



**COMPANY  
PROFILE**



# *Table of* **CONTENTS**

---

**01    A MESSAGE FROM OUR CEO**

---

**02    WHO WE ARE**  
- The Senior Team  
- Why KANDEAL  
- Our Offices

---

**03    HOW WE WORK TOGETHER**

---

**04    SALES & MARKETING**

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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 with the objective of offering 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 the result of a network of an empowered team of professionals and not the effort of a single entity. Today as we continue to redefine our process we have REDEFINED PROJECT MARKETING.

Our strategy focuses on minimising your costs and maximising your returns by enhancing our service to our network. Our commitment to succeed has kept us at the forefront of the project marketing industry and as we continue delivering exceptional results to both our developers and network we have REDEFINED TRUST.

So today I invite you to join our network of property professionals to work together as a team and REDEFINE SUCCESS.



**SAM KANDIL**  
**MANAGING DIRECTOR**



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WHO WE ARE



**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

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**SAMANTHA SAWAYA**  
Chief Operating Officer

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**MENA DERIAS**  
Director Of Sales

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**CHRISTIAN ELLUL**  
Head Of Business Development

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**FRANCINE SAVEGNAGO**  
Channel Manager





# *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 complete detailed research and develop a Buyers Guide for each project to provide to you and your team
- We will only list either exclusive projects or exclusive listings that are not available for sale outside our network
- We will release all our projects in stages and monitor sales patterns to ensure that we don't end up with residual inventory that is challenging to sell and then ask you to sell it
- We will design customised project presentations with your logo to conduct investment seminars for your database of buyers
- We will train your team at your request on selling and closing skills
- We will liaise with your sales admin team to ensure that sales are exchanged
- We will design EDMs and advertising ads for you to enhance your marketing and lead generation
- We will never compete with you in selling the project. We are a business-to-business platform
- We will only offer the project to a selected number of partners to ensure that there is enough stock to distribute among the team involved in selling the project





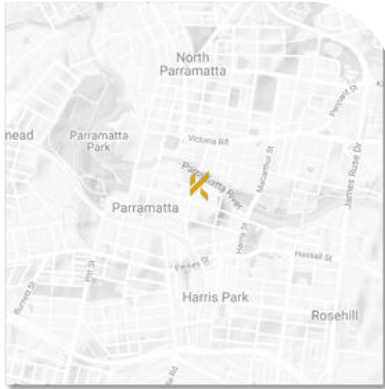
*Our*  
**OFFICES**





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.

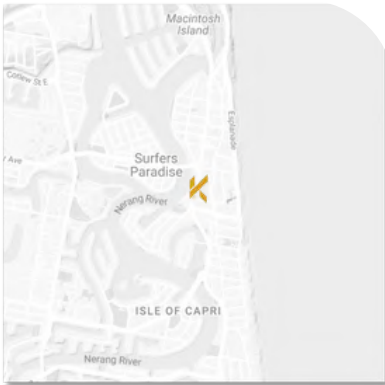
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## SYDNEY HEAD OFFICE

 S3 L5 100 George Street, Parramatta NSW 2150

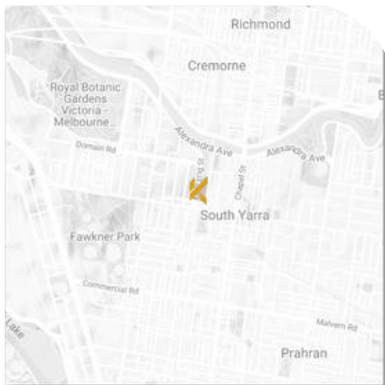
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## GOLD COAST OFFICE

 S1315 L13 50 Cavill Ave, Surfers Paradise QLD 4217

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## MELBOURNE COMING SOON!

 South Yarra VIC 3141

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HOW WE WORK  
TOGETHER



# *Working with our* **NETWORK**

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 our network partner, we provide you with marketing collateral and training to assist you and your team in selling our projects. We rotate our network partners in managing our display, conduct investment seminars for your potential buyers and provide the administrative support to complete your sales. We have simply REDEFINED OUR AGENT NETWORK.

## **REDEFINING AGENT NETWORK**

At KANDEAL, we have developed a unique strategy in the way we work with our network partners over the years, which is the main reason our projects sell out successfully. That's because we consider you as a partner and have designed a process that overcomes the challenges you face when dealing with a master agent.

Today we have become the benchmark in project marketing and as we continue our search to improve our process and strategies we have REDEFINED TEAMWORK.

## **REDEFINING INVENTORY RELEASE**

One of the challenges that needed to be redefined when working with our agent network was ensuring that they were involved in the launch.

Unlike other master agents who launch the project with their internal team, sell the high-demand inventory, and then release the residual inventory which is challenging to sell to the agent network.

We launch the project to our network!



