Point rental

6.22% Vacancy rate since June 2019

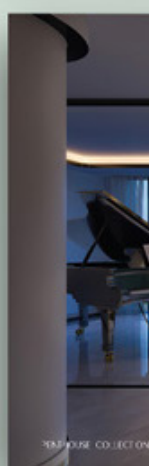
2.05% Yearly population growth in Sydney

37.00% 5-year population change

48.97% Rental population

OMNIA, POTTS POINT OVERVIEW

Greenland AUSTRALIA 17





OMNIA

POTTS POINT SYDNEY  
BY GREENLAND

MEDIA RELEASE

WOOLWORTHS OPENS AS ANCHOR TENANT  
AT OMNIA

Woolworths Metro compliments Omnia's  
convenience offering

Sydney, 25 October 2018 – Woolworths has officially opened its XXXth Metro concept store in Greenland Australia's highly-anticipated \$262 million Omnia apartment building in Potts Point, which is in the final stages of completion.

A new standard in luxury is coming soon...

P

Live the  
high life

OMNIA  
PENTHOUSE COLLECTION

Introducing the Omnia Penthouse Collection;  
Sydney's most exclusive address.

This limited release presents a rare opportunity to claim your throne at the peak of luxurious urban living, where world-class architectural excellence blends with sweeping, majestic views.

[READ MORE](#)

OMNIA GRAND OPENING

We would like to invite you to join The Right Hon The Lord Mayor, Cr Clover Moore and, Greenland Australia's Managing Director, Sherwood Luo to celebrate the official launching of one of Sydney's most dramatic and significant inner-city transformations, Omnia Potts Point.

Date: Monday, 26 November 2018

Time: 6pm – 9pm

Address: Level 2, 226 Victoria Street, Potts Point

Dress: Corporate Cocktail

RSVP

The opening formalities will officially commence at 6.30pm. Kindly RSVP via Eventbrite (link) by Tuesday, 20 November 2018.

[REGISTER](#)

\* Strictly invitation only.

Admissible for the recipient only. All guests must be eighteen years of age or older.

[←](#)
[→](#)
[↺](#)
[🏠](#)
[🔒](#)
<https://www.realestate.com.au/property-apartment-nsw-potts+point-132440446>
[📄](#)
[★](#)
[★](#)
[🔍](#)
[🔗](#)

A new standard in luxury  
has arrived...

[ENQUIRE NOW](#)

Menu

[Sign in](#)
[Join](#)

[← Back to results](#)
[Buy > NSW > Potts Point > Apartment > 1905/226 Victoria Street](#)



## Park Sydney

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Nexty provides a full range of property marketing services to the project, such as graphic design, advertising design, copywriting, content marketing, WeChat marketing (Chinese social media), animation, video production, digital and IT solutions. The design collateral is used in a number of media to constitute a strong visual recognition of the brand and to showcase the rich experience of living in Park Sydney.

### SERVICE

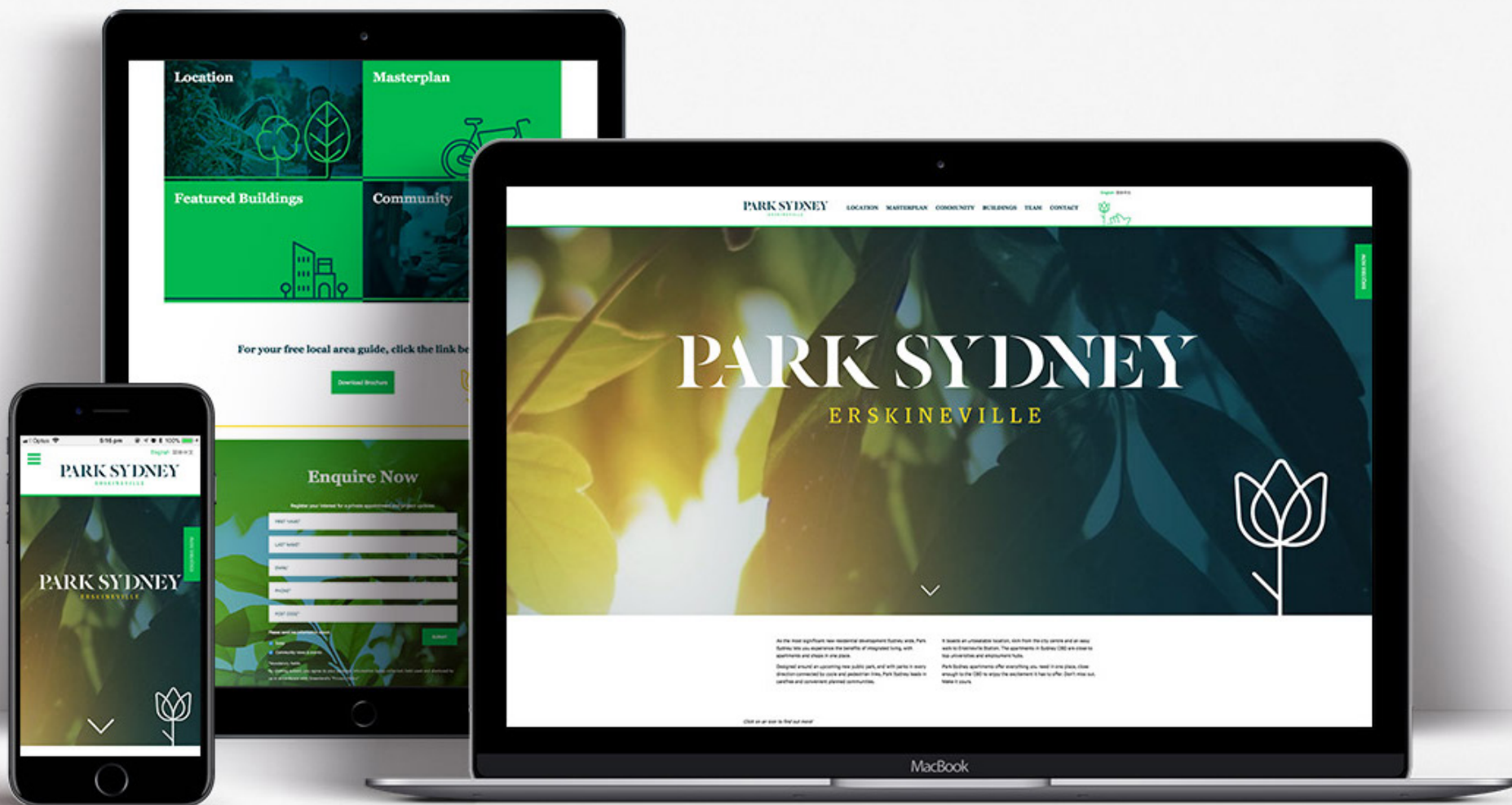
### SECTOR

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Property Marketing  
Digital

Real Estate









## Steeped in history, but thoroughly modern.

*Park Sydney continues Erskineville's story by creating a masterplan development with pocket parks, convenient retail and parkside cafés.*







# Everything in one place.

New residences, shopping, dining,  
parks and playgrounds.



Make it yours. Register now.

1800 388 788 [www.parksydney.com](http://www.parksydney.com)

Presented by



Greenland



GH AUSTRALIA







## Greenland Centre Sydney

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The biggest challenge of this project was the new branding guidelines of the Greenland Centre. The logo needed to have relevance and continuity with the design elements of other Greenland Group projects. In order to represent the high-class and classic style of the brand, black and gold colours were picked as the main palette. While bold serif was chosen as the project fonts to best represent the essence of the project – elegant and luxury. Our team had provided various designing tasks for the Greenland Centre, such as training programmes for internal use (PowerPoint slides design), marketing brochures, EDM, and after-marketing promotion material.

