



BRACKENHALL

An aerial photograph of a coastal city, likely Sydney, Australia. The image shows a large harbor with a marina filled with sailboats. In the background, a dense urban skyline with numerous skyscrapers is visible. The foreground features a sandy beach and a small lighthouse on a rocky outcrop. The water is a deep blue-green color.

*The greatest source
of knowledge is*
EXPERIENCE



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Introduction

BRACKEN HALL - A COMMITTED TEAM

Bracken Hall is a refreshingly up-front, transparent, project sales and marketing agency that partners with reliable, proven developers and list projects that are of the highest quality, design and construction.

Through our connection to the local owner occupier market, and our commitment from start to finish, Bracken Hall is your complete retail solution.

Since 1998, our team has built an unrivalled reputation selling and marketing projects all over Melbourne. From the first home buyer in Fitzroy, to the elite down-sizer in Brighton, to higher density projects in the City and South East, Bracken Hall knows how to communicate, interact and sell to all segments of the market.

In addition to our experience our hard earned reputation for persevering until the last apartment is sold is truly unmatched. In short, we don't simply sell the low hanging fruit, we work hard until the very last property is sold.



Why Bracken Hall?

DEVELOPERS PREFER OUR APPROACH.

Our success at Bracken Hall is based on a number of principles:

LOCAL KNOWLEDGE

We understand the local market and buyer behaviour better than anyone.

SELECTED PARTNERSHIPS

We carefully select a limited number of projects for greater focus and attention to detail.

NO CONFLICTS

We do not on engage competing projects.

EXPERIENCE SELLS

Either one or both Directors will be selling your project.

PASSION

We treat every development like our own, with passion, pride and respect.

COLLABORATION

Collaborative partnerships drive us.

COMMUNICATION

Open, concise and unambiguous.

COMPLETION & CONVERSION

We see your project through, right to the last sale, leaving no opportunity wasted.



Key Personnel

YOUR SENIOR TEAM FROM START TO FINISH

MATT BRACKEN - *Director*

Since 1998, Matt has been delivering exceptional sales results for some of Australia's most trusted developers. Matt's extensive experience ranges from the sell-out of medium to high-density apartment projects in the CBD and surrounds, to luxury suburban boutique projects in Melbourne's inner suburbs.



Matt is currently managing several of Melbourne's highest profile off the plan projects for some of Australia's most respected developers: CBUS Property, Cedar Woods and Lend Lease, to name a few.

"I am a straight talking, honest and hard working agent with vast experience setting up projects, launching and selling out completed projects.

I feel I have seen a few market cycles and my experience means I know how to close to all segments including the nervous first home buyer, to the demanding down sizer.

Buyers trust me, and developers appreciate my honesty and commitment to a project."

CAREER PROJECT HIGHLIGHTS:

Volaire, West Melbourne - 90 Apt

249QP, Fitzroy North - 94 Apt

The Warleigh, Brighton - 101 Apt

448 Brighton, Brighton - 20 Apt

Sanctum, Brighton - 18 Apt

The Melbournian, Melbourne - 80 Apt

Sandyhill, Sandringham - 130 Apt

Main Drive, Kew - 55 Homes

The Heath, Heatherton - 120 Homes

Waverley Park, Glen Waverley - 150 Homes

Beacon Cove, Port Melbourne - 50 Apt

Williams Bay, Williams Town - 53 Homes

Merri Green, Northcote - 28 Apt & 20 Homes



Key Personnel

YOUR SENIOR TEAM FROM START TO FINISH



ANDREW HALL - *Director*

Andrew had 25 years experience in sales and marketing being a former director of one of Australia's largest privately owned printing firms before embarking on his real estate career.

Andrew spent 4 years as an integral part of the CBRE Residential Projects team before partnering with Matt and creating Bracken Hall. In that time he worked hand in hand with many of the largest developers in the land including Lend Lease and SP Setia honing the skills necessary to provide exceptional service and expertise to our vendors.

He is passionate and committed to you, the client, ensuring every opportunity is maximised and each project is seen through to completion.

"Coming from the Print industry I have always been service driven. This has held me in good stead allowing me to connect with buyers whilst best serving our vendors. I firmly believe that my career outside of real estate provided a unique perspective and meant I was able to avoid the cliché elements often associated with real estate agency and project marketing.

The most important aspect of our work is trust. We work hard to gain it from our clients and buyers and even harder to maintain it."

