

Industry expert panelists include:



**Cherie McMahon**

General Manager,  
Marketing



**Mark Trovato**

Development Director



**Milieu**

**Patrick Cooney**

Sales and Marketing  
Director



**Kristine Lee Pratt**

Creative & Marketing  
Director



**Centuria** | BASS

**David Giffin**

Deputy CEO and  
Co-Head of Lending



**Darren Blair**

Director



**savills**

**Michael Lang**

State Director Victoria  
– Residential



**STUDIO TATE**

**Alex Hopkins**

Director



**Corey Nugent**

CEO



**Apartments**  
.com.au

**Mike Bird**

CEO

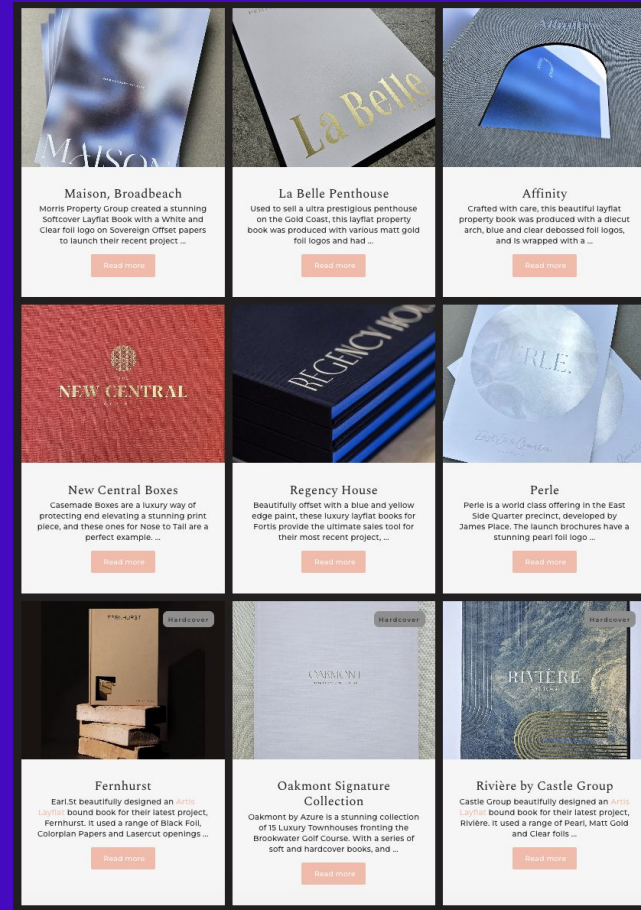
# The Display Collection

In partnership with

## ARTIS

Artis offer an amazing array of bespoke print products, offering a wide variety of paper stocks, sizes, and finishes to create a unique design.

**artis.net.au**



In partnership with



Install and host a Parcel Locker in your residential development at no cost to you, providing residence a convenient option to collect, send or return a parcel.



