



CAPABILITY STATEMENT



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A MESSAGE FROM
OUR CEO



A MESSAGE FROM OUR CEO

KANDEAL is a leading property sales and marketing platform working closely with property professionals across Australia's East Coast to offer premium investment and owner-occupier opportunities developed by our Developers to our Property Agency Network Partners and their clients which is supported by comprehensive research and a process that has redefined the way projects are sold.

At KANDEAL we have always believed that success in selling projects is always, and will always be a result of a network of an empowered team of professionals and not the effort of a single entity. Today and as we continue to redefine our process we have REDEFINED PROJECT MARKETING.

Over the last 30 years, I have discovered that every agency has its unique database and unique method of reaching out to its buyers. I have also improved the way I have worked with my network over the years which is the main reason our projects sell out successfully. Today, as we continue our search for excellence, we have REDEFINED TEAMWORK.

Our strategy focuses on minimising your cost and maximising your returns by enhancing our service, our buyer's experience and your brand. Our commitment to succeed has kept us at the forefront of the project marketing industry and as we continue delivering exceptional results for our developers we have REDEFINED TRUST.

At KANDEAL, we believe that success in business - just like building a project - is a result of an empowered network of professionals and through our unique strategy, we have the ability to inspire, train and motivate others to achieve results and REDEFINE SUCCESS.



SAM KANDIL
MANAGING DIRECTOR

KANDEAL



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WHO WE ARE



Our EXPERIENCE

With over 30 years of experience in marketing off-plan residential and commercial projects across Australia, the Middle East and Asia, Sam has achieved more than \$12 billion in sales for his client developers.

The past decade alone has been a career highlight with over \$5.8 billion sold across Sydney, Melbourne and South East Queensland a testament to his experience, discipline, and commitment to achieving exceptional results for his developers.

With a network of over 200 active agencies across the Australian East Coast, Sam has embraced the role of mentor and coach working alongside over 3000 individual sales agents within his network to develop their skills and assist them in closing sales.

This thriving network culture allows Sam to launch projects at agent events, conduct investment seminars to his network database and provide the network with marketing collaterals and admin support to ensure each deal is closed.

With his finger firmly on the pulse of an ever-changing market, it is a vision that sets KANDEAL apart from other project marketing companies.



SAM KANDIL
MANAGING DIRECTOR





30+

YEARS
EXPERIENCE

12+

BILLION DOLLARS
IN SALES



50+

PROJECTS
MARKETED IN
AUSTRALIA

16+

PROJECTS
MARKETED
OVERSEAS

The SENIOR TEAM



SAM KANDIL
Managing Director & CEO



SAMANTHA SAWAYA
Chief Operating Officer



CHRISTIAN ELLUL
Head Of Business Development



FRANCINE SAVEGNAGO
Channel Manager







**OUR MISSION IS TO DEVELOP A
NETWORK OF AN EMPOWERED TEAM
OF PROFESSIONALS, BECOME THE
BENCHMARK IN PROJECT MARKETING,
AND BECOME THE DEVELOPER'S
CHOICE ACROSS AUSTRALIA!**



Why KANDEAL

Our commitment to succeed has enabled us to understand what works and what doesn't. At KANDEAL we are committed to never-ending process improvement with a vision to become the benchmark in REDEFINING PROJECT MARKETING.

- We will research competitive projects and provide a complete analysis of the pricing project mix and amenities
- We will never engage with another project that is in direct competition with your project
- We will stage the release of inventory to monitor sales patterns and avoid residual inventory
- We will recommend increasing prices on preferred aspects and layouts to shift demand to less preferred units
- We will constantly maintain a high conversion rate of enquiries: sales to reduce the cost of sales
- We will engage our Agent Network to generate leads from their database
- We will design custom project presentations and a Buyers Guide to conduct investment seminars for our network buyers
- Our Business Development team will follow up with each buyer individually together with our network after each seminar
- We will achieve targets within the time agreed
- We will liaise with your sales admin team and solicitor to ensure our sales are exchanged
- We will follow up on the settlement process to ensure our sales are settled

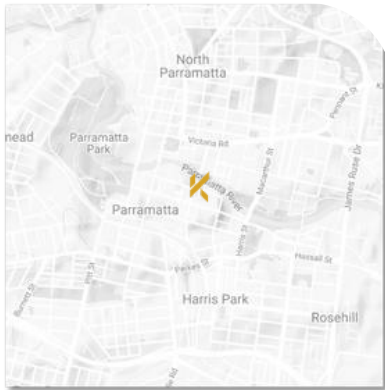




Our
OFFICES

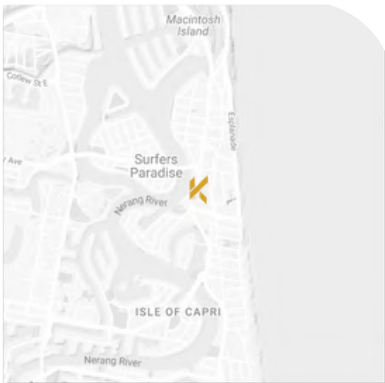


Having real estate offices in Sydney, Gold Coast, and Melbourne strategically positions us to leverage the strengths of each city's market. **Sydney's premium opportunities**, the **Gold Coast's growth potential**, and **Melbourne's vibrant environment** collectively enhance our ability to serve a broad client base and capitalise on diverse real estate trends. This multi-city approach not only broadens our market reach but also strengthens our overall position in the Australian real estate sector.




