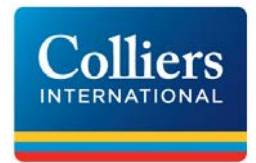




# Offshore Australian Desk

RESIDENTIAL



*“Colliers international is the only real estate company in Australia to have a dedicated focus in Asia”*

Colliers International are specialists in the offshore marketing of projects on a global basis and this includes a long history associated with Australian projects into Asia, where Australian projects are served by a dedicated Asian Desk with dedicated staff resources.

- James Hall heads the Australian Property Desk as a dedicated position.
- Bunny Wang is part of the extended team and represents China.

Colliers International are the only sales and marketing real estate agency that offers this service with a true and proven international reach. From Asia we organise regular trips to Australia to facilitate client meetings, site inspections and continuing research thus ensuring a strong understanding of the Australian market.

Our international property team now includes 24 staff members and we have access to a data base of 25,000 regional clients across Asia.

Our international division can also assist Australian based clients with some very ‘hands-on’ assistance, including

- Negotiate best rates for media and exhibition venues
- Drive residential sales into Asia
- Communication and conduit between the regions
- Simplify marketing process
- Database for Australian Expats & Foreign investor wanting to buy Australian residential property
- Advice which developments are suitable to be marketed in Asia

In select major centres including Singapore, Kuala Lumpur, Hong Kong and Shanghai much of the Asian based activity is driven by exhibitions: in fact 95% of sales in Asia are made this way. Please refer to our track record of Asian offshore project sales, including Australian sales.

## **A snapshot of activity for 2010**

- Exhibition sales account for 95% of sales in Asia driven by exhibitions in select major centres such as Singapore, Kuala Lumpur, Hong Kong and Shanghai.
- In 2010 a total in excess of 2000 groups attended 26 exhibitions averaging 77 per exhibition.
- 22% of attendees have purchased apartments, which equates to 456 units sold • Average sales turnover per exhibition is AUD \$10.4 million
- Average apartments sold per exhibition 17 with an average value of \$645,540. Values range from \$400,000 to \$7.75 million and average \$11,296/sqm.
- Average size of 1 bedroom 1 bath sold 55sqm
- Average size of 2 bedroom 2 bath sold 60 – 85sqm
- Average size of 3 bedroom 2 bath sold 88 -120sqm