



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, collaborating with property professionals along Australia's East Coast. We deliver exceptional investment and owner-occupier opportunities, connecting our developers with our Property Agency Network Partners and their clients. Backed by in-depth research and an innovative sales process, KANDEAL is redefining the way property projects are marketed and sold.

At KANDEAL, we have always believed that the success of project sales comes from the collective strength of an empowered team of professionals, not the efforts of a single entity. As we continue to innovate and refine our approach, we have REDEFINED PROJECT MARKETING.

Over the past 30 years, I've learned that every agency has its own unique database and approach to connecting with buyers. Over time, I've refined how I collaborate with my network, which has been a key factor in the successful sell-out of our projects. Today, as we continue striving for excellence, we have REDEFINED TEAMWORK.

Our strategy is designed to minimise your costs and maximise your returns by elevating our service, enhancing the buyer experience, and strengthening your brand. Our unwavering commitment to success has positioned us as leaders in the project marketing industry. As we continue to deliver outstanding results for our developers, we have REDEFINED TRUST.

At KANDEAL, we believe that business success—like building a great project—is built on the foundation of an empowered network of professionals. Through our unique strategy, we inspire, train, and motivate others to achieve outstanding results and REDEFINE SUCCESS.



SAM KANDIL
CEO & 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.

Sam has cultivated a thriving network of over 300 active agencies along Australia's East Coast and has mentored more than 3,000 individual sales agents, helping them refine their skills and close deals effectively.

This thriving network culture allows Sam and the Kandeal Team to launch projects at agent events, host investment seminars, and provide essential marketing materials and administrative support, ensuring seamless execution and successful outcomes.

By staying ahead in a constantly evolving market, Sam's visionary leadership continues to set KANDEAL apart as a leader in project marketing.



SAM KANDIL
CEO & MANAGING DIRECTOR





30+

YEARS
EXPERIENCE

12+

BILLION DOLLARS
IN SALES



70+

**PROJECTS
MARKETED IN
AUSTRALIA**

16+

**PROJECTS
MARKETED
OVERSEAS**



**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

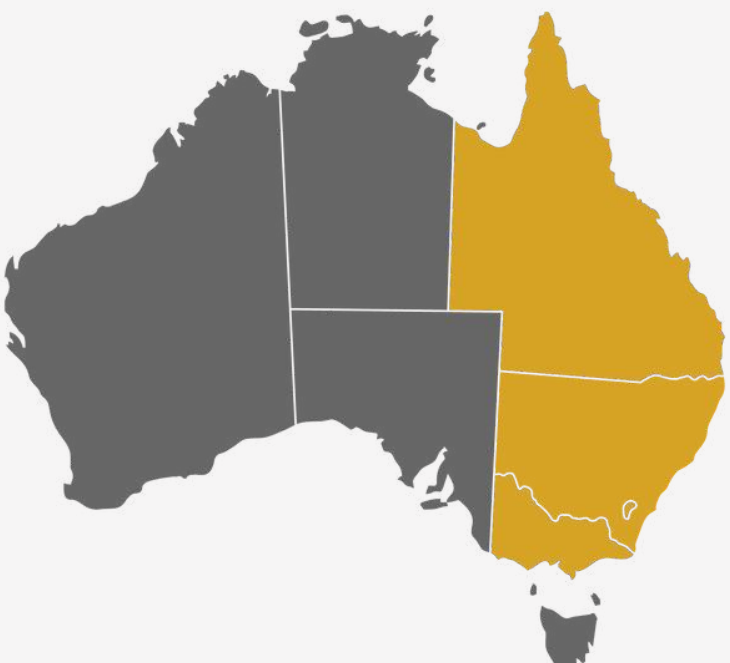
Our commitment to succeed has given us the insight to understand what works and what doesn't. At KANDEAL, we are committed to continuous improvement, driven by a vision to set the standard in REDEFINING PROJECT MARKETING.