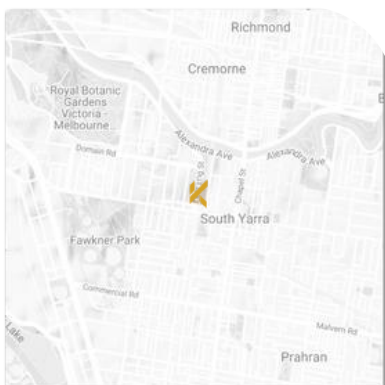
SYDNEY HEAD OFFICE

 S3 L5 100 George Street, Parramatta NSW 2150




GOLD COAST OFFICE

 S1315 L13 50 Cavill Ave, Surfers Paradise QLD 4217



MELBOURNE COMING SOON

 South Yarra VIC 3141



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HOW WE WORK
TOGETHER

Working with our **DEVELOPERS**

It goes without saying that at KANDEAL we are passionate about property. But it takes more than passion to make us the best property-performing network platform. As your strategic partner, we provide a uniquely comprehensive approach to marketing your project from research, pricing, display management to lead generation and selling the project via investment seminars through a network of an empowered team of professional agents.

REDEFINING RESEARCH & PROJECT DESIGN

One thing that remains consistent in all of our dealings with our developers is that we know the market, we do the research, and we base our advice on facts. We provide a recommendation at an early stage of the development. This delivers you constant and credible knowledge on the changing residential market and on the performance of your project. We will continue to provide expertise on all aspects of project marketing including project design, branding, positioning and research to ensure the most effective launch and sell-out strategy.



REDEFINING PRICING & INVENTORY RELEASE

The value we bring to this partnership extends beyond our sales and marketing expertise. At KANDEAL we will release the project in stages to enable us to increase prices based on demand. We will monitor the sales pattern as the project sells and as we realise that a certain aspect or layout is selling faster than others, we will shift demand to the less preferred units until the entire project sells evenly to ensure we don't develop residual inventory. We will continue to provide expert advice at every stage of the project to ensure that your investment in us continues to add value to you.







REDEFINING LEAD GENERATION

Lead generation in today's digital world plays an important factor in any project marketing success including the cost of sale. At KANDEAL our success is due to the way we work with our network by conducting investment seminars to their potential buyers and supporting them in closing sales. It is that extra mile we are committed to undertaking that delivers quality results for our developers.



REDEFINING PROJECT LAUNCHES

Our process involves releasing your project in stages to a selected group of network agencies over the project's sales process. As each stage is released we appoint a different Network Partner and continue this process until the project is sold. We work with our selected network supporting them with marketing collateral, training, coaching and conducting custom-designed investment seminars to our network's buyers until the project achieves its goals.



REDEFINING INTERNATIONAL SALES

Not every project sells internationally. There are many factors that determine its success and a trial and error process can be very costly and challenging. At KANDEAL we will only present the project to our international partners if we believe there is an international demand. However, we do not conduct any roadshows overseas until we have solid evidence that there is demand and our international partners know that well. One thing we will never do if we launch internationally is attend a road show and return empty-handed.



