



# COMPANY PROFILE







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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 across Australia. Our mission is to connect premium investment and owner-occupier opportunities from our developers to our property agency network partners and their clients. Backed by comprehensive research and an innovative process, we have redefined how property projects are marketed and sold.

At KANDEAL, we believe that the success of selling projects is a result of the collective efforts of an empowered network of professionals and not the effort of a single entity. As we continue to innovate and refine our processes, we are proud to say we have REDEFINED PROJECT MARKETING.

Our strategy is focused on minimising costs and maximising returns by continuously enhancing the services we provide to our network. Our unwavering commitment to success has positioned us as leaders in the project marketing industry. As we continue to deliver outstanding results for both our developers and network partners, we have REDEFINED TRUST.

Today, I invite you to join our network of property professionals. Let's work together as a team to REDEFINE SUCCESS.



**SAM KANDIL**  
**CEO & MANAGING DIRECTOR**



02

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WHO WE ARE



**30+**

YEARS  
EXPERIENCE

**12+**

BILLION DOLLARS  
IN SALES





**70+**

**PROJECTS  
MARKETED IN  
AUSTRALIA**

**16+**

**PROJECTS  
MARKETED  
OVERSEAS**



# *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 and create a comprehensive Buyers Guide for each project, providing it to you and your team.
- Our focus is on exclusive projects or listings that are not available outside our network.
- We design customised project presentations featuring your branding to support investment seminars tailored for your buyer database.
- We train your team in advanced selling and closing techniques and in project knowledge.
- To ensure smooth transactions, we will work closely with your sales administration team to finalise sales exchanges.
- We design EDMs and advertising materials to enhance your marketing efforts and generate high-quality leads.
- As a business-to-business platform, we don't compete with you in selling the project.



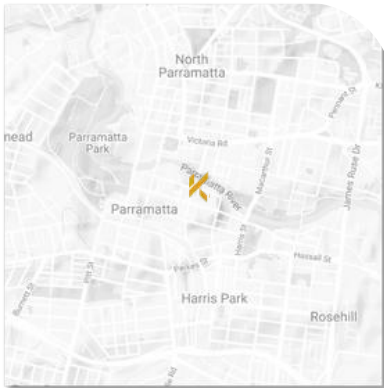


# *Our* OFFICES





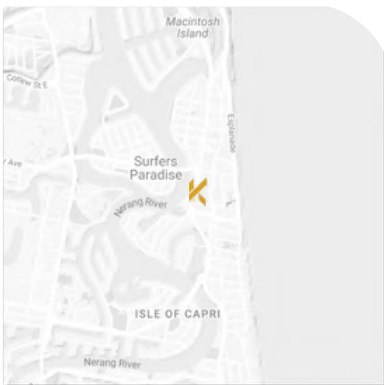
With offices in Sydney, Gold Coast and Melbourne, we are strategically positioned to leverage the unique strengths of each city's market. **Sydney offers premium opportunities**, the **Gold Coast boasts significant growth potential**, and **Melbourne thrives with its vibrant environment**. Together, 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



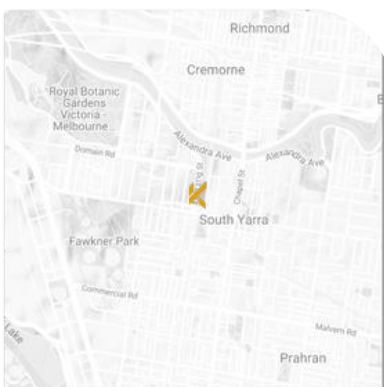
S3 L5 100 George Street, Parramatta NSW 2150



### 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* **NETWORK**

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 our network partner, we provide you with marketing collateral and training to support you and your team in selling our projects. We rotate our network partners in managing displays, host investment seminars for your potential buyers, and offer administrative support to ensure successful sales. In doing so, we have REDEFINED OUR AGENT NETWORK.

## **REDEFINING AGENT NETWORK**

At KANDEAL, we've developed a unique approach to working with our network partners, which has been the key to the successful sell-out of our projects. We view our network as a true partner and have designed a process that addresses the challenges often faced when working with a master agent. Today, we set the benchmark in project marketing, and as we continue to refine our processes and strategies, we have REDEFINED TEAMWORK.

## **REDEFINING PROJECT LAUNCHES**

One of the challenges we redefined when working with our agent network was ensuring they were actively involved in the launch. Unlike other master agents who launch projects with their internal team, sell the high-demand inventory, and then release the remaining inventory, making it difficult for the agent network to sell, we launch the project directly to our network!



## REDEFINING INFORMATION EVENTS

After launching the project with our selected network partners, we will create branded EDMs featuring your company's logo to invite your database to an exclusive information event.

At the event, we will showcase the project and present a special incentive to encourage your buyers to secure a property.

In the weeks following the event, we will work closely with your team to support them in converting each potential buyer.



## REDEFINING TRAINING

At KANDEAL, we understand the challenges posed by staff turnover and the time and effort required to train and coach new team members. We also recognise that success goes beyond project knowledge—it's about mastering the art of selling and closing deals.

That's why we've created over 30 comprehensive training modules designed to upskill our network of individual sales consultants. Let's work together to identify areas where your team could improve, and we'll provide targeted training to elevate their selling skills and drive results!