### SERVICE

Property Markting  
Digital

### SECTOR

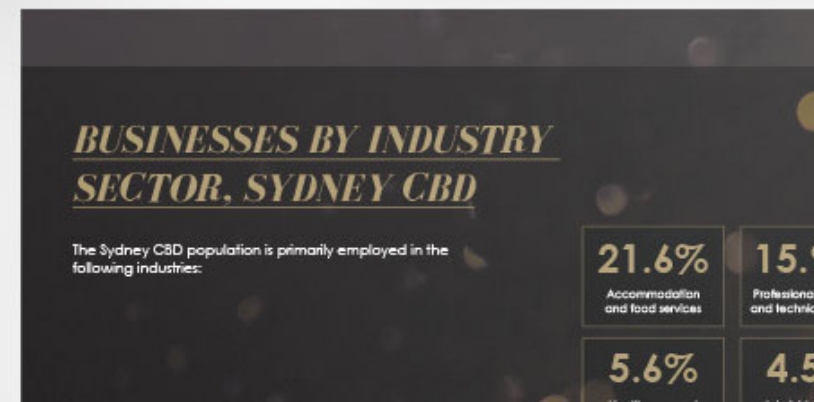
Real Estate















## GREENLAND CENTRE SYDNEY



### GREENLAND CENTRE PROJECT UPDATES FOR PURCHASERS

As a valued buyer or prospective purchaser, we thought you might like another quick update on the progress of Greenland Centre Sydney, one of Sydney's tallest residential towers.

We are pleased to report that construction is progressing well, with typical floor slabs complete to level 25 on the east and Level 23 on the west. The lift core is also complete to level 27 and the structure of the core on level 28 is continuing to be formed.

Meanwhile, the building's facade production is progressing well offsite and the facade panel installation is currently being installed on Level 15. Services have also been 'roughed-in' on level 15 and are commencing on level 16 and 17, while the building's internal walls, ceiling frames and plasterboard are currently being installed on levels 11 and 12.

The building's mezzanine has had its first stress bars installed, which signifies the commencement of construction of the belt truss. A belt truss is an engineering tool used to 'tie' the lateral weight of the building to its central core.



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### QUARTERLY UPDATES

As a valued customer of Greenland, it's our mission to keep you updated with any news, progress updates, and development milestones, so you're one step ahead of the development you have purchased leading up to settlement. Now the construction schedule has been finalised, Greenland will bring you an update every quarter about your property at Greenland Centre, until settlement.

To keep up-to-date with information about all of Greenland's projects, why not follow us on

Keep up-to-date with information about all of  
Greenland's projects, why not follow us on



[www.greenlandaustralia.com.au](http://www.greenlandaustralia.com.au)

### HAVE YOUR DETAILS CHANGED?

Please let us know so we can update our database to ensure you don't miss out on receiving the latest information.

[UPDATE NOW](#)

 **Greenland**  
AUSTRALIA

Always Innovating



**nbh**

---

The unique selling point of this property is “residential and commercial complex”. The choice for property investment is more about the choice for lifestyle. Greenland enhances its influence to the local market through the well-established brand image, as well as the marketing of their iconic projects, delivering key messages through different phases based on the corresponding marketing strategy. We make sure the smooth process of marketing collaterals and creative works portray a highly effective service across various mediums such as outdoor adverting, press, digital, social media, EDM and sales activities.

**SERVICE**

**SECTOR**

Property Marking  
Advertising  
Digital

Real Estate



**nbh**  
AT LACHLAN'S LINE

**Investment Analysis**

	1 Year	3 Year
NPV	\$176,000	\$1,160,000
IRR	575,000	\$1,160,000
Payback	5.06	5.06
Payback Period	5.06	5.06
Payback Period	5.06	5.06

**How the Cash Flow is expressed as - Year Cash / (Investment) per week**  
 (These are all of the money that flows into or out of your pocket. A \$1000 loss is taken into account - 10% monthly interest for you as the investor cash flow less any tax credits. Note that the program assumes that you have signed for and received a Tax Variation and that the tax credits are then credited to the same year in which they are earned.)

When the loss is substantial (negatively skewed), the shorter cash flows are usually negative but gradually become positive as time goes on with interest. It is possible to specify that the tax credits be used to reduce the investment loss in a later year. This would mean making additional loan repayments in line with what you would have been paying in the absence of the negatively skewed investment.

**Disclaimer:** Note that the investment model above simply illustrates the outcome calculated from the input values and the assumptions made. It is not a guarantee of performance. The model is based on the assumptions made and the results are only as good as the data and the assumptions. The model is not a substitute for professional advice. The model is not a substitute for professional advice. The model is not a substitute for professional advice.

# AREA OVERVIEW

## Location Description

Substation in Liddell Park (The North Ryde Station) is located in Liddell Park, approximately 1.5km north-west of the Sydney CBD. The Liddell Park development is adjacent to the M2 motorway and Epping Road, with major road corridors that connect to the Sydney CBD, Epping and Chesham. North Ryde station is only two hundred metres away to the south-east providing convenient access to destinations between Chesham and Epping.

Residents will have easy access to a series of sporting open spaces and parks in Liddell Park, including Liddell Park, Epping Reserve and Epping Park. The development is also close to several other parks including Epping Park, Epping Reserve and Epping Park.

As one of Australia's major business districts, North Ryde is home to many multinational corporations such as Microsoft, Hewlett Packard, Oracle, Dimension Data and Honeywell. The suburb is the site of Macquarie University and its faculties include the Faculty of Business, the Faculty of Engineering and the Faculty of Science. The Macquarie University Science and Industrial Research Organisation (MUSIRO) also has a major site on Duffie Road in the Riverside Corporate Park.

## Education

1. Macquarie University
2. Artarmon Public School
3. Carlingford West Public High School
4. James Ruse Agricultural High School
5. Trawong Green Public School
6. North Sydney Boys High School
7. North Sydney Girls High School
8. St Aloysius College
9. St Aloysius Preparatory
10. Pyralis Ladies College
11. Ryde Secondary College