- - We conduct thorough research on competing projects and provide a comprehensive analysis of pricing, project mix, and amenities.
- We don't engage with any project that directly competes with yours
- We strategically stage stock releases, monitoring sales patterns to avoid residual stock
- Our pricing strategy includes targeted increases on high-demand layouts to encourage interest in less preferred units
- We will constantly maintain a high conversion rate of enquiries: sales to reduce the cost of sales
- We engage our Agent Network to generate leads from their extensive databases
- We design custom project presentations and a tailored Buyers Guide to conduct investment seminars for our network buyers
- Our Business Development team, in collaboration with our network, will individually follow up with each buyer after every seminar
- We are committed to achieving sales targets within the agreed timeframe
- To ensure smooth transactions, we coordinate with your sales administration team and solicitor to finalise exchanges
- We actively oversee the settlement process to ensure all sales are settled

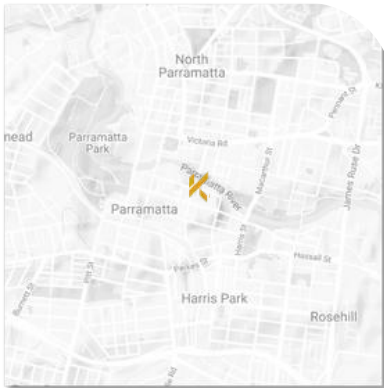




Our OFFICES

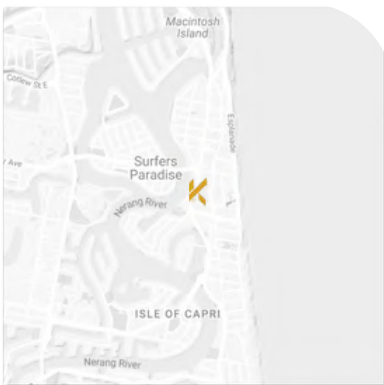


With offices in Sydney, Gold Coast and Melbourne, we are strategically positioned to leverage the unique strengths of each city's market. **Sydney offers premium opportunities**, the **Gold Coast boasts significant growth potential**, and **Melbourne thrives with its vibrant environment**. Together, these cities enhance our ability to serve a diverse client base and capitalise on various real estate trends. This multi-city approach not only expands our market reach but also strengthens our overall position in the Australian real estate sector.



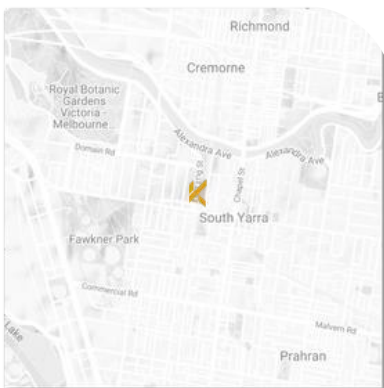
SYDNEY HEAD OFFICE

 S9 L9, 111 Phillip 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

At KANDEAL, our love for property drives everything we do. But it takes more than just passion to make us the top-performing property network platform. As your strategic partner, we offer a fully integrated approach to marketing your project, covering everything from research, pricing, and display management to lead generation and sales. Our network of skilled agents drives success through investment seminars and targeted marketing strategies.

REDEFINING RESEARCH & PROJECT DESIGN

A key pillar of our approach is our deep market knowledge, rigorous research, and fact-based recommendations. From the early stages of development, we provide strategic insights to keep you informed on market trends and project performance. Our expertise extends across all aspects of project marketing, including design, branding, positioning, and research, ensuring a successful launch and sellout strategy.



REDEFINING PRICING & INVENTORY RELEASE

At KANDEAL, the value we bring to this partnership goes far beyond sales and marketing expertise. We implement a staged project release strategy, allowing us to adjust prices based on demand. By closely monitoring sales patterns, we can identify high-demand aspects or layouts and strategically shift interest toward less preferred units, ensuring an even sell-through and avoiding residual inventory. Throughout every stage of the project, we provide expert guidance to maximise your investment and deliver lasting value to you.