Our

PROCESS

AS A STRATEGIC PARTNER

01

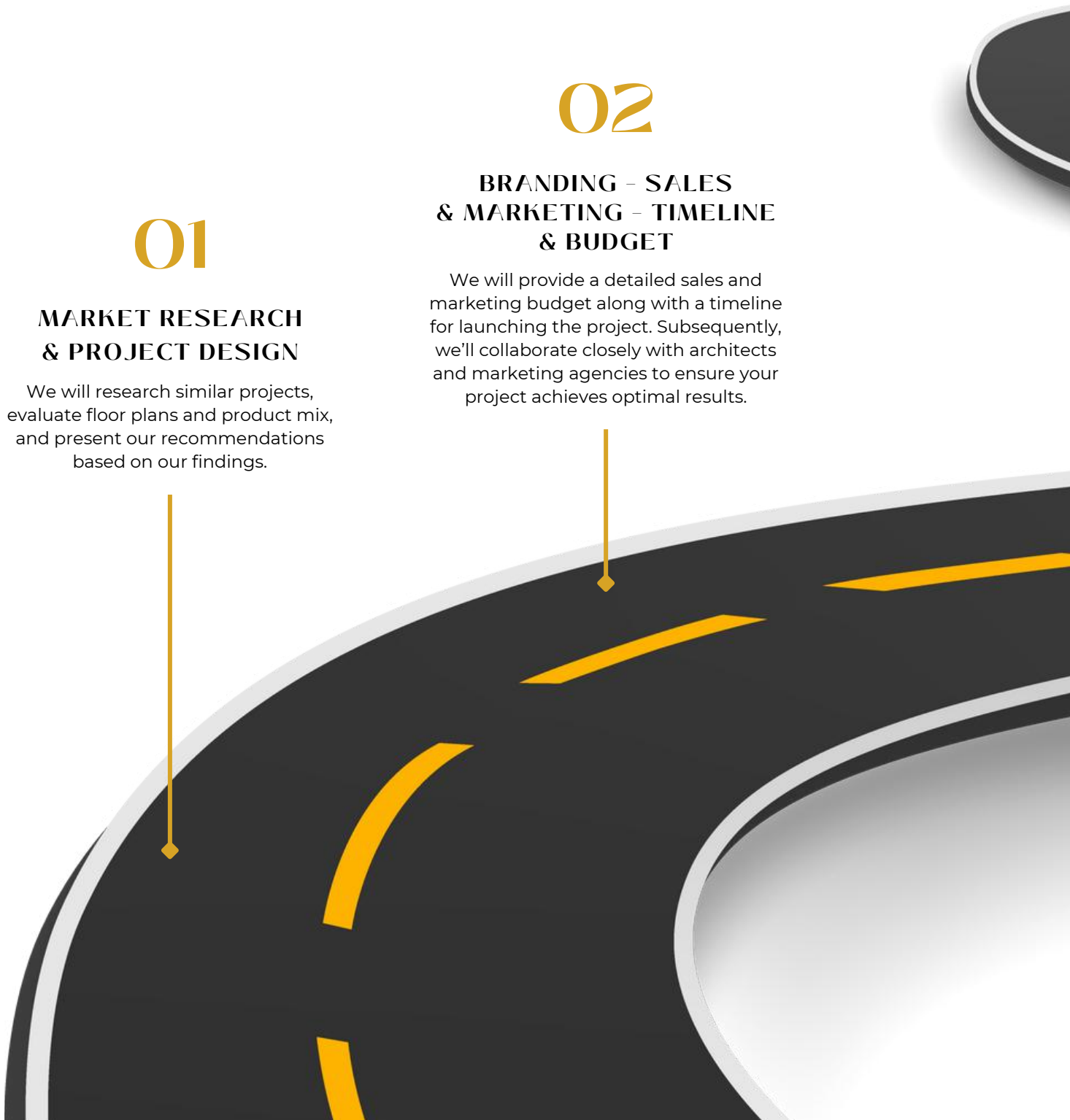
MARKET RESEARCH & PROJECT DESIGN

We will research similar projects, evaluate floor plans and product mix, and present our recommendations based on our findings.

02

BRANDING - SALES & MARKETING - TIMELINE & BUDGET

We will provide a detailed sales and marketing budget along with a timeline for launching the project. Subsequently, we'll collaborate closely with architects and marketing agencies to ensure your project achieves optimal results.



03

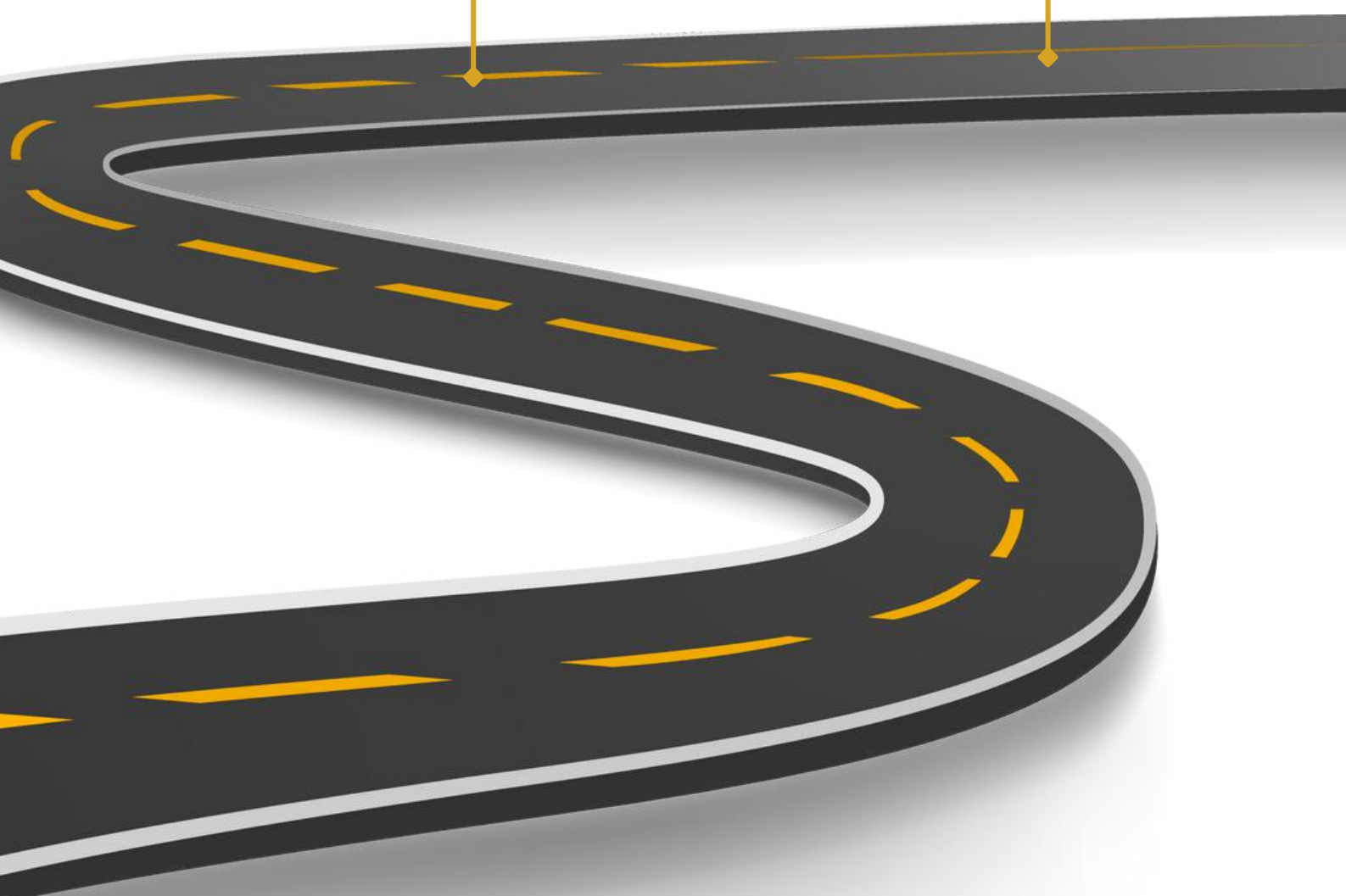
PRICING – PROJECT LAUNCH & STAGED INVENTORY RELEASE

We will release the project in stages, Increase prices to shift demand and monitor sales patterns to ensure that we don't end up with residual inventory.