# Investor Report



**nbh**  
AT LACHLAN'S LINE

Presented by  
**Greenland**



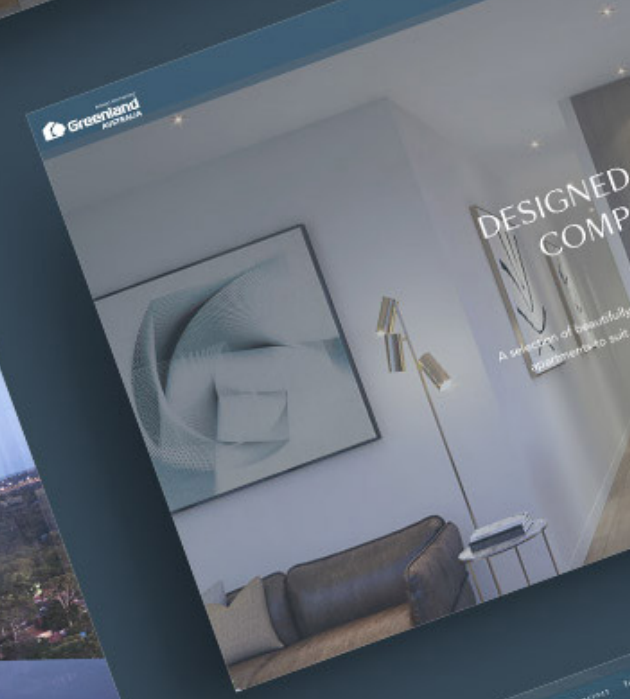





# AMENITIES AT EVERY TURN

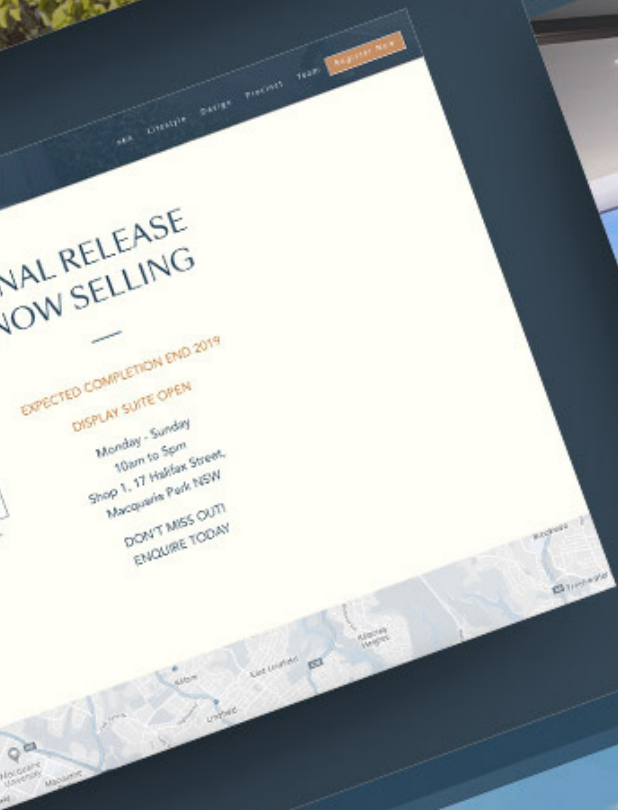


Enjoy the ultimate lifestyle to become the community hub. Supermarkets, food emporiums and essential services are all within walking distance. Care and playground facilities for young families.



# DESIGNED COMFORT

A selection of beautifully furnished apartments to suit your lifestyle.



PRELIMINARY RELEASE NOW SELLING

EXPECTED COMPLETION END 2019

DISPLAY SUITE OPEN

Monday - Sunday  
10am to 5pm  
Shop 1, 17 Halifax Street,  
Macquarie Park NSW

DON'T MISS OUT!  
ENQUIRE TODAY



# LIFE BEYOND EXPECTATIONS

Experience the ultimate lifestyle to become the community hub. Supermarkets, food emporiums and essential services are all within walking distance. Care and playground facilities for young families.



# CREATED BY INDUSTRY LEADERS



Greenland AUSTRALIA





ARTIST IMPRESSION



**nbh**  
AT LACHLAN'S LINE

**DISPLAY SUITE OPEN**  
**ENTER VIA WATERLOO ROAD**

**NOW SELLING LUXURY APARTMENTS**

**1800 377 788**

**NBHSYDNEY.COM**



*Always Innovating*

**Greenland**



## Leichhardt Green

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The deliverables includes a customised gift box that contains branded keychains, FOBs, USBs, and owner's manuals, thus allowing purchasers to receive the comprehensive information in one package. A gorgeous 2014 South Australia Shiraz wine have also been specially designed and packaged as part of the gift pack. The meticulously fashioned print techniques such as die-cut of leaves, spot UV and colour built-up also exemplifies Greenland's high standard in property quality and its strength in brand creation. It extends awareness of this remarkable moment of reforming a new community and their bright new living lifestyle.

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### SERVICE

Property Marketing  
Packaging  
Digital

### SECTOR

Real Estate





LEA

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OWNER'S  
MANUAL

---

  
*ESSENTIAL  
FORMATION*

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11







GREENLAND PRESENTS



LEICHHARDT GREEN

LIKE  
NOTHING  
ELSE



**BRAND NEW**  
**1 & 2 Bed Apartments and 3 Bed Terraces**  
**COMING SOON**

Award-winning architectural and interior design firm Bates Smart have created a unique urban community of immaculately appointed apartments and terraces for you to call home. Set within beautiful landscaped grounds you will enjoy leafy district outlooks and stunning views towards the city skyline. Getting around also couldn't be easier, with the convenience of light rail, bus and train services close at hand.

**REGISTER NOW**

GREENLAND PRESENTS



LEICHHARDT GREEN

<<FIRST NAME>>

Thank you for your enquiry for Leichhardt Green

This is a courtesy email to let you know that a CBRE Representative will be in touch with you shortly.



Award-winning architectural and interior design firm Bates Smart have created a unique urban community of immaculately appointed apartments and terraces for you to call home.

Set within beautiful landscaped grounds you will enjoy leafy district outlooks and stunning views towards the city skyline. Getting around also couldn't be easier, with the convenience of light rail, bus and train services close at hand.



We look forward to welcoming you to our beautiful Leichhardt Green Display Suite.

Kind Regards,  
CBRE Residential Projects

 Greenland

**CBRE**

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# Greenland Australia

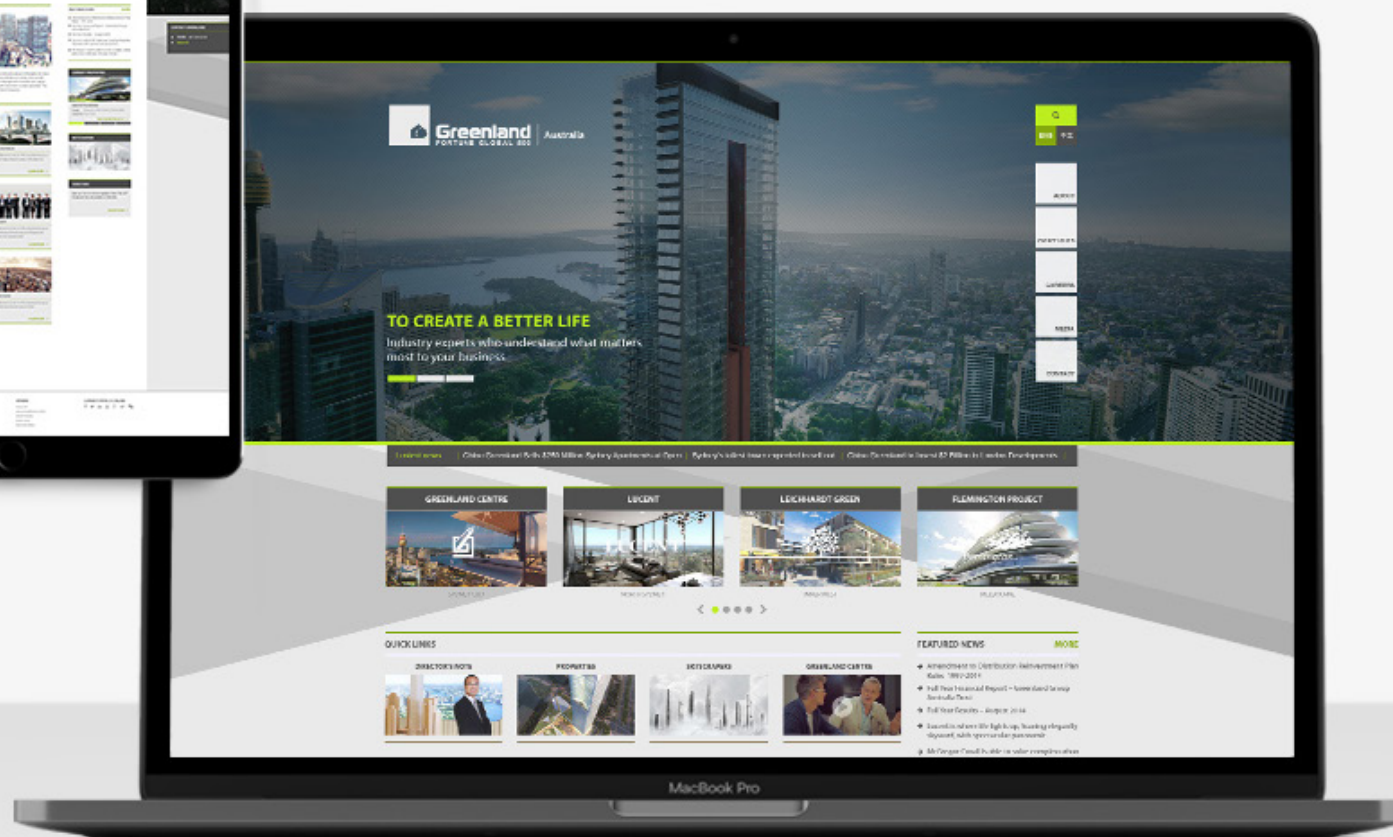
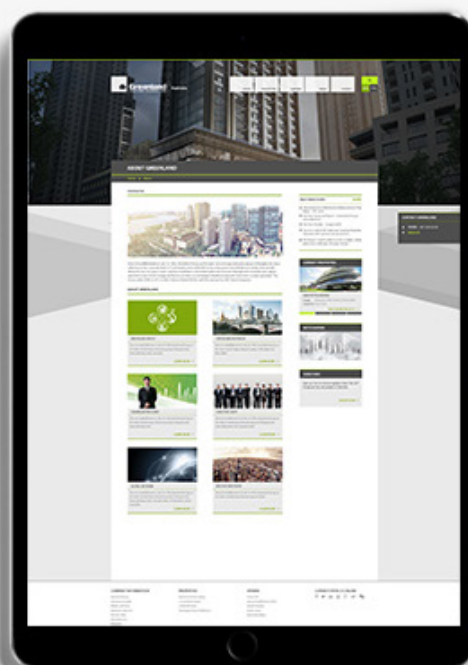
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Greenland Australia is a subsidiary of Greenland Holdings, which is mainly responsible for the investment activities of the group in Australia. Nexty was approached in this project to optimise the brand identity and to standardise the visual system via comprehensive analysis of marketing behaviour and brand culture to guarantee the consistent presentation of the brand image in global business activities.