CAREER PROJECT HIGHLIGHTS:

Studio Nine, Richmond - Three Stages

Toorak Park, Armadale - 450 Apt

Willow, Brighton - 14 Apt

35W, St Kilda - 6 Apt

Parque, Melbourne - 332 Apt

Volaire, West Melbourne - 90 Apt



Key Personnel

YOUR SENIOR TEAM FROM START TO FINISH

CLARE JOHNSTON – *Partner*

With 11 years' experience in Project Marketing, including seven at CBRE Residential from the inception of the business followed by three at Jellis Craig Projects, Clare has extensive experience in Site Selection, Floor Planning, Strategy, Marketing, Advertising, Sales, Third Party Management and Operations.



Clare is extremely well regarded in the industry and brings a wealth of knowledge and strategic insight to her role at Bracken Hall. Her impressive track record successfully marketing premium projects from high density in the CBD to luxury apartments in the suburbs and repeat business from her developer clients is evidence of this. Clare's experience working with some of Australia and Asia's largest developers is extensive, from World Class Global and Hiap Hoe in Singapore, SP Setia in Malaysia to Samuel Property in Melbourne to name a few. This level of experience brings a unique skill set and advantage to her clients.

Creating and executing innovative sales and marketing strategies for off-the-plan projects is one of Clare's core strengths. Her ability to assess market trends and tailor campaigns accordingly whilst emphasising unique project attributes with the end purchaser in mind is critical to the success. This, coupled with her love for marketing, sales, and branding has seen her play a pivotal role in the success of multiple projects throughout her career to date.

CAREER PROJECT HIGHLIGHTS:

Australia108, Southbank – 1,105 Apt

Marina Tower, Docklands – 461 Apt

Parque, Melbourne – 332 Apt

The William, Melbourne – 550 Apt

448 Brighton, Brighton – 20 Apt

Willow, Brighton – 14 Apt

Sydney Street, Prahran – 16 Apt

Adelle, Armadale – 12 Apt

Pearl, Doncaster – 172 Apt

Morton Park, Blackburn – 22 Apt

Epicure, Kew – 8 Apt



Key Personnel

YOUR SENIOR TEAM FROM START TO FINISH



BARRIE QUILLIGAN - *Partner*

Barrie, a former Director in the Barry Plant Group, entered the industry with a single-minded drive and dedication to success. It's this drive, coupled with business and industry experience, that has seen him rise through the ranks and become a highly respected, innovative professional with unrivalled expertise and insight within the digital sphere of the industry.

Barrie brings energy, passion to the sales process and all types of buyers love dealing with him and trust him explicitly.

It's Barrie's in-depth understanding of the market, coupled with his passion for real estate that has seen him develop lasting relationships with developers and buyers alike over the past decade. Barrie's enviable track record of selling projects off the plan has spanned from the East to the West from boutique developers to the likes of Cbus Property and Salta Property.

Bracken Hall is proud to have Barrie as a Senior Partner within the business and we see him as an integral part of the team in our growth moving forward.

CAREER PROJECT HIGHLIGHTS:

Volaire, West Melbourne - 90 Apt

249QP, Fitzroy North - 92 Apt

Parkhouse, Abbotsford - 220 Apt

Farmer Cutter & Swan, Richmond - 50 Apt

Eternity, West Footscray - 61 Apt

MOPO, Moonee Ponds - 126 Apt

Alexa, Essendon - 95 Apt

35 W, St. Kilda - 16 Apt



Our Project Footprint

From the first home buyer in Northcote, to the elite downsizer in Brighton and to high density projects in the city, Bracken Hall know how to communicate, interact and sell to all segments of the market.







Our points of difference

PROJECTS

Project Marketing specialists with 53 collective years experience.

AMPLIFIED MEDIA

Owned by Bracken Hall where every dollar spent is invested in Advertising, not profits to a media company.

ESTABLISHED AGENT NETWORK

Strong relationships with Established local Agents who refer buyers to Bracken Hall.

OUR CLIENTS LIST WITH US TIME AND TIME AGAIN

Lend Lease
CBUS Property
Salta Property

100% focus on your project. Senior Team from Appointment to Settlement.

Ability to implement National & International Strategies.

OUR ETHOS

Build relationships and protect the project. We simply don't sell the first 30% and move on.

STRONG RELATIONSHIPS

With International, National and Local Third-Party Sales & Migration Agents.