04

INVESTMENT SEMINARS

We collaborate with our network by hosting investment seminars for their prospective buyers and assisting them in finalising sales. It's our dedication to going the extra mile that ensures exceptional results for our developers.





Working with our **NETWORK**

Under this option, we are allocated a certain number of levels on an exclusive basis for a certain period of time, generally 3 months. This engagement strategy suits developers seeking to increase the current sales volume through an empowered network of professional agents.

- We will sell out the inventory you allocate to us within the term of our engagement
- We will develop EDM's, custom project presentations and a Buyers Guide to conduct investment seminars for our network buyers
- Our Business Development team will follow up with each buyer individually together with our network weekly and after each seminar
- We will liaise with your sales admin team and solicitors to ensure our sales are exchanged
- We will follow up on the settlement process to ensure our sales are settled
- We will not interfere with your sales display and or current sales operation
- We will not advertise the project across your normal advertising platforms

A UNIQUE APPROACH TO PROJECT LAUNCHES

We will present the selected inventory to our network at an agent training event and then continue to work with our network supporting them with marketing collateral, training, coaching and presenting your project to our network potential buyers through our custom designed investment seminars adding more sales to your existing day to day operation.



A UNIQUE APPROACH TO LEAD GENERATION

We will generate our leads through our panel lead generating partners via social media - without mentioning the project or its brand - and through our partner agent network databases.



Our

PROCESS

AS A NETWORK PARTNER

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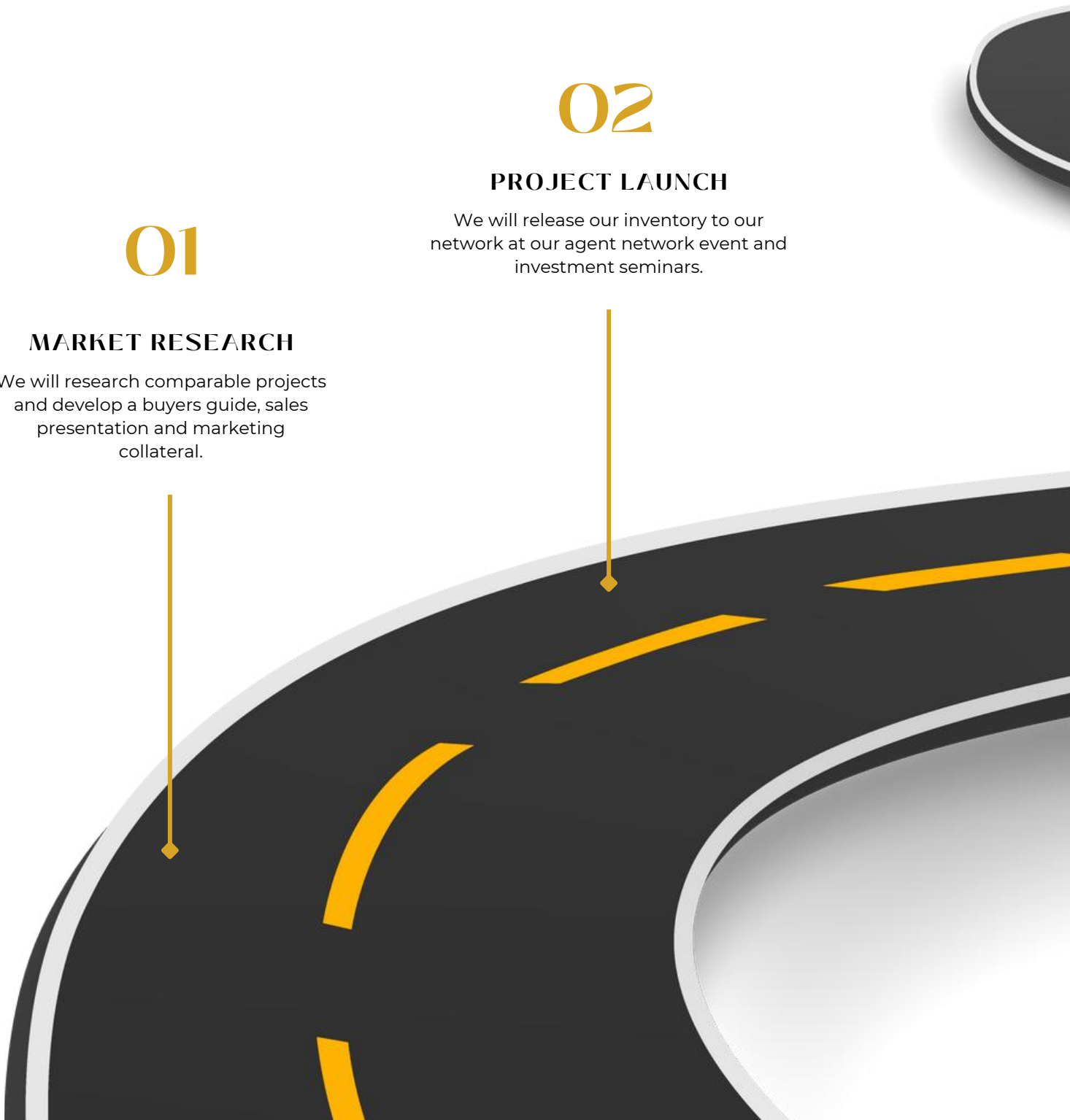
MARKET RESEARCH

We will research comparable projects and develop a buyers guide, sales presentation and marketing collateral.