SERVICE	SECTOR
Property Markting Digital	Real Estate









10107427

**CONTACT INFORMATION**

CONTACT INFO: [info@openstax.org](mailto:info@openstax.org)

bottom

bottom



10



## Logo Overview

The Greenland logo is the most immediate representation of the business, its people, and its brand to the world. It is the most important signature of the corporate and, at all times, needs to be treated with care and respect.

### Green Home Icon



### Masterbrand



### Chinese Logo



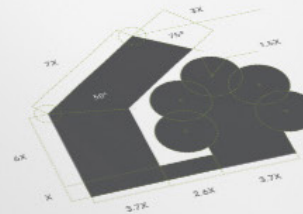
### Logo with Specifier



Vertical



The 'Green Home' brand mark is to be used as the 'Green Home' brand mark in all communications. It is the most important signature of the logo. The 'Green Home' brand mark should be used in all communications and the word 'Greenland' should be placed in the figure as follows:



BUILDING A GREEN FUTURE



LEO CHUANG

[Street Address]

[City, ST ZIP Code]

[Date]

[Recipient Name]

[Title]

[Company Name]

[Street Address]

[City, ST ZIP Code]

Dear [Recipient Name]:

I would welcome the opportunity to further discuss this position with you. If you have questions or would like to schedule an interview, please contact me by phone at [phone] or by email at [email]. I have enclosed my resume for your review, and I look forward to hearing from you.

Vestibulum sit amet vestibulum neque. Proin a ligula pretium, rhoncus veli eget, posuere leo. Praesent vitae maximus felis, viverra fringilla ex. Phasellus ac lectus fringilla, accumsan sem id, viverra est. Praesent sed lectus a arcu feugiat faucibus et quis sem. Praesent dapibus, ligula sit amet condimentum fermentum, justo sapien tristique lacus, a sollicitudin turpis risus ut urna. Donec sit amet erat ut massa tristique coniseadur ac a ligula. Aenean faucibus metus at ipsum mollis, vel bibendum justo volutpat.

Sincerely,

LEO CHUANG

Enclosure



LEO CHUANG

DIRECTOR

M +61 2 911 511 100

E leochuang@greenlandaustralia.com.au

T +61 2 9262 1400

W www.greenlandaustralia.com.au

A Suite 201, Level 2, 200 Castlereagh Street

Sydney NSW 2000 Australia



# The Hills Estate

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Nexty introduced a large amount of green to work with bright orange and copper foiling in creating a dynamic and quality lifestyle. A large number of modern visual elements and grid systems with large space pictures and a clear and large proportion of titles are applied in the book design.

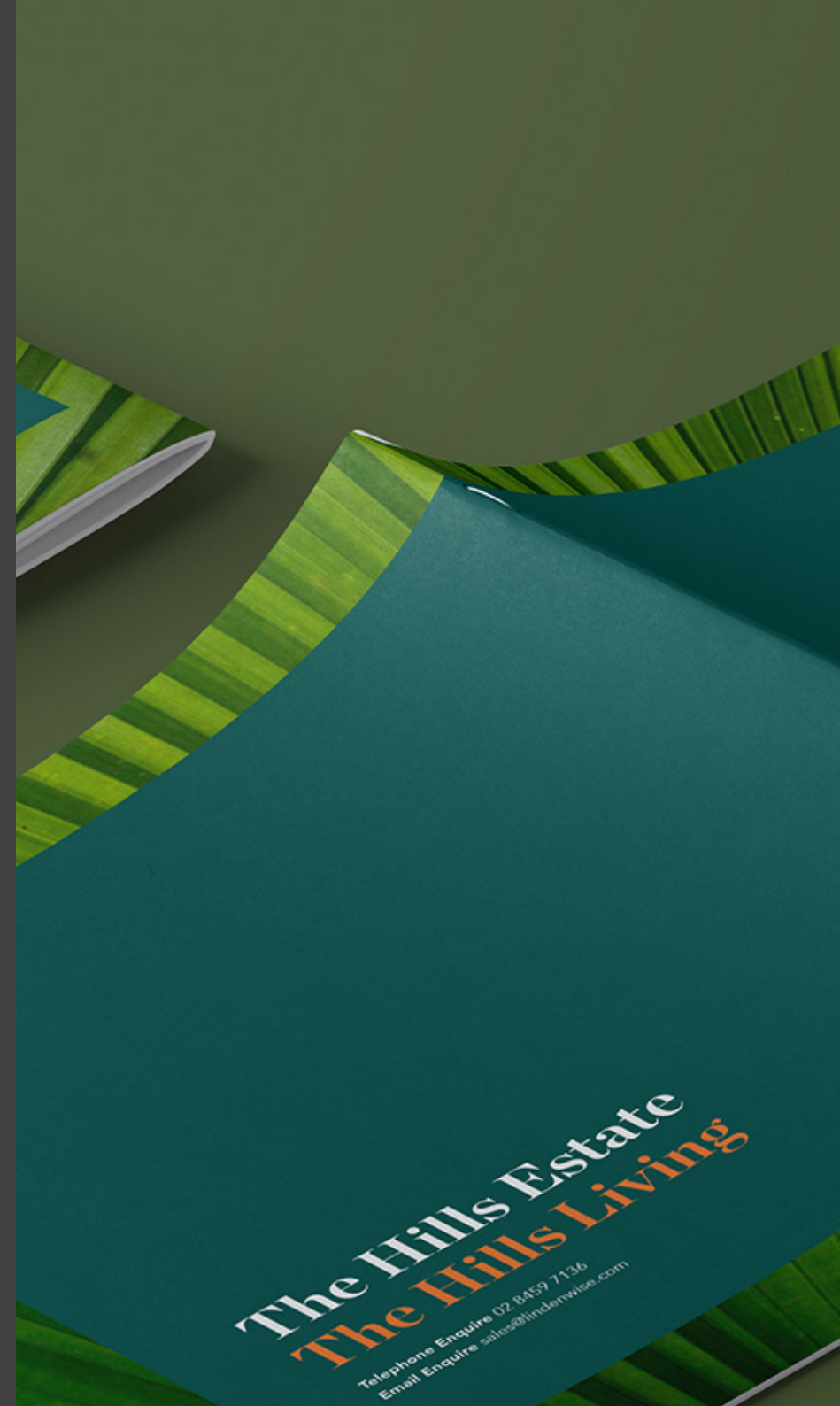
The special printing technique such as copper foil stamp is applied to make bold statements. We surreally depicted the locations, environment around the area to build up a base for future property sales.