# *Our* PROCESS

## AS A NETWORK PARTNER

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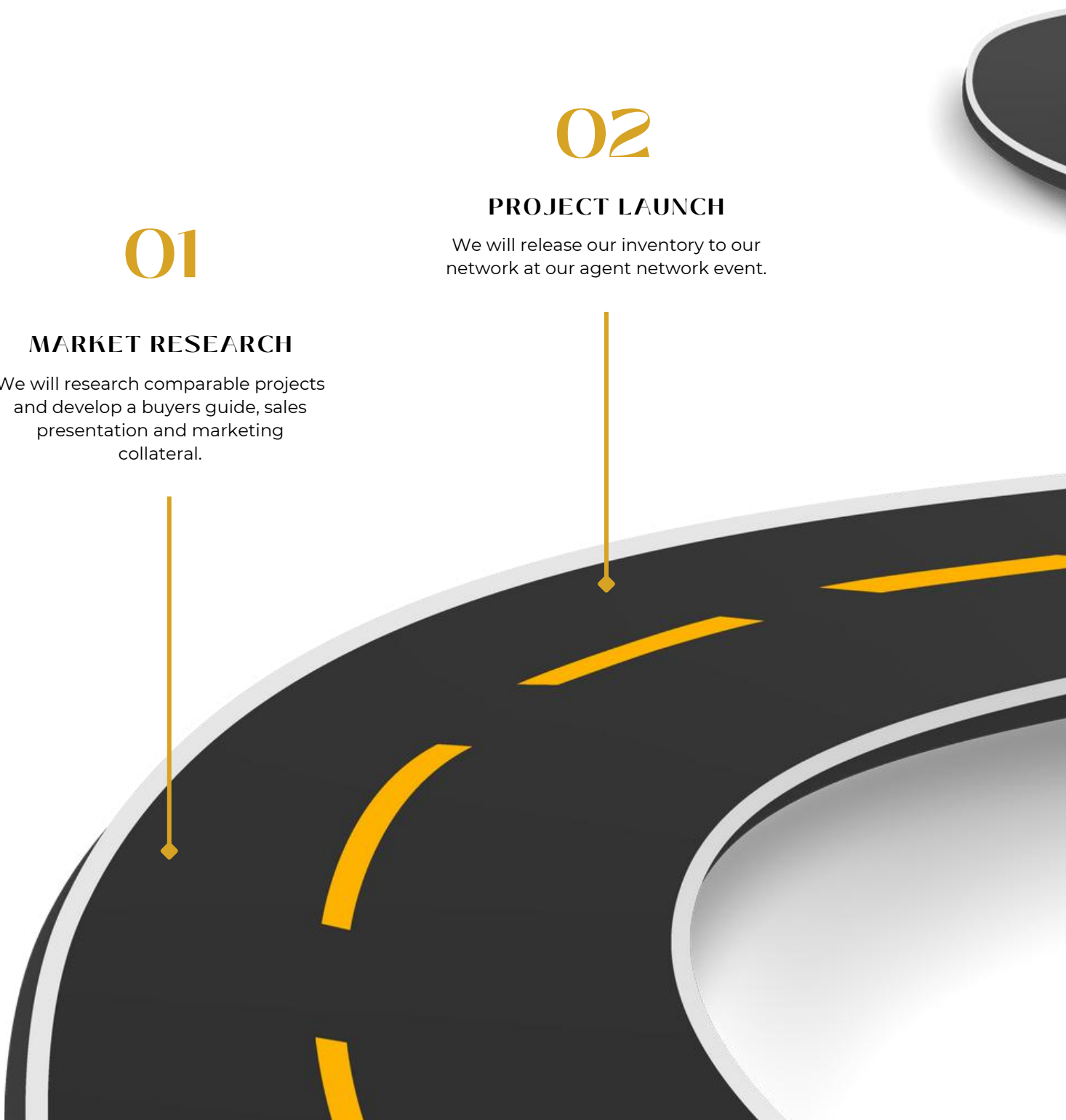
### MARKET RESEARCH

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.



## 03

### INFORMATION EVENTS

We partner with you to host information events for potential buyers and provide dedicated support to help close sales. It's that extra effort we're committed to making that drives 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!**





04

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# SALES & MARKETING





# *Working with our* AGENT NETWORK

KANDEAL maintains strong relationships with over 300 active Investment Referral Network Agents nationwide. Our innovative management strategy has redefined how we engage with our Project Marketing Network, delivering unparalleled services, including:

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- 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.
  - Providing comprehensive sales tools such as Purchase Procedures, Sales Advice, Depreciation Schedules, Schedule of Finishes, Floor Plans, CGIs, and Upgrade Options (if applicable).
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- 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 consistently designed, allowing them to send tailored messages to their database to generate interest in the project. This approach ensures cost-effective lead generation while maintaining uniform branding and marketing for the project.

## **NOT YOUR TYPICAL PROJECT MARKETING AGENCY**

We're not your typical Project Marketing Agency that 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 past 12 years, we've developed a proven process that allows us to work closely with our network, ensuring they sell the project successfully. We create tailored marketing materials and sales presentations, host information nights, and provide comprehensive training on closing sales.

With ongoing training, sales tools, and marketing collateral, we ensure the network is fully equipped to sell the project effectively. This process is repeated with every agency in our network until the project is sold.









**PROJECT MARKETING IS NOT A  
NEW IDEA. WHAT SETS US APART  
IS OUR STRATEGY, WHICH HAS  
REDEFINED PROJECT MARKETING!**





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