02

PROJECT LAUNCH

We will release our inventory to our network at our agent network event and investment seminars.



03

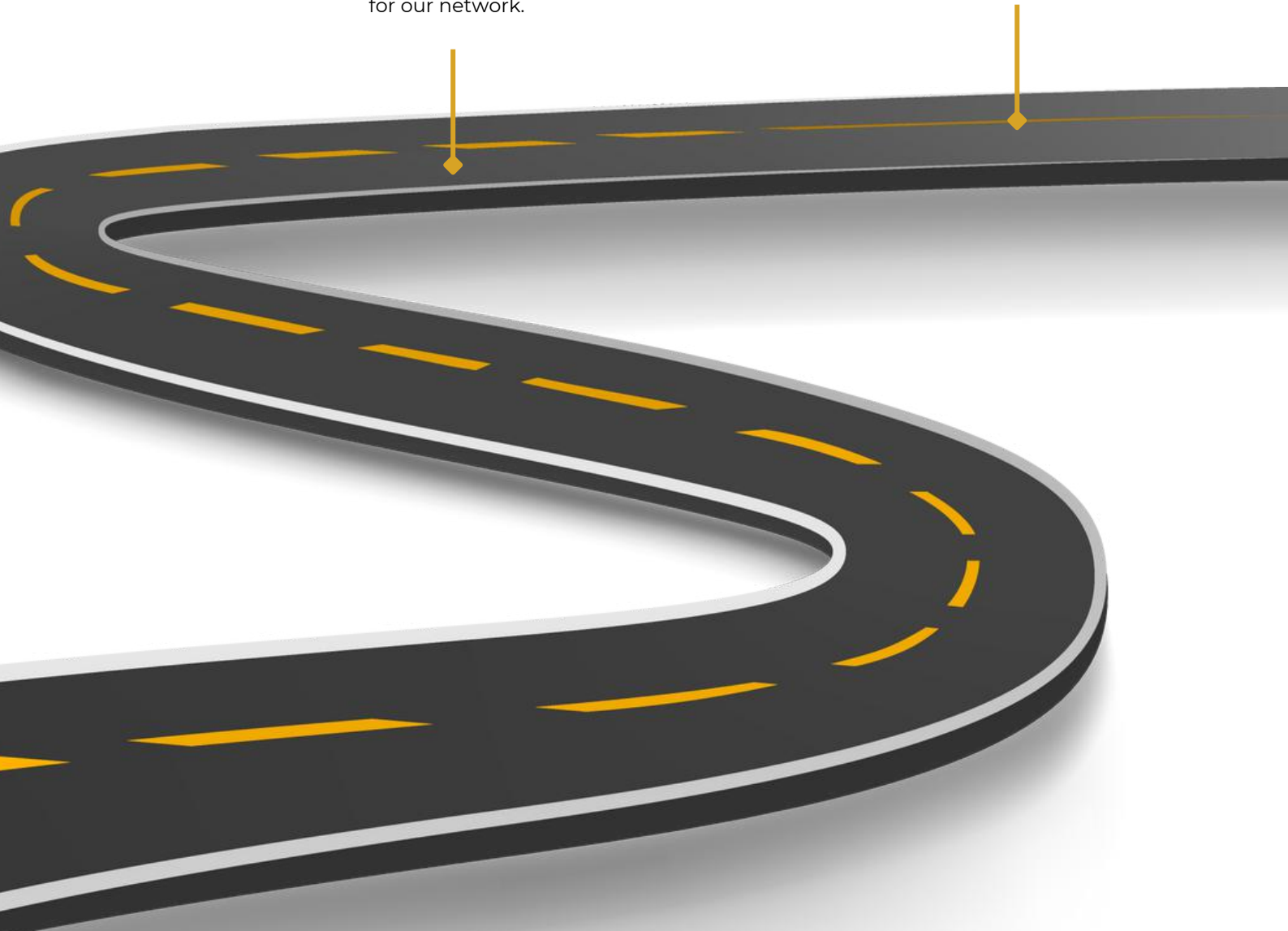
INVESTMENT SEMINARS

We work with our network by conducting investment seminars for their potential buyers and support them in closing sales. It is that extra mile we are committed to undertaking that delivers quality results for our network.

04

PROJECT TRAINING

At KANDEAL, we are dedicated to enhancing our network's success by generating additional sales opportunities through targeted training and coaching for potential buyers. Our approach includes a thorough project marketing module that REDEFINES TEAMWORK.



KANDEAL X CHANGE

Our exclusive Kandeal Exchange platform is transforming the real estate brokerage landscape, offering unique property and investment opportunities throughout Australia. By connecting brokers with our team of experts at Kandeal, our platform promotes business growth and supports the advancement of both new and experienced professionals in the property market by allowing them to refer clients to us seamlessly.

For our developers, this means your projects will gain extensive visibility within the property sector. This ensures that all potential clients—whether they are actively searching for a property or are in a position to buy but not yet aware of it—are reached.

With over 80 active brokers and growing, the Kandeal Exchange platform is set to revolutionise the industry and set Kandeal apart!