REDEFINING LEAD GENERATION

In today's digital world, effective lead generation is a crucial component of project marketing success, directly influencing the cost of sales. At KANDEAL, our success stems from our collaborative approach with our network. We conduct targeted investment seminars for their potential buyers and provide hands-on support in closing sales. This commitment to going the extra mile ensures quality results for our developers.



REDEFINING PROJECT LAUNCHES

Our process is designed to maximise success by releasing your project in stages to a carefully chosen group of network agencies throughout the sales cycle. At each stage, we partner with a different Network Partner, continuing this approach until the project is fully sold. We provide comprehensive support to our selected network, including marketing collateral, training, coaching, and tailored investment seminars for their buyers, ensuring the project meets its goals efficiently and effectively.



REDEFINING INTERNATIONAL SALES

Not every project is suited for international markets, as success depends on various factors, and trial-and-error approaches can be costly and inefficient. At KANDEAL, we carefully assess international demand before presenting a project to our global partners. We only proceed with overseas roadshows when we have solid evidence of demand. Our international partners understand our commitment to results, and we ensure that any international launch is strategically planned to avoid returning empty-handed.



Our PROCESS

AS A STRATEGIC PARTNER

01

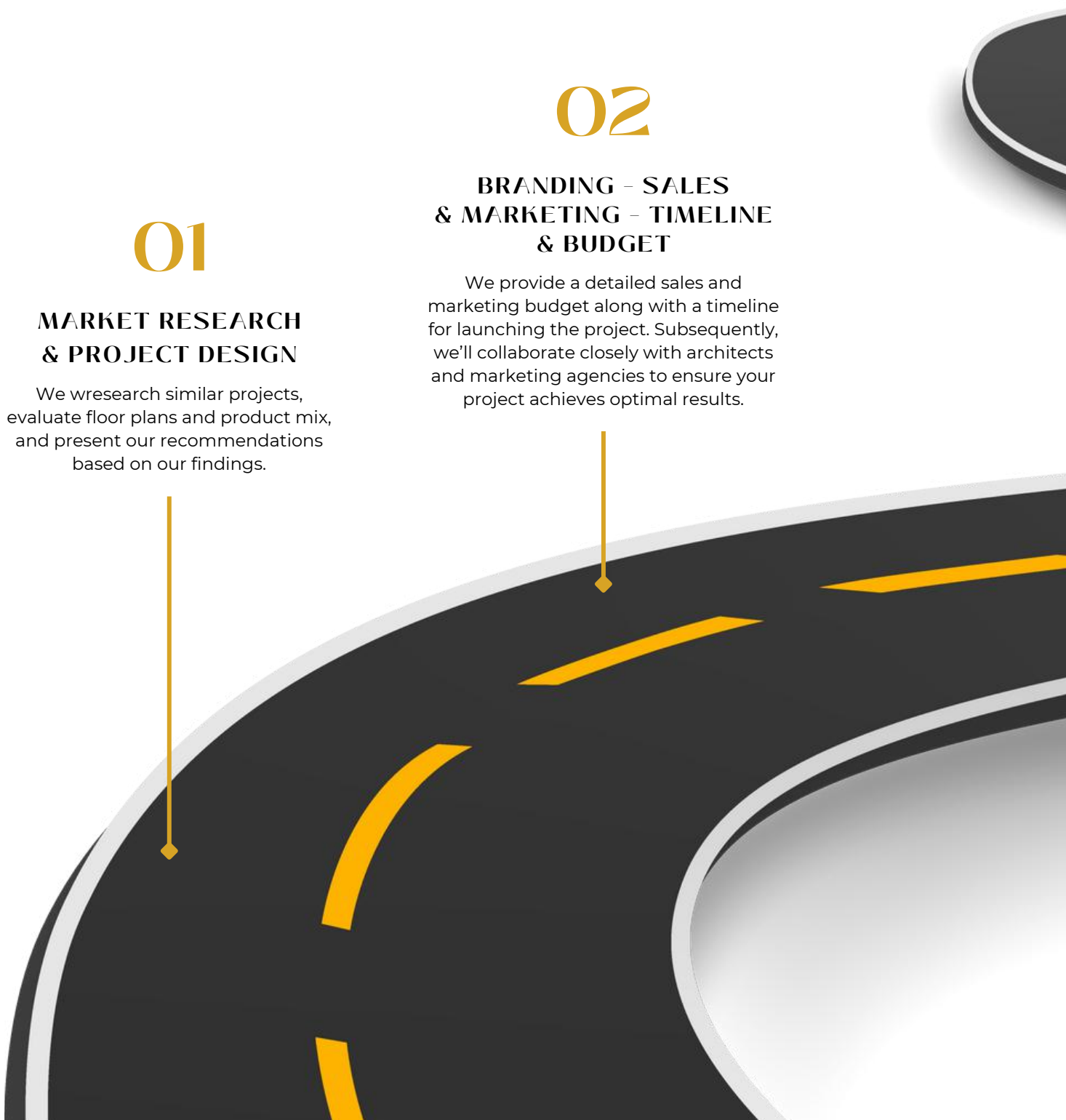
MARKET RESEARCH & PROJECT DESIGN

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

02

BRANDING – SALES & MARKETING – TIMELINE & BUDGET

We 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

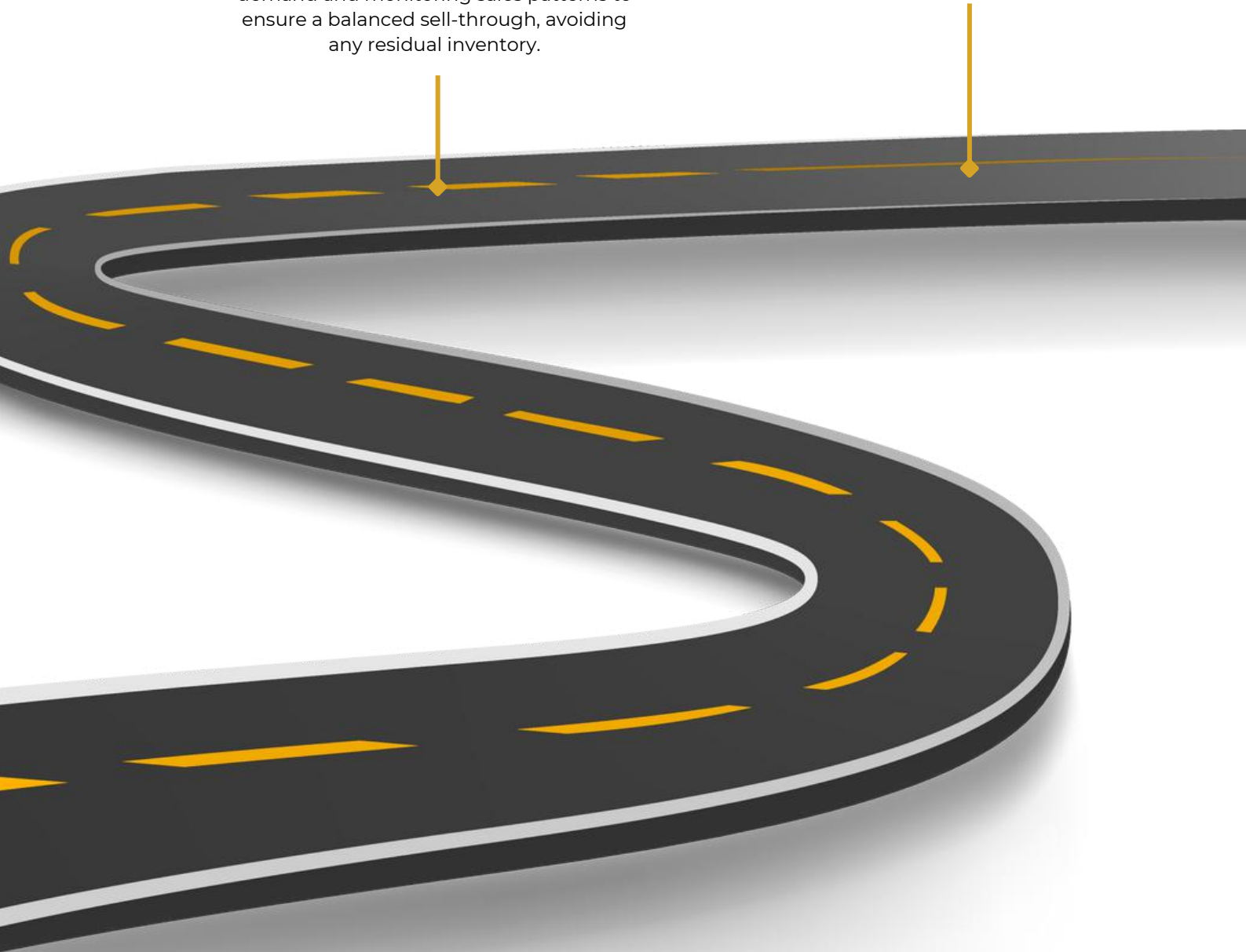
PRICING – PROJECT LAUNCH & STAGED INVENTORY RELEASE