Past, Present & Sold Out Projects





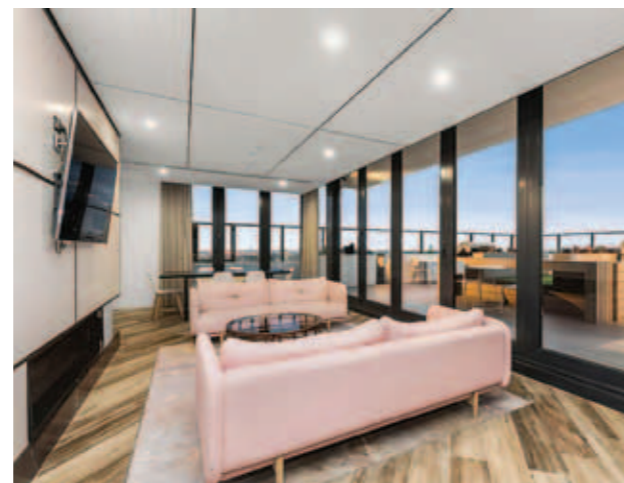
MOPO

MOONEE PONDS

128 - Apartments

Product - 1,2 & 3 Bedrooms

Gross Revenue - 80M





ALEXA

1048 MT ALEXANDER RD, ESSENDON

88 - Apartments

Product - 1,2 & 3 Bedrooms

Gross Revenue - 55M





ASTER CLAYTON SOUTH

49 - Apartments

Product - 1,2 & 3 Bedrooms

Gross Revenue - 31M





HUNTINGTON CLAYTON SOUTH

17 - Townhouses

Product - 2 & 3 Bedrooms

Gross Revenue - 11M





GRAMERCY TERRACES

BENDIGO STREET, RICHMOND

30 – Townhouses

Product – 3 & 4 Bedrooms

Gross Revenue – 65M





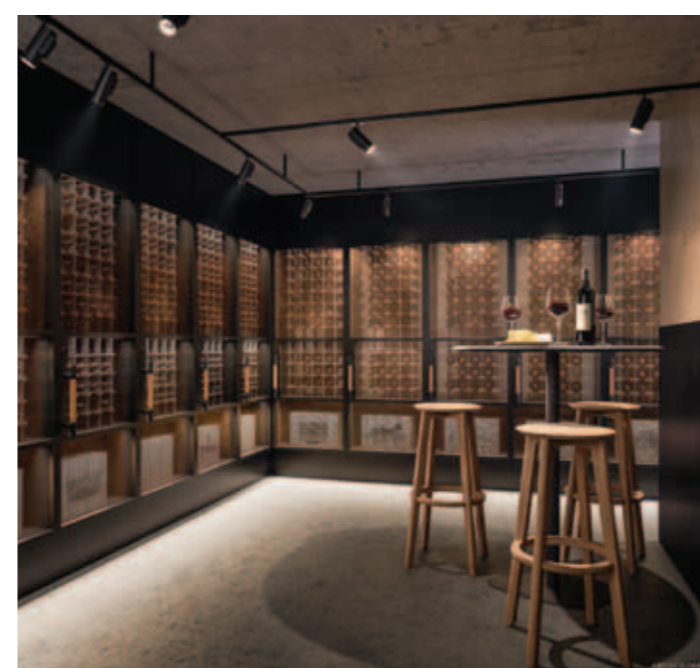
CASPIAN HAMPTON

43 CRISP STREET, HAMPTON

18 - Luxury Apartments

Product - 2,3 & 4 Bedrooms

Gross Revenue - 35M





BRASS EDITION