**A GREAT NETWORK PLATFORM
DOESN'T HAPPEN BY ACCIDENT,
IT HAPPENS THROUGH THE EFFORT
WE PUT INTO WHAT WE DO, AND THE
BENEFITS OUR NETWORK AGENTS
AND THEIR CLIENTS GAIN FROM
WHAT WE DO!**



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PROJECTS

Current
PROJECTS





BAYOU, WOLLI CREEK

- Developer: TQM Group
- 98 1, 2 & 3 bedroom apartments
- 23 Innesale Road, Wollri Creek NSW

BELLE VUE, WOLLI CREEK

- Developer: Buildview Group
- Studio, 1, 2 & 3 bedroom apartments
- 1-5 Arncliffe Street, Wollri Creek NSW

2ND AVENUE, BLACKTOWN

- Developer: Landmark Group
- 324 1 & 2 bedroom apartments
- 11-17 Second Avenue, Blacktown NSW

88 LIVIE, CARLINGFORD

- Developer: Peihe Realty
- 88 Studio, 1, 2 & 3 bedroom apartments
- 780-786 Pennant Hills Rd, Carlingford NSW

PARAMOUNT ON PARKES, HARRIS PARK

- Developer: Aland
- 331 1, 2 & 3 bedroom apartments
- 20 Parkes Street, Harris Park NSW

TORRESIAN ESTATE, THIRLMERE

- Developer: One Way DC
- 13 Dual Key H&L Packages
- 18 Jarvis Street, Thirlmere NSW

EVO, FAIRFIELD

- Developer: Level 33
- 98 1, 2 & 3 bedroom apartments
- 46-54 Court Road, Fairfield NSW

BRIDGE ROAD, HOMEBUSH

- Developer: Ventus
- 80 1, 2 & 3 bedroom apartments
- 3-5 Bridge Road, Homebush NSW

JACARANDA, CARLINGFORD

- Developer: Masscon
- 133 1, 2 & 3 bedroom apartments
- 16 Thallon Street, Carlingford NSW

ARCHIBALD, GOSFORD

- Developer: Aland
- 323 1, 2 & 3 bedroom apartments
- 108 Donnison Street, Gosford NSW

THE GLADSTONE, MERRYLANDS

- Developer: Aland
- 363 1, 2 & 3 bedroom apartments
- 224-240 Pitt Street, Merrylands NSW

BEYOND, HURSTVILLE

- Developer: Fridcorp
- 563 1, 2 & 3 bedroom apartments
- 99 Forest Road, Hurstville NSW

JASMINE, SCHOFIELDS

- Developer: Aland
- 405 1, 2 & 3 Bedroom Apartments
- 38 Manchester Drive, Schofields NSW

DAIRY FARMERS, NEWCASTLE WEST

- Developer: Thirdi Group
- 182 1, 2 & 3 bedroom apartments
- 924 Hunter Street, Newcastle West NSW

A&K, WOLLONGONG

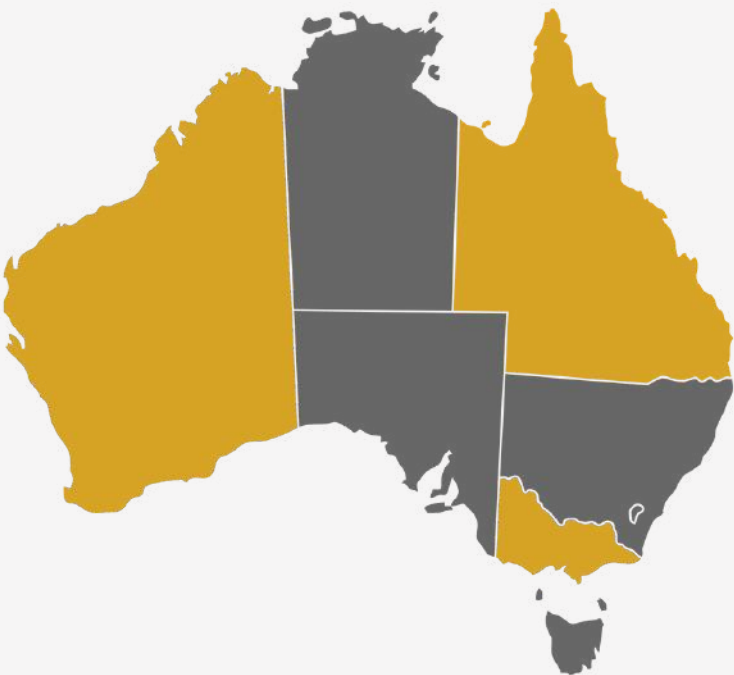
- Developer: Level 33
- 1, 2 & 3 bedroom apartments
- 30 Ellen Street, Wollongong NSW

THE LENNOX, PARRAMATTA

- Developer: Novm
 - 413 1, 2, 3 & 4 bedroom apartments
 - 12 Phillip Street, Parramatta NSW
-



Current
PROJECTS





26 VISTA, NORTHCLIFFE

- Developer: MRCB International
- 280 1, 2, 3 & 4 bedroom apartments
- 26 Vista Street, Northcliffe QLD

MONARCH PLACE, SOUTHPORT

- Developer: Azzura
- 323 1, 2, 3 & 4 bedroom apartments
- 14-22 Meron Street, Southport QLD

ORAMA, SURFERS PARADISE

- Developer: Aniko Group
- 102 2 & 3 bedroom apartments
- 2-16 Weemala Street, Surfers Paradise QLD

CAPRI, SURFERS PARADISE

- Developer: Monaco Property Group
- 48 3 & 4 bedroom villas
- 81 Salerno Street, Surfers Paradise QLD