We implement a staged release strategy, adjusting prices strategically to shift demand and monitoring sales patterns to ensure a balanced sell-through, avoiding any residual inventory.

04

INVESTMENT SEMINARS

We work closely with our network by hosting investment seminars for their prospective buyers and providing support to help finalise sales. Our commitment to going the extra mile is what drives 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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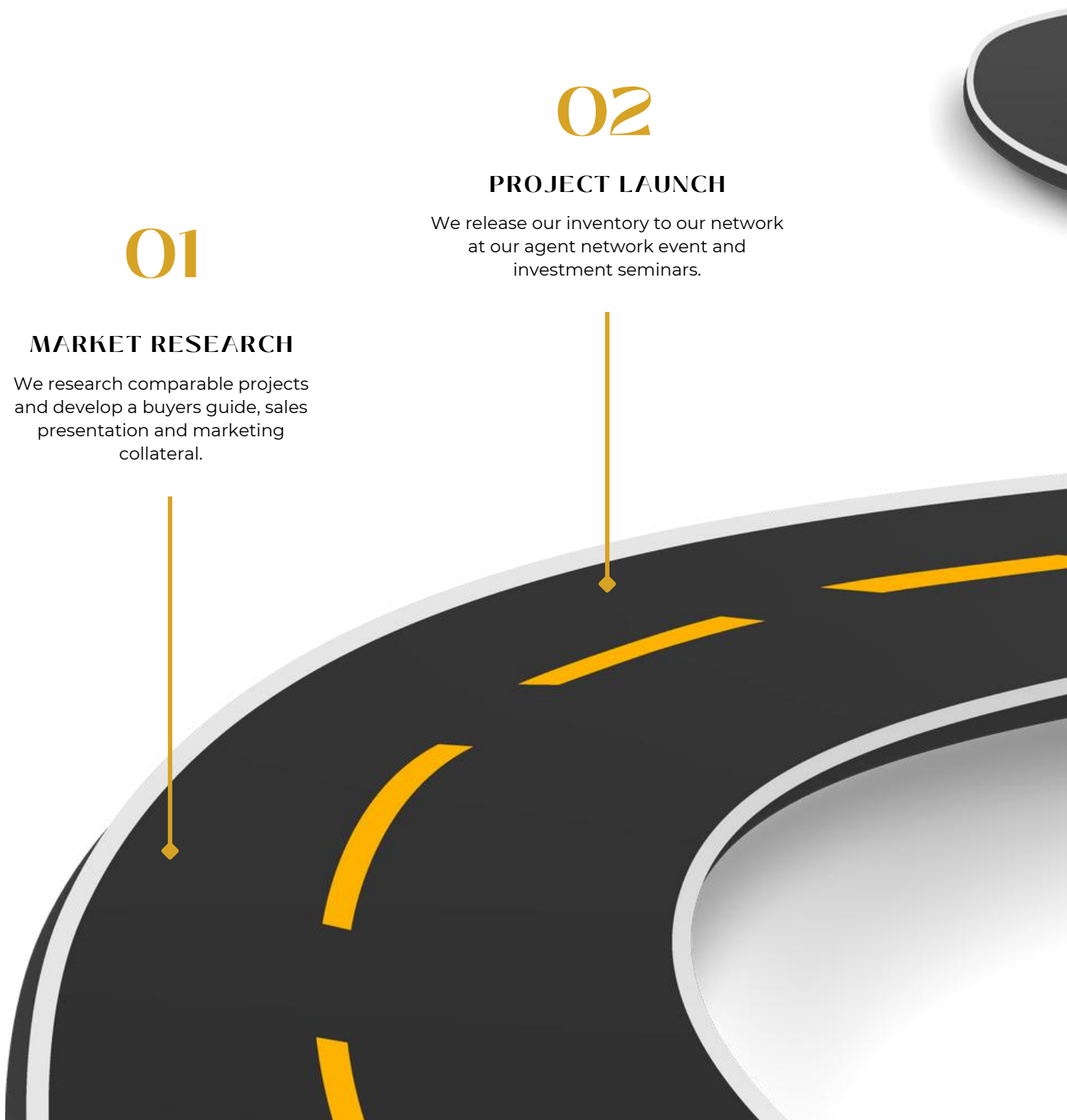
MARKET RESEARCH