## **REDEFINING PROJECT LAUNCHES**

Once we launch the project to our selected network partners, we will design branded EDMs with your company's logo to email and invite your own database to an exclusive project launch.

At the event, we will present the project and offer your buyers an incentive to encourage them to purchase a property.

During the weeks after the event, we will work with your team to assist them in closing each individual potential buyer.



## **REDEFINING TRAINING**

At KANDEAL we understand the challenges you face with staff turnover and the time required to train and coach new members of your team. We also understand it's not just about project knowledge but rather improving selling and closing skills.

That's why we have developed over 30 training modules to train our network of individual sales consultants. Let's discuss where you believe your team needs improvements and we will train and develop their selling skills!





*Our*

# PROCESS

AS A NETWORK PARTNER

01

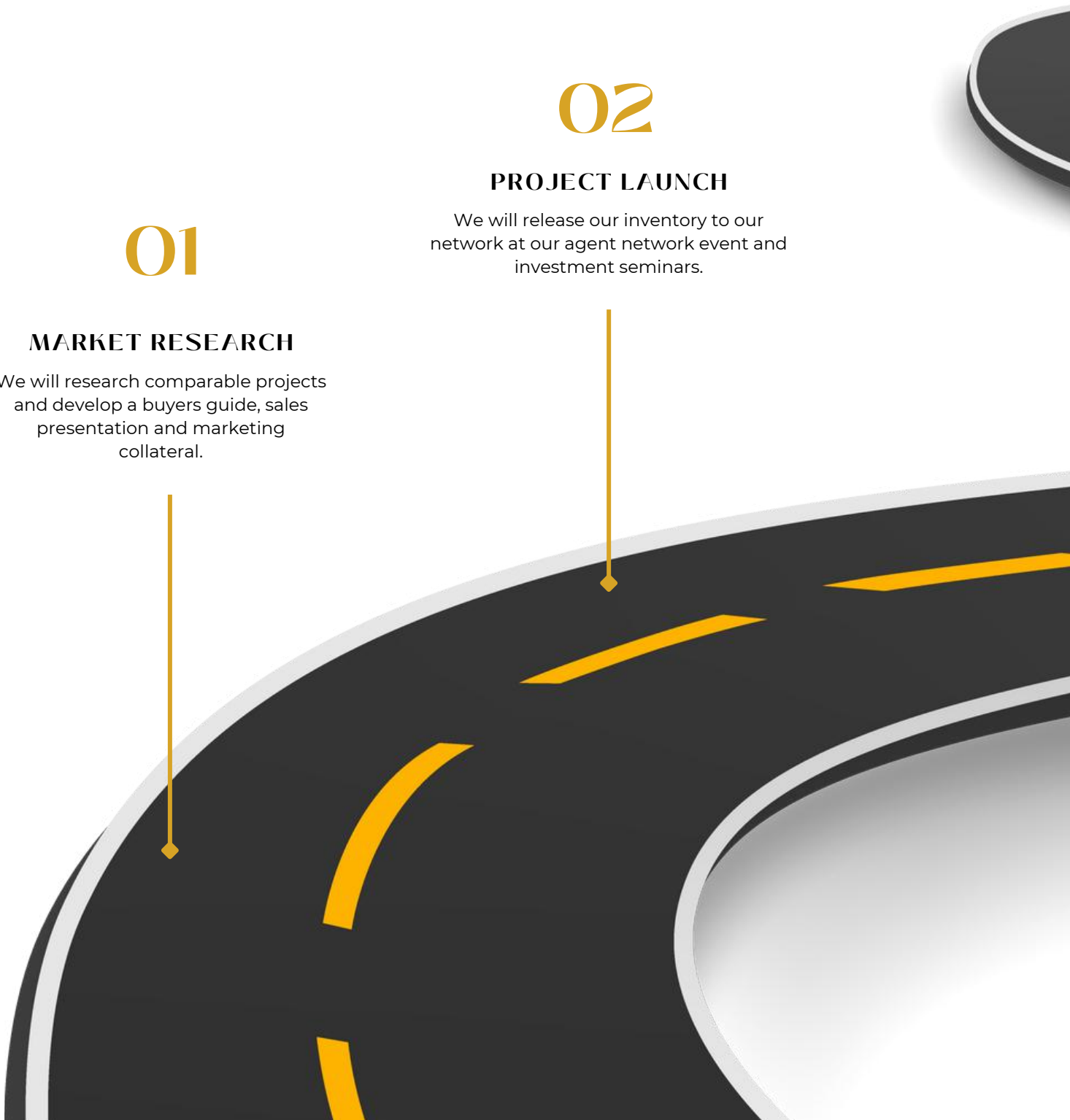
## MARKET RESEARCH

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 you by conducting investment seminars for your potential buyers and supporting you 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.





**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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# SALES & MARKETING



*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.
- 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.

## **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.









**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](http://WWW.KANDEAL.COM.AU)