EDEN, SOUTHPORT

- Developer: Eden 2022
- 54 2 & 3 bedroom apartments
- 20 Bauer Street, Southport QLD

REGAL RESIDENCES, SOUTHPORT

- Developer: Azzura
- 223 1, 2 & 3 bedroom apartments
- 59-73 Meron Street, Southport QLD

TERESA LANE, LABRADOR

- Developer: Hybrid Projects
- 10 4 bedroom homes
- Teresa Lane, Labrador QLD

RUBY RUBY, MILTON

- Developer: Kokoda Property
- 145 1, 2 & 3 bedroom apartments
- 12 Crombie Street, Milton QLD

YVES, MERMAID BEACH

- Developer: Hirsch & Faigen
- 145 1, 2, 3 & 4 bedroom apartments
- 7-9 Mermaid Avenue, Mermaid Beach QLD

CIENNA, VARSITY LAKES

- Developer: Homecorp
- 257 1 & 2 bedroom apartments
- 2 Capital Ct, Varsity Lakes QLD

BRUNSWICK YARD, BRUNSWICK

- Developer: Gersh
- 122 1, 2 & 3 bedroom apartments
- 8 Ballarat Street, Brunswick VIC

PARKHILL, WEST MELBOURNE

- Developer: Central Equity
- 161 1 & 2 bedroom apartments
- 408 Spencer Street, West Melbourne VIC

FOCUS, SOUTHBANK

- Developer: Central Equity
- 591 1, 2 & 3 bedroom apartments
- 81 City Road, Southbank VIC

MALVERN COLLECTIVE, MALVERN

- Developer: Kokoda Property
- 289 1, 2 & 3 Bedroom Apartments
- 2 Station Place, Malvern VIC

YARRA PARK, ALPHINGTON

- Developer: Uhome
- 61 2 & 3 bedroom townhomes
- 55-57 Parkview Road, Alphington VIC

AZZURA SQUARE, SOUTH HEDLAND

- Developer: Azzura
 - 400 1, 2 & 3 bedroom apartments
 - 1-13 Colebatch Way, South Hedland WA
-



Past
PROJECTS



PROJECTS MARKETED IN AUSTRALIA

Vogue	Rosebery	NSW	Sugarcube	Erskineville	NSW
Jolyn Place	Rosebery	NSW	Billiard	Gladesville	NSW
Sky View	Castle Hill	NSW	Woolooware Bay	Woolooware	NSW
Amara	Alexandria	NSW	Asper	Rosebery	NSW
Eight Eighty-Eight	Villawood	NSW	York & George	Sydney CBD	NSW
Homebush Gardens	Homebush	NSW	Bay Pavilion	Lane Cove	NSW
Babylon Gardens	Rouse Hill	NSW	Avant	Lakemba	NSW
Inspire	Blacktown CBD	NSW	Pemberton Park	Botany	NSW
Cahill Garden	Wolli Creek	NSW	Park Rise	Waitara	NSW
Belysa	Blacktown CBD	NSW	Atmosphere	Castle Hill	NSW
Esplanade	Norwest	NSW	88 Alfred St.	Milsons Point	NSW
Mills Holroyd	Merrylands	NSW	Aura	Yagoona	NSW
High Gardens	Eastwood	NSW	Rise	Parramatta	NSW
Infinity	Canterbury	NSW	The Jameson	Sans Souci	NSW
Veridian	Kogarah	NSW	Park Grove	Botany	NSW
Amber Terraces	Little Bay	NSW	V By CROWN	Parramatta	NSW
Vicinity	Canterbury	NSW	Live City	Footscray	VIC
Flour Mills	Summer Hill	NSW	Prospect	Box Hill	VIC
Imperial	Hurstville	NSW	Brisbane One	South Brisbane	QLD
Southbank	Wolli Creek	NSW	Lotus Towers	Kangaroo Point	QLD
Crimson Hill	Lindfield	NSW	Maison	Rochedale	QLD
East Square	Mascot	NSW	The Gallery	Broadbeach	QLD
The Grand	Kellyville	NSW	The Pearl	Main Beach	QLD
Altitude	Blacktown	NSW			



Past
PROJECTS



PROJECTS MARKETED OVERSEAS

China Pakistan Economic Corridor		UK USA
One Business Bay	Business Bay	DUBAI
The Binary	Business Bay	DUBAI
I Cube	Business Bay	DUBAI
Bays Water	Business Bay	DUBAI
The Gemini	Business Bay	DUBAI
Tera Del Sol	The Gardens	DUBAI
Lake Terrace	Jumeirah Lakes	DUBAI
Lake View	Jumeirah Lakes	DUBAI
Executive Heights	Media City	DUBAI
Ocean Heights	Dubai Marina	DUBAI
The Waves	Dubai Marina	DUBAI
Park Towers	DIFC	DUBAI
Park Terrace	Palm Jumeirah	DUBAI
Marina Terrace	Dubai Marina	DUBAI

Disclaimer:

While all the above projects have been marketed and sold by our managing director and our network partners over the last 20 years, however some of the above projects have been marketed and sold under different entities and different network arrangements pending the time launched and the network availability and location at the time.



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SALES & MARKETING



What We OFFER

KANDEAL Residential Project Marketing provides a complete consultancy service for residential development, backed by our extensive knowledge and experience.

We offer a network of project marketing agencies across Australia's East Coast, supported by approximately 300 professionals nationwide. Understanding that project marketing is a highly specialised field, we are dedicated to appoint the best professionals in the industry.