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

02

PROJECT LAUNCH

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



03

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.

04

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.





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!**



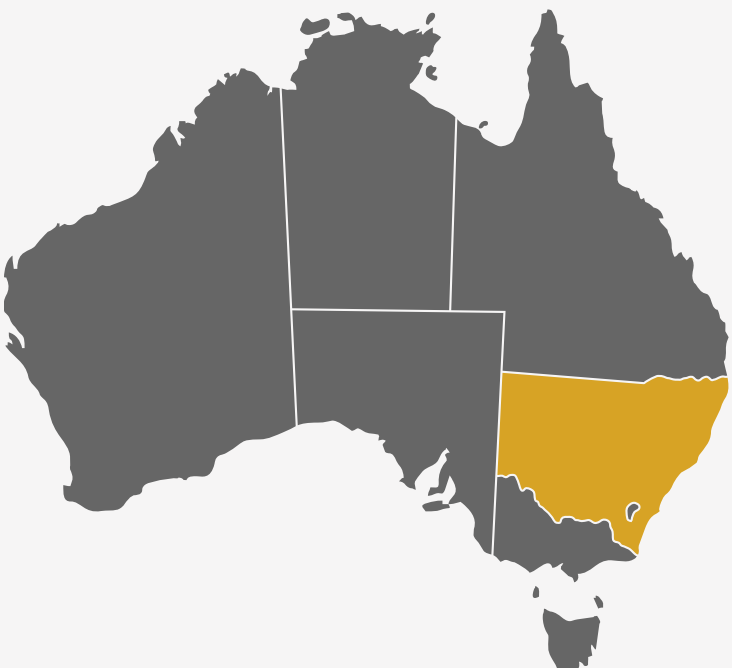
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PROJECTS