144 PASCOE VALE RD, MOONEE PONDS

22 - Apartments

Product - 2 & 3 Bedrooms

Gross Revenue - 18M





GLASS STREET

116 GLASS STREET, ESSENDON

18 - Townhouses

Product - 3 & 4 Bedrooms

Gross Revenue - 25M





VOLAIRE

9 DRYBURGH ST, WEST MELB

152 - Apartments

Product - 1,2 & 3 Bedrooms

Gross Revenue - 92M





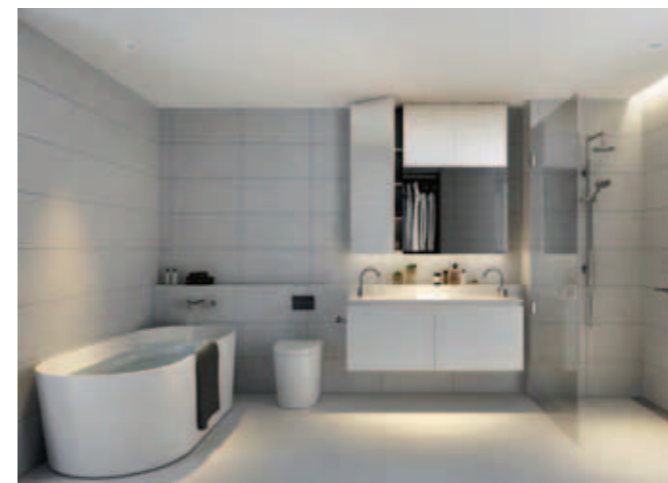
TOORAK PARK

590 ORRONG RD, ARMADALE

450 - Apartments & Townhouses

Product - 1,2 & 3 Bedrooms

Gross Revenue - \$700M





35W

35 WELLINGTON ST, ST KILDA

16 - Apartments

Product - 2 Bedrooms

Gross Revenue - 15M





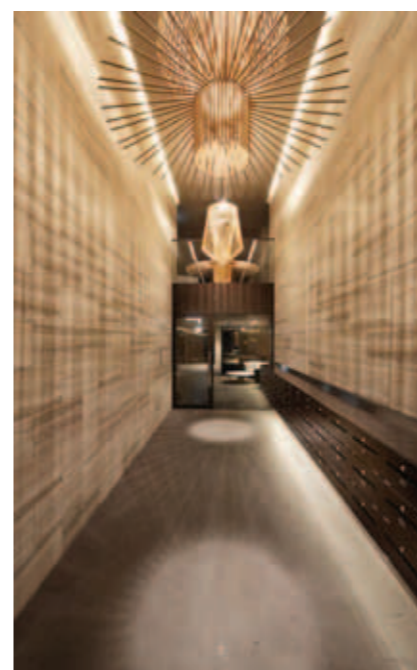
THE WARLEIGH

ADDRESS

101 – Apartments & 10 Townhouses

Product – 2 & 3 Bedrooms

Gross Revenue – 90M





5 RIPPON

5 RIPPON GROVE, BRIGHTON