OUR PROJECT MARKETING SERVICES INCLUDE:

- Comprehensive sales and marketing services for off-plan projects prior to project completion
- Pricing strategy and structure
- Product design advisory with a focus on functionality, buyer preferences and product mix to maximise values and market appeal
- Project branding and positioning
- Individualised marketing budgets and media campaigns
- Sales display planning and fit-outs
- Marketing tools and materials
- Website development
- Market research and trends
- Strategies and initiatives
- In-house systems were created to support sales of various project sizes fully and enhance project databases, client reporting, market research, and marketing investment
- Financial intermediary sales channels for purchaser referrals generated via a large network of project marketers across Australia
- After-sales client service and settlement management



A Unique APPROACH

OUR TEAM IS YOUR TEAM

KANDEAL take great pride in being involved in every stage of development, providing a hands-on approach, and working closely with developers, architects, town planners and marketing agencies to ensure your project achieves maximum results.

We have extensive experience managing a diverse range of projects, from luxury high-rises and large multistage mixed-use developments to small boutique projects. Our work with major property developers has provided us with in-depth experience in overseeing large projects from the client's perspective and a deep understanding of your financial drivers.

At KANDEAL we understand that each project is different therefore the same pricing methodology and price escalation strategy can not be applied. We identify a unique strategy for every project, to ensure that prices are set correctly and escalated as much as possible. We price each apartment individually to ensure we maximise the value potential of each apartment.

Our meticulously managed release and sales process creates a high level of market interest and urgency, driving price increases throughout the sales cycle. This approach ensures that no additional revenue is overlooked and that accurate information on inventory levels and buyer interest is consistently available.

OUR REPORTING

Our project reporting provides instant real-time reporting and includes.

- Sales, deposits, and contracts issued and exchanged
- Lead source - how potential buyers heard about your project
- Buyer's profile - demographic and budget
- Lead quality rated as a result of the enquiry
- Conversion rates sales against leads generated
- Campaign performance - marketing spend and return
- Revenue snapshot - inventory sold and available.

This allows you to have constant visibility on your project's performance and guides the strategy on inventory release and price uplift. It also identifies opportunities to reduce campaign costs or better forecast any future marketing spend.









Working with our

AGENT NETWORK

Managed personally by our Managing Director and our Business Development Directors, KANDEAL retains strong relations with over 300 Investment Referral Network Agents that are active across the nation. Our management strategy has redefined the way we approach our Project Marketing Network providing them with an unmatched service that includes:

- Training our network and their internal sales team on project knowledge, and selling skills to handle project objections through our KANDEAL Academy. These training sessions are offered free to our network to ensure they all participate in the training.
- Preparing marketing materials for the network including a 28-page Buyers Guide which includes a comprehensive selling brochure to hand out to prospective investors and buyers, a Sales Presentation to assist them in selling the project and an Executive Summary to email out to their inquiries before the meeting. By doing so, we ensure that everyone working on your project is following the same selling approach.
- Preparing comprehensive sales tools including Purchase Procedures, Sales Advice, Depreciation Schedules, Schedule of Finishes, Floor Plans, CGIs and Upgrade options 'if applicable'.
- Conduct investment seminars on a regular basis for our network's prospective buyers. Each agency is on a separate evening with their potential purchasers to close sales. Please note that we will require incentives to offer the audience and encourage them to make a purchase at these seminars.



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- Provide the network with EDMs 'Electronic Direct Mail' branded with their logo and uniformly designed to send out to their database to generate interest in the project. This ensures that leads are generated at a low cost to you and also ensures that the branding and marketing of the project are uniform.
 - Generating our own leads through our lead-generating partners who guarantee 50 qualified leads per month for a small fee which has always generated sales in return. These leads are managed internally by our qualified Business Development Managers which allows them to increase sales keeping their finger on the pulse regarding project objections and challenges generating selling ideas to train our network selling the project.
 - We provide added value to our network of buyers by assisting them in their purchase through our range of third-party partners. This includes referring them to qualified Mortgage Planners and assisting them in completing their deposit using their rental income with our | Invest W' Rent | scheme.
- 

NOT YOUR TYPICAL PROJECT MARKETING AGENCY

We're not your typical Project Marketing Agency that simply offers a one-day training session and sends out a price list to agents. Our approach to project marketing goes beyond basic training!

Over the last 12 years, we have developed a process enabling us to work closely with our network and ensure they sell the project effectively. We develop marketing materials and sales presentations, conduct investment seminars and train them in closing the sale.


Our ongoing training, sales tools and marketing collateral ensure that the network is equipped with the tools they need to sell the project effectively. We keep repeating this process with every agency in our network until the project is sold.







Digital MARKETING



Our strategy is designed to minimise your costs and maximise your returns by enhancing our service, improving the purchaser experience, and elevating your brand. Our Digital Marketing team is dedicated to ongoing improvement, focusing on social media advertising that generates leads at an unprecedented low cost.

With no boundaries to our advertising reach, our relentless commitment to success keeps us at the forefront of project marketing. As we continue to deliver exceptional results for our developers, we are continually redefining Digital Marketing.

To support you, we cap our digital marketing costs and include social media advertising, customised EDMs for each network partner, and regular project launches with incentives at our agent events.



**PROJECT MARKETING IS NOT A
NEW IDEA, WHAT IS DIFFERENT
IS OUR STRATEGY WHICH HAS
REDEFINED PROJECT
MARKETING!**





1800 526 332

WWW.KANDEAL.COM.AU