Current PROJECTS





BAYOU, WOLLI CREEK

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

BELLE VUE, WOLLI CREEK

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

ASHBURY TERRACES

- Developer: Coronation Property
- 59 3 bedroom terrace homes
- 161-165 Milton Street, Ashbury NSW

A&K, WOLLONGONG

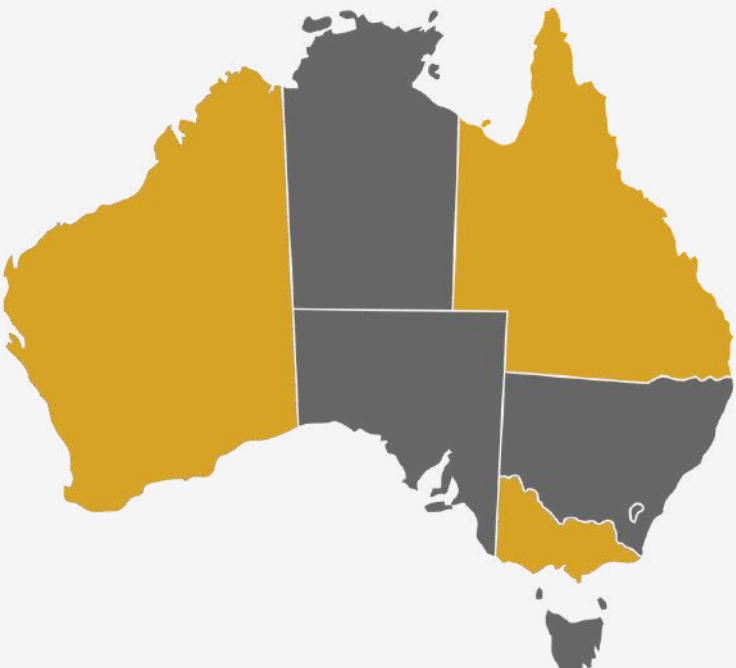
- Developer: Level 33
- 1, 2 & 3 bedroom apartments
- 30 Ellen Street, Wollongong NSW

SERENITY GARDENS, ROCKDALE

- Developer: Buildview Corp
 - 36 1, 2 & 3 bedroom apartments
 - 1-3 Ashton Street, Rockdale 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

100 ON LEICHHARDT, SPRING HILL

- Developer: Dibcorp
- 119 1, 2 & 3 bedroom apartments
- 100 Leichhardt Street, Spring Hill QLD

AVOCA RESIDENCES

- Developer: MBC Prestige
- 50, 2 & 3 bedroom apartments
- 6 Koel Circuit, Peregian Springs QLD

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

THE FIELDS, BELLFIELD

- Developer: Glenvill
- 2, 3 & 4 bedroom townhomes
- 96 Oriel Road, Bellfield VIC

AZZURA SQUARE, SOUTH HEDLAND

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



Past PROJECTS



PROJECTS MARKETING IN AUSTRALIA

Vogue	Rosebery	NSW	Sugarcube	Ersineville	NSW
Jolyn Place	Rosebery	NSW	Billiard	Gladesville	NSW
Sky View	Castle Hill	NSW	Woollooware Bay	Woollooware	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	Rosedale	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 solutions for off-plan projects prior to completion
- Development of pricing strategies and structures
- Product design consultancy focused on functionality, buyer preferences, and product mix to maximise value and market appeal
- Project branding and positioning
- Tailored marketing budgets and media campaigns
- Sales display planning and fit-outs
- Creation of marketing tools and materials
- Website development
- In-depth market research and trend analysis
- Strategic planning and initiatives
- In-house systems designed to support sales across various project sizes, enhancing project databases, client reporting, market research, and marketing investment
- Financial intermediary sales channels for purchaser referrals through an extensive network of project marketers across Australia
- After-sales service and settlement management



A Unique APPROACH

OUR TEAM IS YOUR TEAM

At KANDEAL, we take pride in being deeply involved in every stage of development, offering a hands-on approach that ensures your project achieves maximum success. We collaborate with developers, architects, town planners, and marketing agencies to optimise every aspect of your development.