## SERVICE

## SECTOR

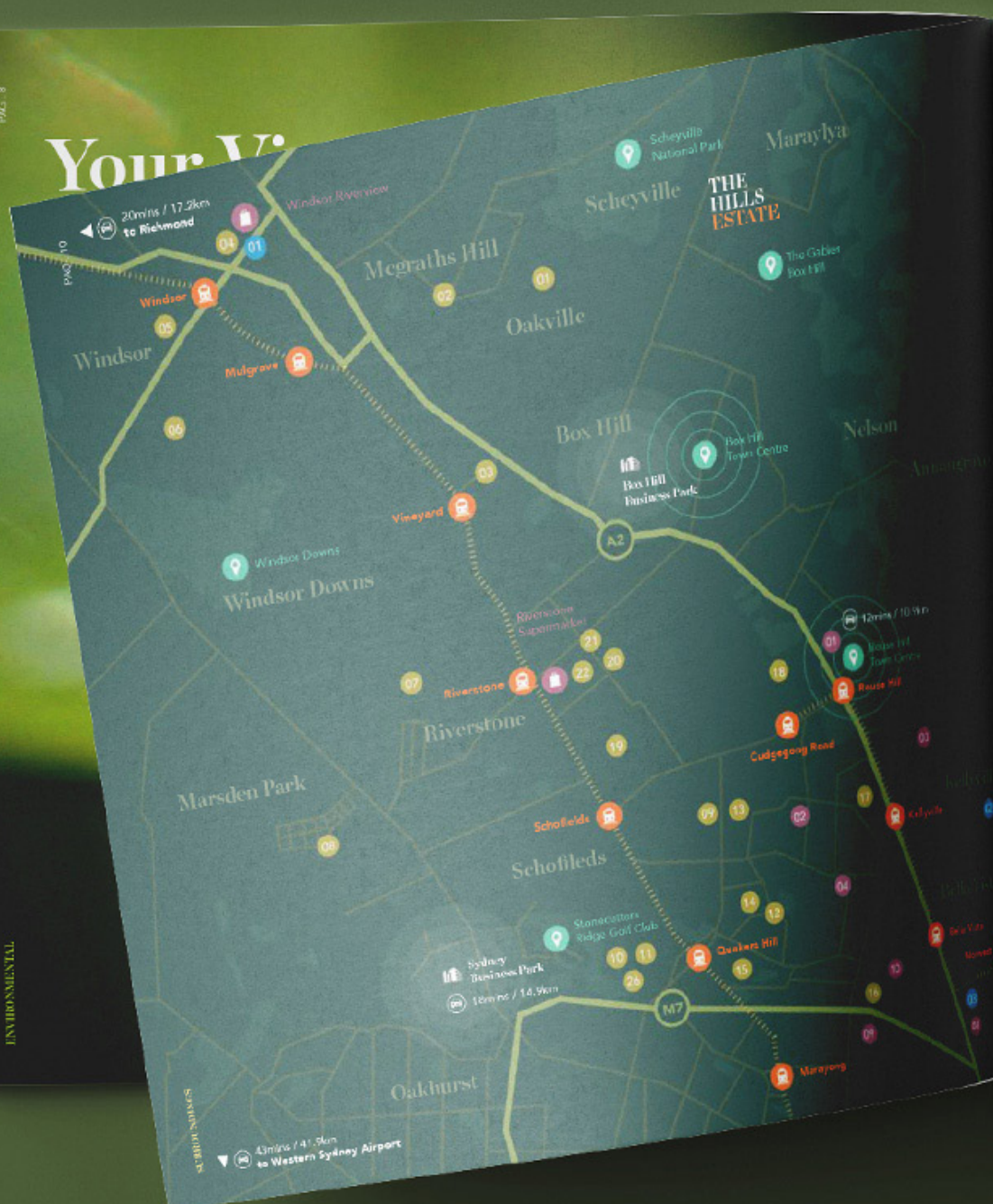
Property Marketing

Real Estate





# Your VZ



- BUSINESS PARK**  
These major business parks make a strong corporate and employment environment.
- TRAIN STATION**
- PLACE OF INTEREST**
- SHOPPING**  
01. House Hill Village Centre  
02. The Ponds  
03. Beaumont Hills  
04. Stanhope Village  
05. Kellyville Village  
06. Quince Italian Restaurant  
07. Norwest Marketplace  
08. Chesham  
09. Kings Langley  
10. Glenwood Village
- HEALTH CARE**  
01. St John of God  
02. 19th Hospital  
03. Norwest Private Hospital  
04. Hospital for Specialist Surgery  
05. Castle Hill Day Surgery
- EDUCATION**  
01. Canville Public School  
02. Andell Anglican College  
03. Vineyard Public School  
04. St. Matthews Primary  
05. Windsor South Public School  
06. Chesham Catholic Primary  
07. Australian Christian College  
08. St. Luke's Catholic College  
09. St. John Paul II Catholic College  
10. TMR NSW - Nimble College  
11. Wyndham College  
12. Mary Immaculate Primary  
13. The Ponds High School  
14. Bannock Public School  
15. Quakers Hill High School  
16. Holy Cross Catholic Primary  
17. John XXIII Catholic Primary  
18. Rose Hill Anglican College  
19. Schofields Public School  
20. Norwest Christian College  
21. St John's Primary  
22. Riverstone Public School  
23. TMR NSW The Hills, Castle Hill  
24. The Hills Grammar School  
25. Loran Novels School  
26. Western Sydney University, Parramatta







# Emerald Epping

Based on the brand positioning of nature and exquisiteness, we named the property “Emerald” as in the green gem. The brand identity design is in line with its naming, showing the superior requirement of quality through the portrait of the graphic details. In addition, the sales book reflects the advantages of the location as well as lifestyle diversity, balancing the marketing expectation for both convenience, quality and a bustling lifestyle.

## SERVICE

Property Markting  
Digital

## SECTOR

Real Estate





01 Summary

## Artistic Functionality

In our quest to create a community like no other, we've dared to dream big and delivered a living environment ideally suited to young families and professionals. This exclusive boutique development is home to a selection of premium apartments that focus on bringing you high quality living spaces with a low maintenance design. Form & function meet style & flair with a range of layout options destined to suit your individual needs and requirements.





www.apnoutdoor.com.au

APN

0076294



♦ A NEW ERA IN  
APARTMENT LUXURY ♦  
**ENQUIRY NOW**  
**1800 599 880**

♦ Emeralddepping.com.au

♦ Display Suite 28 Oxford St Epping



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5



# Gemini

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The core value of the brand design is to demonstrate the lifestyle. Gemini is away from the bustle, the public facilities such as roof garden and public corridors create a peaceful living environment. We conveyed a simple and exquisite lifestyle through the brand design. It enables the customer base to aspire to the property's lifestyle and quality through the details.

## SERVICE

## SECTOR

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Property Marketing

Real Estate

The logo for Gemini Rydalmere is displayed in a bold, orange, serif typeface. The word 'GEMINI' is prominently featured in large capital letters, with a small leaf icon integrated into the dot of the second 'I'. Below it, the word 'RYDALMERE' is written in a smaller, all-caps, sans-serif font, flanked by horizontal lines. The entire logo is set against a dark green background featuring a large, detailed leaf pattern.

GEMINI  
— RYDALMERE —



**GEMINI**  
— RYDALMERE —



considered the most intelligent  
the zodiac, Gemini is a symbol  
of true greatness.

**GEMINI**  
— RYDALMERE —









# Villa De M·A III

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Our creative team investigated the concept of 'home' & 'lifestyle' as the core values of the project. We extended these characteristics into a visual 'kaleidoscope' notion based around the area's established green vegetation to evoke a sense of leisure within a natural atmosphere. This effect also has an elegant presence of modern texture and reflects the diversity and vitality of the Villa De M·A III brand.