7 - Townhouses

Product - 3 & 4 Bedroomsee

Gross Revenue - 14.5M





MERRI GREEN

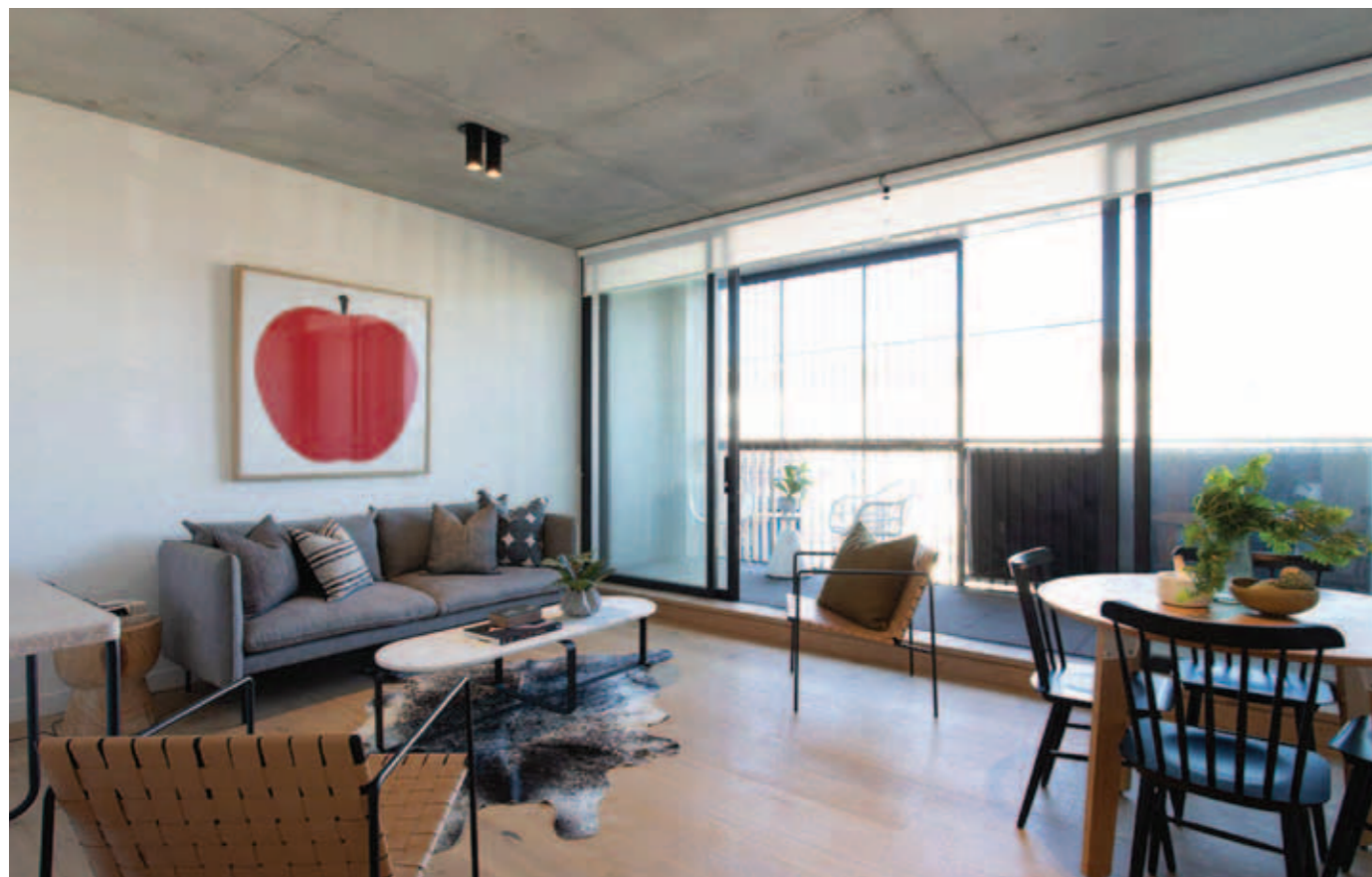
200 BEAVERS RD, NORTHCOTE

28 - Apartments & 20 Townhouses

Product - 1,2 & 3 Bedrooms

Gross Revenue - 42M





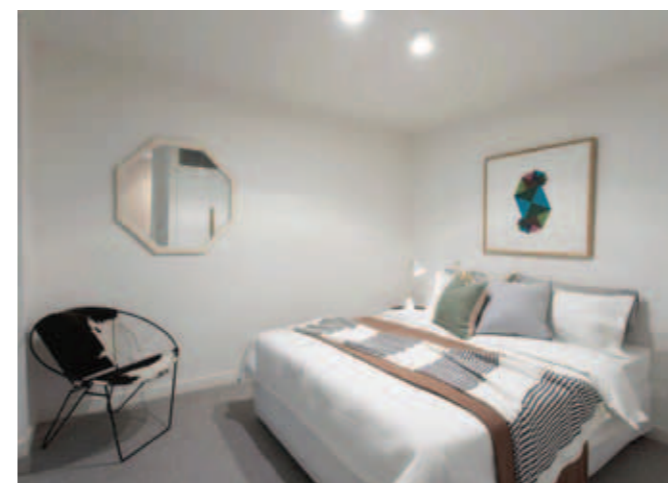
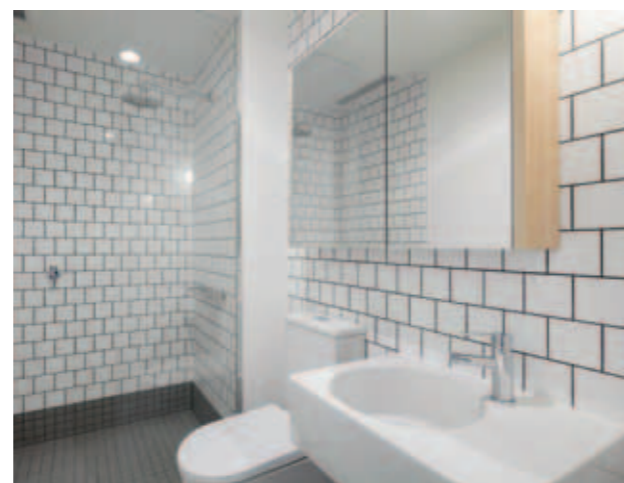
FARMER, CUTTER & SWAN

429 SWAN STREET, RICHMOND

50 – Apartments

Product – 1,2 & 3 Bedrooms

Gross Revenue – 36M





STUDIO 9

BENDIGO STREET, RICHMOND

Apartments (inc. Heritage) & Townhouses

Product - 2,3 & 4 Bedrooms

Gross Revenue - 143M



SANCTUM

4 DUDLEY STREET, BRIGHTON

18 - Luxury Apartments

Product - 2 & 3 Bedrooms

Gross Revenue - 24M





BRACKENHALL

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