With extensive experience managing a diverse portfolio — from luxury high-rises and large multistage mixed-use developments to boutique projects — we bring a unique perspective shaped by our work with major property developers. This allows us to not only oversee large-scale projects effectively but also align strategies with your financial goals.

We recognise that every project is unique, which is why we tailor our pricing methodology and escalation strategy to maximise returns. Each apartment is individually priced to unlock its full value potential, ensuring the best possible outcome for your development.

Our meticulously managed release and sales process generates strong market demand and a sense of urgency, strategically driving price increases throughout the sales cycle. By continuously monitoring inventory levels and buyer interest, we ensure that no revenue opportunity is overlooked and that your project remains positioned for success.

Let KANDEAL help you maximise the value of your development with our expertise, strategic approach, and hands-on execution.

OUR REPORTING

Our project reporting delivers instant access to key metrics, including:

- Sales, deposits, and contracts issued and exchanged
- Lead source: how potential buyers discovered your project
- Buyer profile: demographics and budget
- Lead quality: rated based on enquiry results
- Conversion rates: sales versus leads generated
- Campaign performance: marketing spend and return
- Revenue snapshot: inventory sold and available

This reporting provides constant visibility into your project's performance, guiding inventory release and price strategies. It also identifies opportunities to reduce campaign costs and forecast future marketing spend more accurately.







Working with our AGENT NETWORK

KANDEAL maintains strong relationships with over 300 active Investment Network Agents across the nation. Our management strategy has redefined the approach to Project Marketing, offering our network unmatched service that includes:

- 
- Training our network and their internal sales teams through the KANDEAL Academy, focusing on project knowledge and sales techniques to effectively handle objections. These training sessions are offered at no cost to our network, ensuring full participation and engagement.
 - Designing marketing materials for the network, including a 28-page Buyers Guide, a comprehensive selling brochure for prospective investors and buyers, a Sales Presentation to assist in project sales, and an Executive Summary to send to inquiries prior to meetings. This ensures that everyone involved in selling your project follows a consistent approach.
- 
- Providing detailed sales tools, including Purchase Procedures, Sales Advice, Depreciation Schedules, Schedule of Finishes, Floor Plans, CGIs, and Upgrade Options (if applicable).
 - Conducting regular investment seminars for our network's prospective buyers, with each agency hosting a separate session for their potential purchasers to facilitate sales. Please note that incentives will be required to encourage purchases at these seminars, helping drive successful outcomes.
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- Providing the network with branded EDMs (Electronic Direct Mail), featuring their logo and a uniform design, to send to their database. This generates interest in the project at a low cost, while maintaining consistent branding and marketing.
 - Through our lead-generating partners, we guarantee 50 qualified leads per month for a small fee, consistently delivering sales in return. These leads are managed by our skilled Business Development Managers, who stay on top of project objections and challenges, creating effective sales strategies and training our network.
 - We offer added value to our network by supporting buyers through our trusted third-party partners. This includes referrals to qualified Mortgage Planners and assistance in completing deposits using rental income through our "Invest W' Rent" scheme.
- 

NOT YOUR TYPICAL PROJECT MARKETING AGENCY

We're not your typical Project Marketing Agency that just provides a one-day training session and hands out a price list. Our approach goes far beyond basic training!

Over the past 12 years, we've developed a process that ensures our network is equipped to sell your project effectively. We create tailored marketing materials, impactful sales presentations, host investment seminars, and train agents in closing deals.

Our ongoing training, sales tools, and marketing collateral keep our network prepared and focused on driving results. We repeat this process with every agency in our network until your 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 SETS US APART
IS OUR STRATEGY, WHICH HAS
REDEFINED PROJECT MARKETING!**





1800 526 332

WWW.KANDEAL.COM.AU