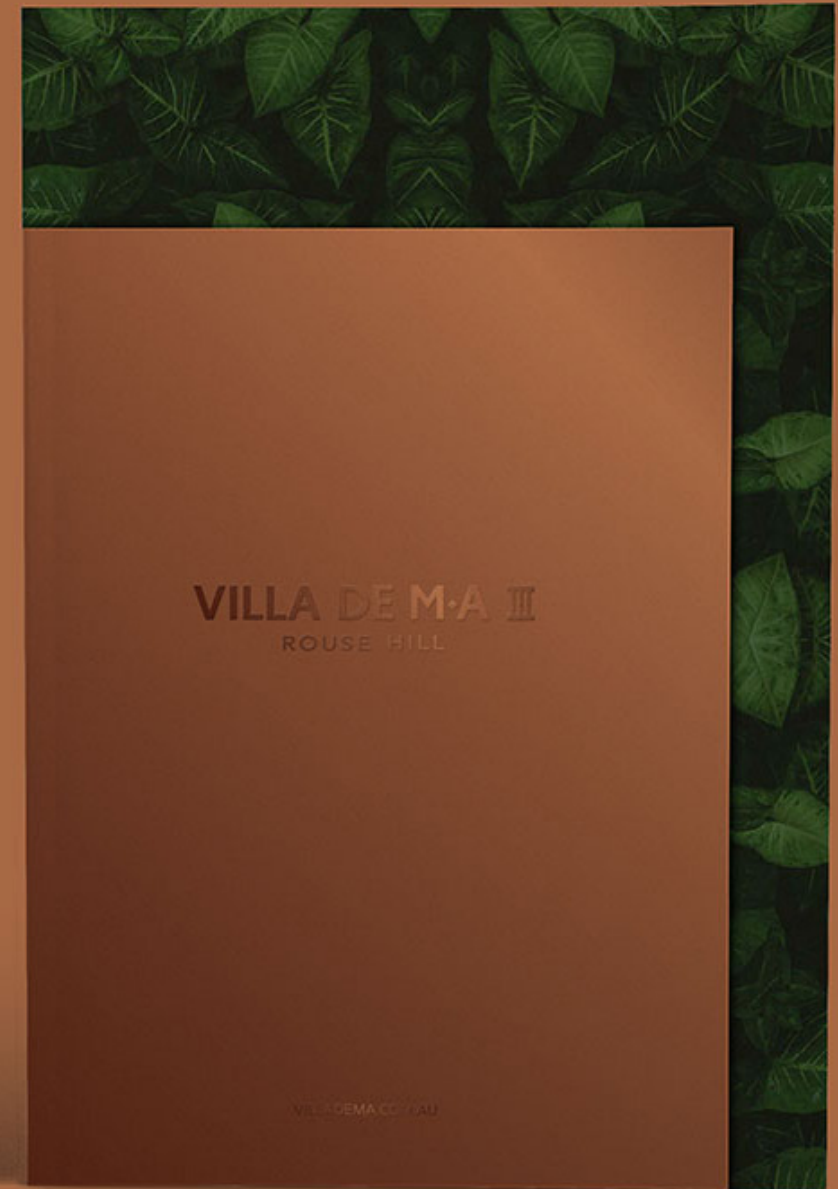
## SERVICE

## SECTOR

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Property Marketing  
Digital

Real Estate





ern lifestyle  
ade that is  
accessible to one  
cities.

VILLADEMA.COM.AU

VILLA DE MA

# GREEN WITH ENVY

Outdoor areas are landscape designed for perfect proportions, easily relaxing and leafy privacy. A variety of plant species have been hand selected by botanic professionals to provide idyllic natural surrounds and blend seamlessly with the landscape.

## Mangifera Grandiflora 'Dignity'

Also known as Little Gem this attractive mango features large fragrant flowers which can be eaten yellow or a pink to purple in colour.



## Arceuthobium 'Faithful Love'

Commonly known as Doonee tree, this Arceuthobium can grow as high as 10m, reaching up to 10m in height and can be used as a windbreak or as a privacy screen.



## Trochiloxanthum Jasminoides 'Auspicious'

With its twisted, gnarled trunk, Trochiloxanthum is often known as 'The Old Man Tree'. This is a beautiful, fragrant, and long-lived tree that is often planted in front of houses.



## Cereus 'Longevity'

Cereus is an eye-catching, leafy succulent that is often used as a privacy screen. It is a very hardy plant that can grow in a variety of climates.



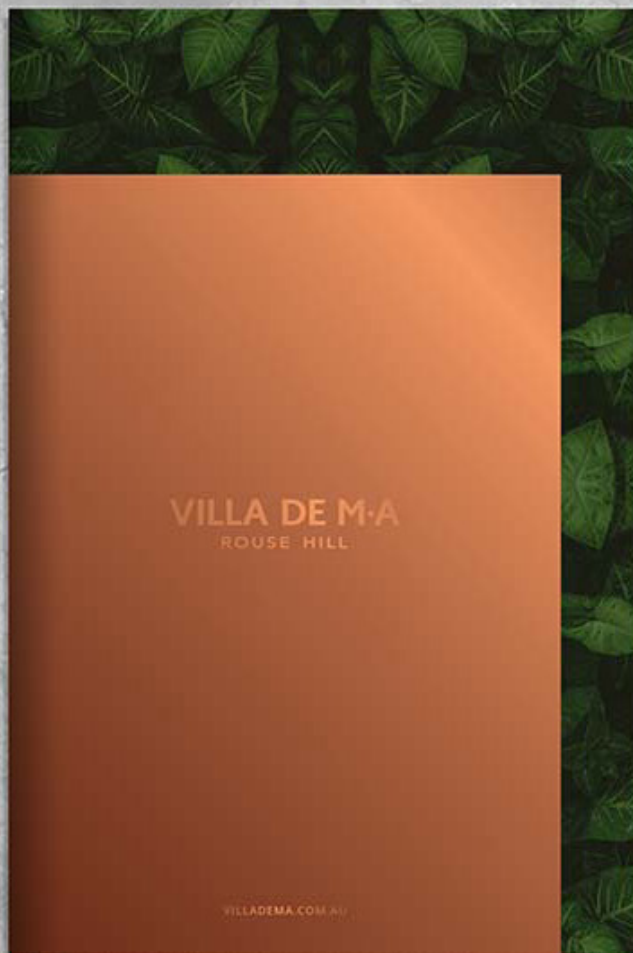
VILLA DE MA  
ROUSE HILL

VILLADEMA.COM.AU



ROUSE HILL TOWN  
4 min  
You are only  
a short distance  
from the city  
and its many  
amenities.  
Rouse Hill Town  
is a great place  
to live and  
visit.






**VILLA DE M-A II**  
ROUSE HILL

**EXECUTIVE SUMMARY**

PROJECT ADDRESS	44 Cutgong Road Rouse Hill NSW 2115
DEVELOPER	Metro Award Group
PROJECT NAME	Villa De M-A II Rouse Hill
ARCHITECT	WMC
NUMBER OF UNITS	319
STAGE 1	Building A / Building B
STAGE 2	Coming soon
STAGE 3	Coming soon
CAR SPACE	Parking space included within every unit
COMPLETION	Late 2019

\* Subject to Development Consent







*Eucalyptus Moluccana*  
'Boons of Life'

**\*Faithful**  
Commonly known as Sickle Wattle, Acacia can grow as high as five metres and there are several dwarf species that make great hedges or groundcovers.

*Trachelospermum Jasminoides*  
**'Auspicious'**

**Suspicious**  
With its scented jasmine-like fragrance, Trachelospermum is often known as 'jasmine'. This is a beautiful plant that features attractive leaves that are pointed

THE FIDDLER  
4 min

THE FIDDLER  
| 4 min

One of the largest pubs in the north-west, The Fiddler has something for everyone.

ROU  
IS N  
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A  
L



# North Waterloo

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Nexty envisioned a branding strategy to create a nostalgic industrial sentiment with beautifully crafted building quality, matching the size of its 35 boutique size apartments with earth and bright colour palette, minimalism in layout, fine linear abstract graphics all working together to convey the key message of diminutive yet exquisite. Nexty also delivers media planning and buying service at Sydney's metropolitan sites and exhibition design service to promote the project to the market.

