



SMR Property Development Services





SMR

— What we do

Market Analysis

Sales Analysis

- Volume
- Pricing Strategy
- Actual Prices
- Configurations

Market Research

Buyers

- Demographics
- Size
- Wants & needs
- Preferences
- Estates survey

Market Analysis

Competitor Analysis

- Identify competitors
- Size, Price, Proximity
- Target Market
- Timing
- Advertising

Market Analysis

Product Audit

- Features & benefits
- Advantages
- Differentiation

SMR — What we do

Marketing Strategy/ Plan Development

- Objectives
- Competitive Advantage/USP
- Positioning strategy
- Market Segmentation
- Target Market Identification
- Marketing Channel Selection
- Creative Strategy
- Communications Strategy
- Promotional Strategy
- Advertising and Media Strategy
- Community Development Strategy
- Pricing
- Budget

Implementation

- Creative Execution
- Sales Collateral
- Advertising Management (incl. online)
- Signage
- Website & Social Media
- Events
- Communications & PR
- Promotions
- Direct Mail/Email
- Community Development
- Award Submissions
- Sustainability

**Maximise Sales
Outcomes
+
Minimise
Advertising Costs**

A hand in a suit jacket points towards a stylized city skyline with several skyscrapers and clouds. The background is a gradient of green and blue. In the top left corner, there is a large white circular graphic with a smaller green circle inside it.

PUTTING YOU FOUR STEPS AHEAD OF THE COMPETITION

SMR works on a four step process in delivering our property development services.

RESEARCH

We conduct a thorough review of the external environment, examining relevant statistics and market intel, potential buyers, community attitudes and the sales market including competing developments to inform our planning.

PLAN

Based on the review, we create a strategic marketing/public relations plan or community consultation plan to achieve the client's objectives.

IMPLEMENT

Once the plan is endorsed, we work alongside the property development team to effectively implement our plan.

FORECAST

We continually review the impact and success of the plan and make adjustments based on market conditions, community feedback and also competitor developments to maximise success.

OUR PEOPLE

SMR is a team of highly qualified consultants with over 50 years' collective experience in their individual areas of expertise, including:

- Market Research
- Community Consultation
- Marketing Planning & Strategy Development
- Advertising and Media Management
- Creative Design
- Marketing Communications
- Public Relations
- Community Development
- Event Management

For full profiles of the SMR team, visit our website www.smr1.com.au

FOR FURTHER INFORMATION CONTACT:

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