## SERVICE

Property Marketing

## SECTOR

Real Estate







35 Hand Crafted  
Boutique Apartments

Now Selling

> Display Suite Open  
707 Elizabeth Street, Waterloo

> [www.north.apartments](http://www.north.apartments)

William Bai - 0424 099 881  
Tasma Murdoch - 0407 138 852

Inner City Living  
for a Select Few







## Inner City Living for a Select Few



### 35 Hand Crafted Boutique Apartments

- > 350m walk to station
- North facing with park views
- Private roof top
- Spacious layout & Luxury finishing

WHEN YOU FIND TRUE NORTH,  
YOU FIND EVERYTHING ELSE.  
A BESPOKE PLACE FOR REST,  
SHARED BY A SPECIAL FEW.  
SPACES FOR GATHERING,  
WHERE THE CITY  
COMES TO THE TABLE.  
THE PERFECT LAUNCHPAD  
FOR EXPLORING  
THE WORLD BEYOND.  
THERE IS ONE PLACE WHERE  
YOU CAN HAVE IT ALL.

North at 707 Elizabeth Street.









## Elouera Estate

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From branding strategy to final product delivery, we eloquently present a high-end quality house-land package to the customers. By utilising vibrant colour palette with vivid and detailed botanical images, this elaborately designed marketing collateral illustrates the majestic surrounds as well as the enviable living environment.

### SERVICE

### SECTOR

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Property Marking  
Branding

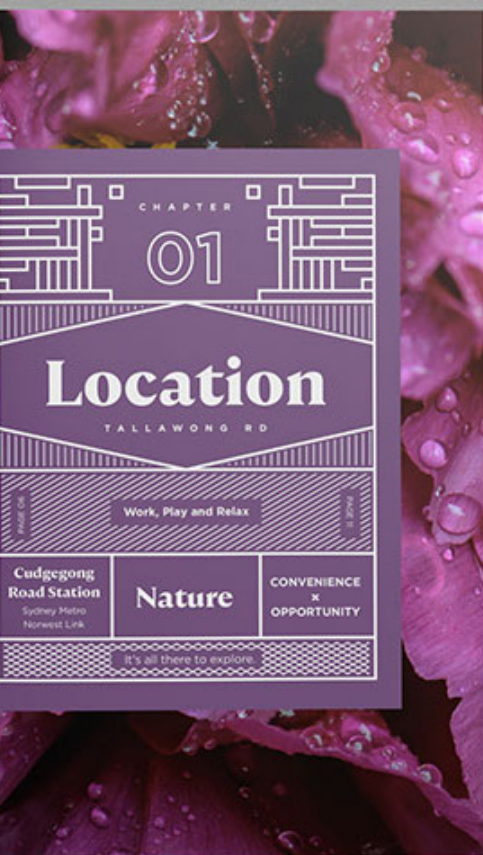
Real Estate



# Elouera

e s t a t e









# travel time the important things in life

Most companies have seen the light and are taking advantage of solutions...  
...to improve the productivity of their employees and to improve the quality of their lives...  
...by providing them with the best possible travel solutions.

## Sydney Business Park

As part of Sydney's world-class business environment with superior...  
...infrastructure and services, the Sydney Business Park is a prime location...  
...for businesses looking to establish a presence in the Sydney region.

Offering 100,000 direct jobs to the region and supporting local skills...  
...development and education, employment within the Sydney Business Park...  
...is a key driver of the region's economic growth.

This thriving business community is a truly unique and exciting place to work...  
...and live. It is a place where you can find everything you need to succeed...  
...in the Sydney region.

# Broadening the learning horizons

We understand that learning with the right tools and in the right environment...  
...can make a difference to your future. That's why we've created a learning...  
...environment that's designed to help you succeed.

## World-Class Universities

St John Paul II Catholic College  
TAFE NSW

Tertiary education options...  
...are available to students at St John Paul II Catholic College...  
...and TAFE NSW. Both institutions offer a wide range of courses...  
...that can help you prepare for your future career.



# The Future

CHAPTER 03  
CLEVER LIVING  
Wherever, Everything, Anytime  
Connection







# Bella Rise

---

The website adopts the warm bright colour tone from the brand visual system, combined with the photos of families enjoying the interaction and creating a cozy living atmosphere while resonating with customers. The combination of text and images blends with the sophisticated finishing and other advantages of the projects. The customised location maps illustrate the living facilities around the area. The card-based website layout allows customers to make direct comparisons of various house types, effectively helping customers to build brand recognition of the project.

## SERVICE

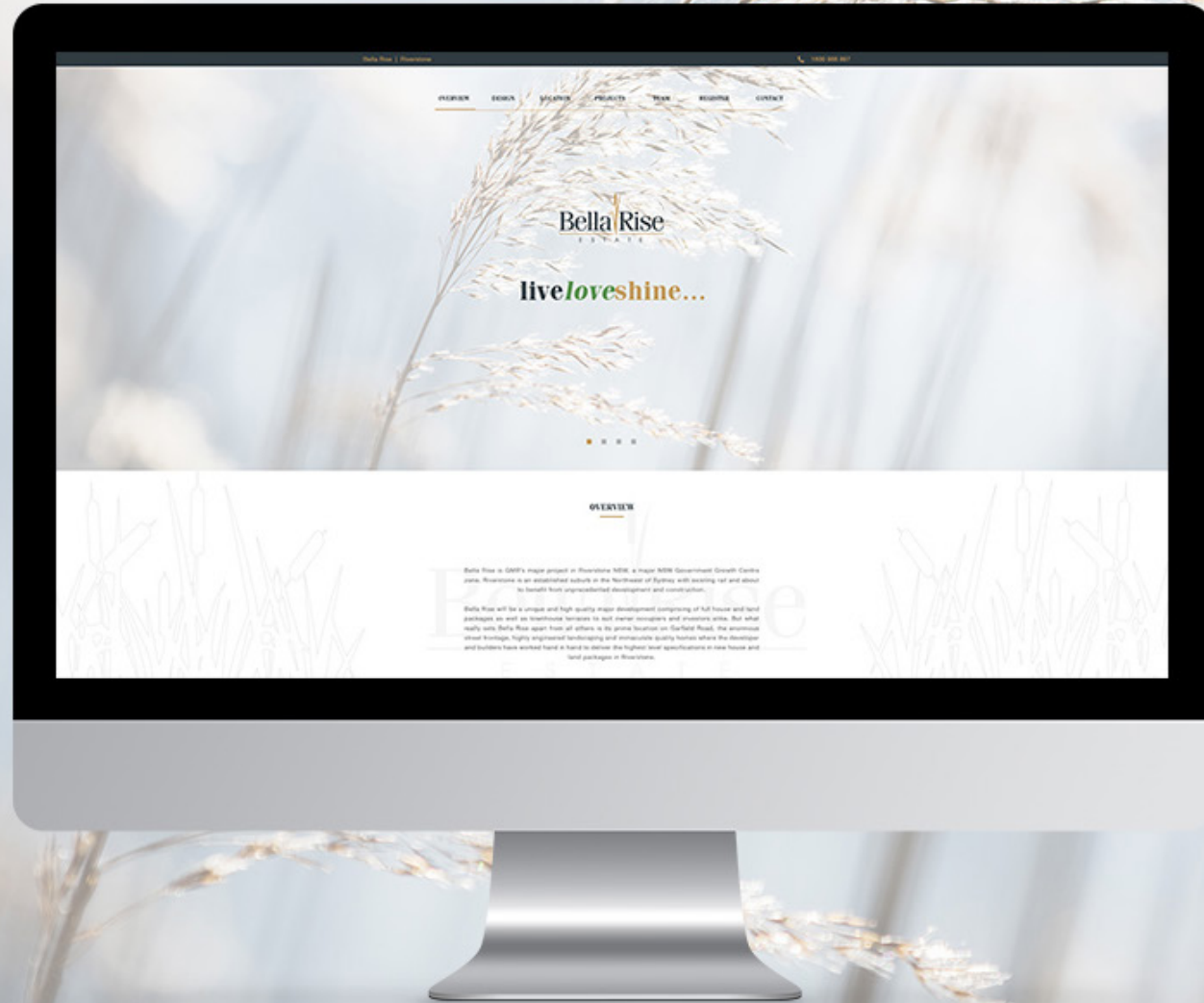
Property Marketing

## SECTOR

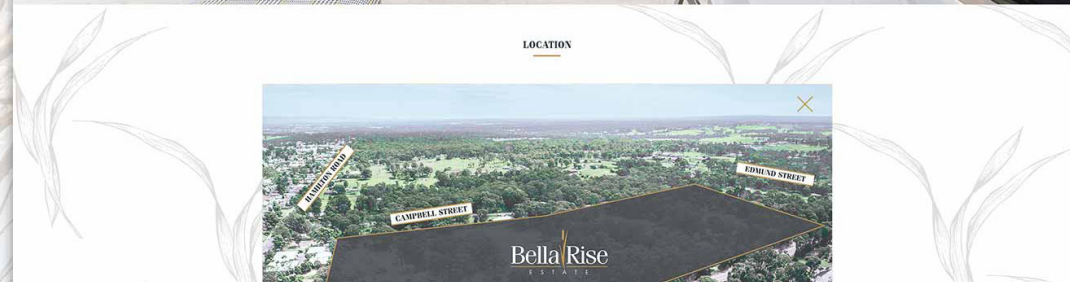
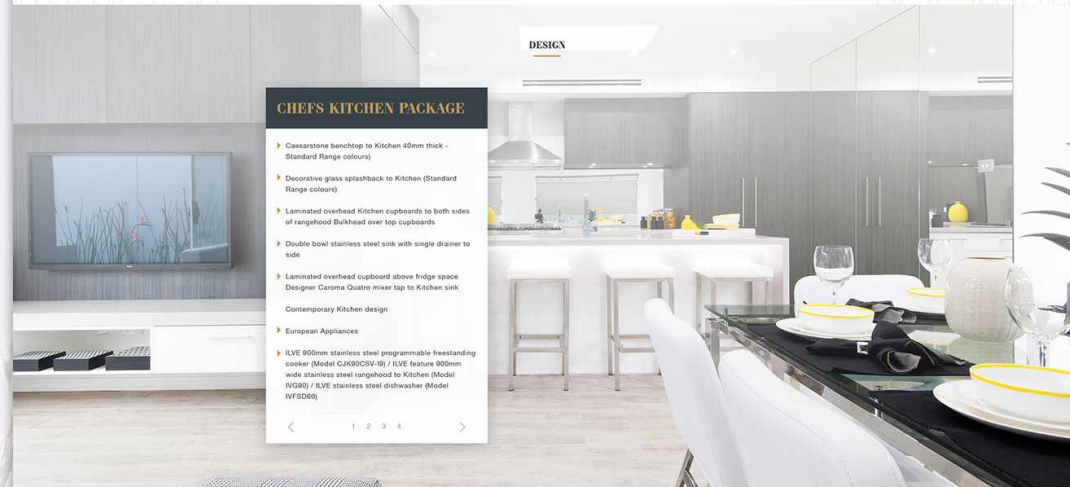
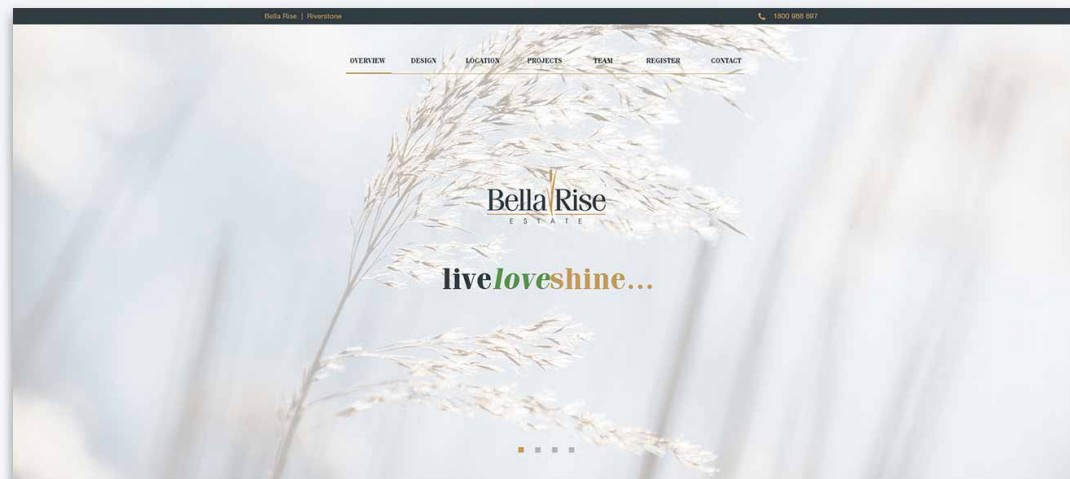
Real Estate













## 24 Forest

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Nexty provided a comprehensive range of brand services for the project, including brand visual design, advertising design, content marketing and other services.

24 Forest has both a rich culture and exceptional quality of life resources in one. The project objective is to create a high-end luxury residential. Our creative team built up a modern and aesthetic visual system through a comprehensive understanding of the client's needs as well as the local market. As a result, the sales process thrived when presented with the brand's vision to the consumers.

### SERVICE

### SECTOR

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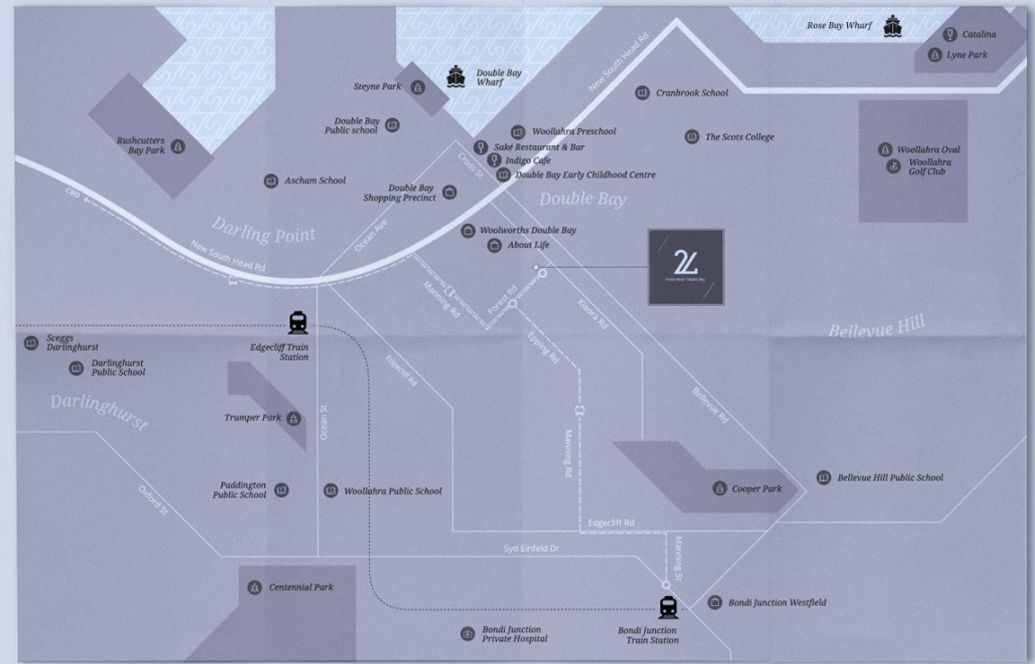
Property Marketing

Real Estate









THANK YOU THANK YOU