**Auspost Host a Parcel Locker**



Market Insights

## Australia Post to bring Parcel Lockers

Online shopping has surged since the onset of COVID, and

# Data & Insights from Apartments .com.au

In partnership with

Centuria | BASS



Australia Post



Resilience  
Insurance



Conversion Assist

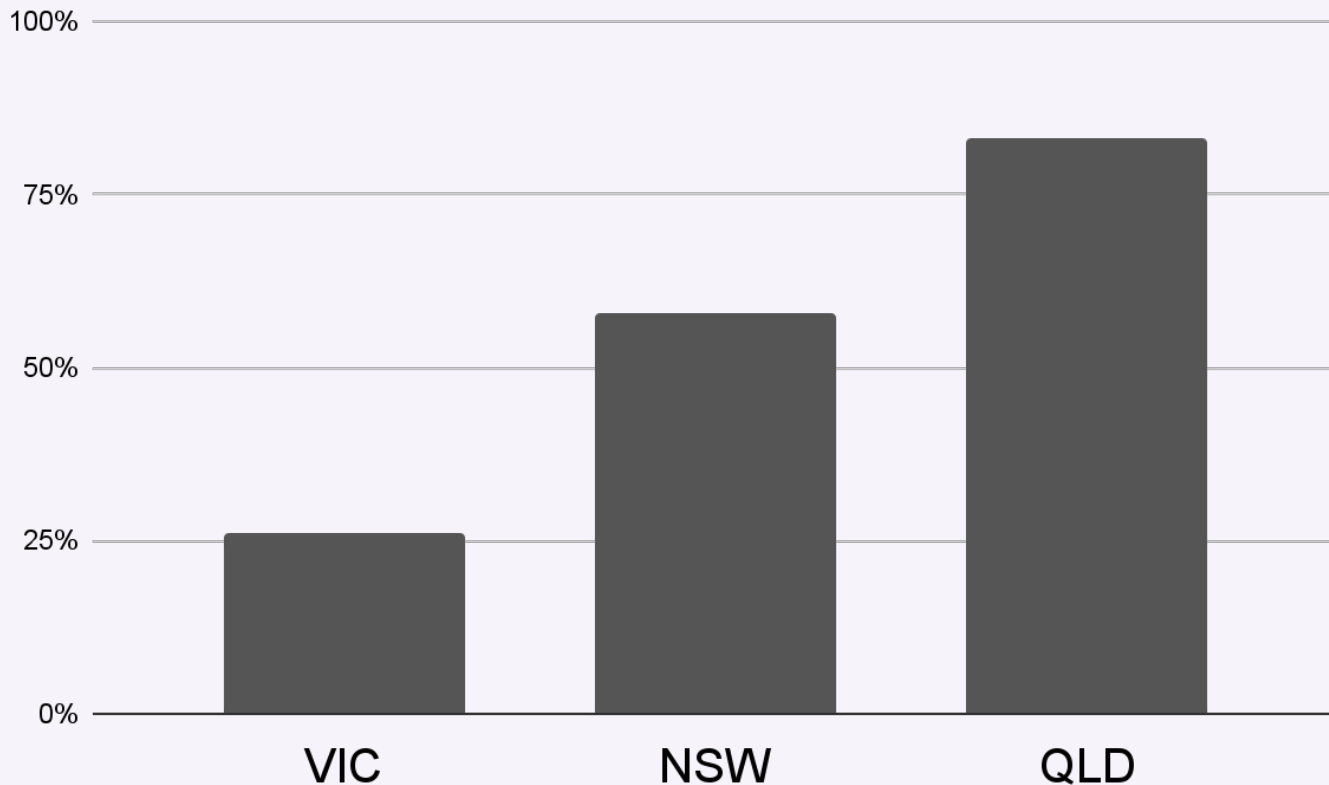


ARTIS

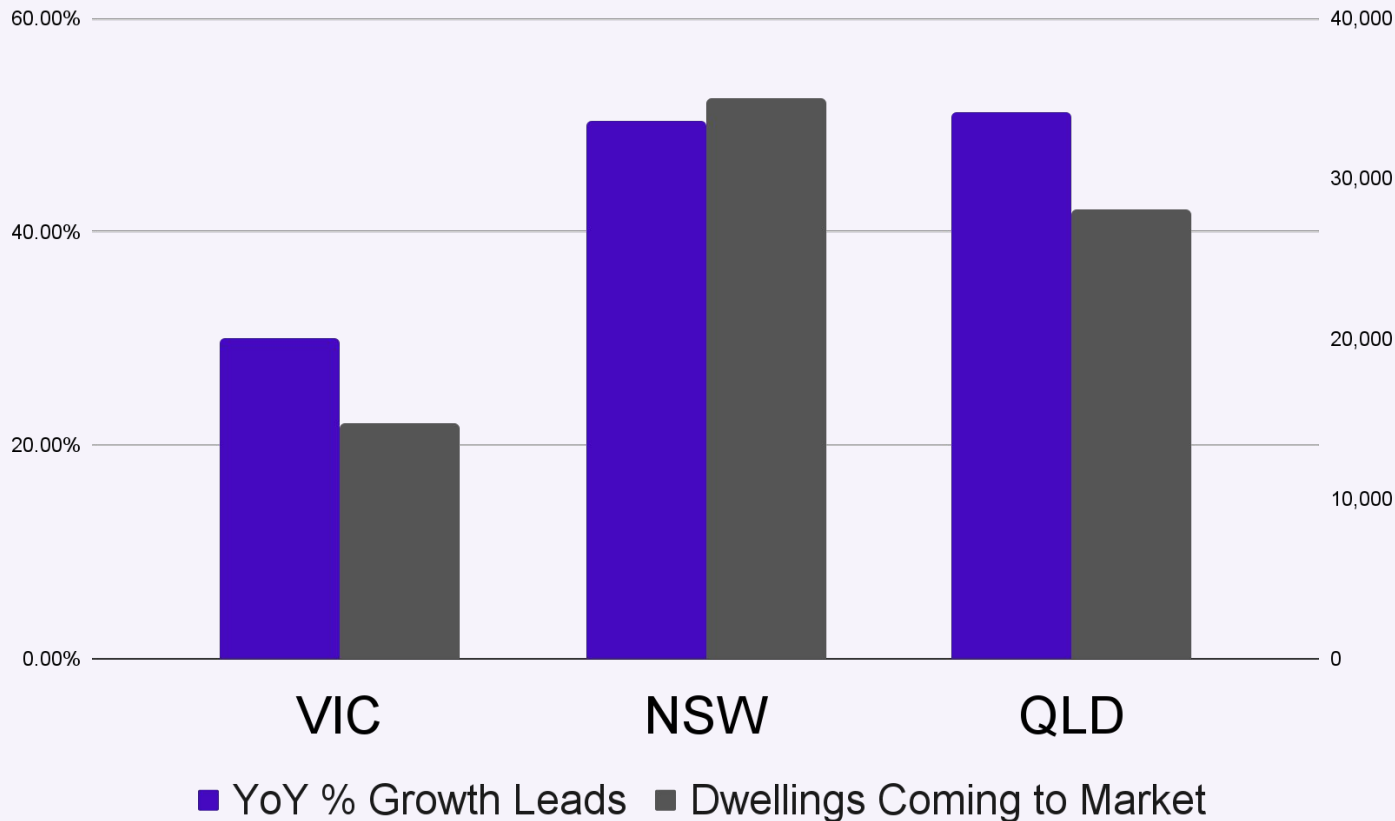
WOMEN <sup>IN</sup> PROPERTY

# Enquiry growth by location of project

Victoria recovery is lagging the other states over 12 months (August YoY Enquiry Growth)

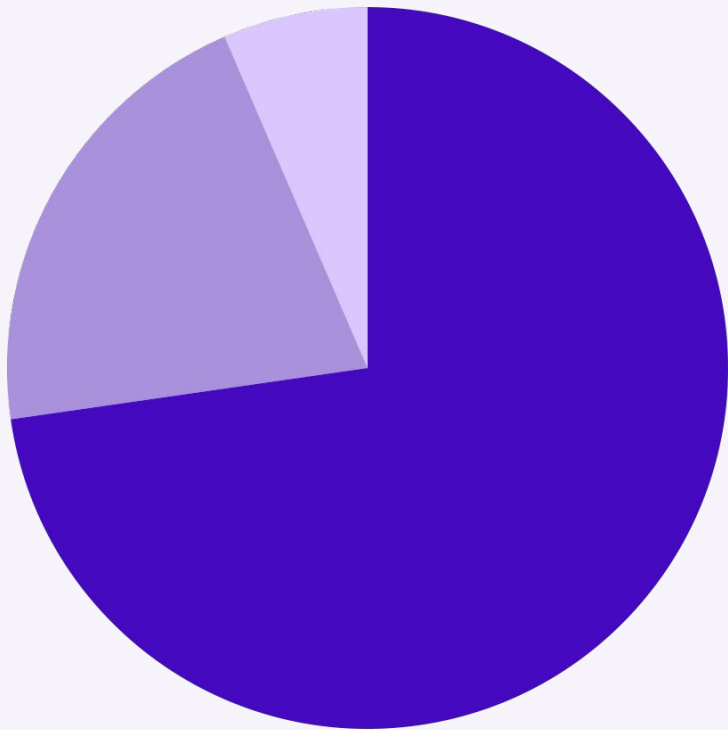


# Where are the opportunities?



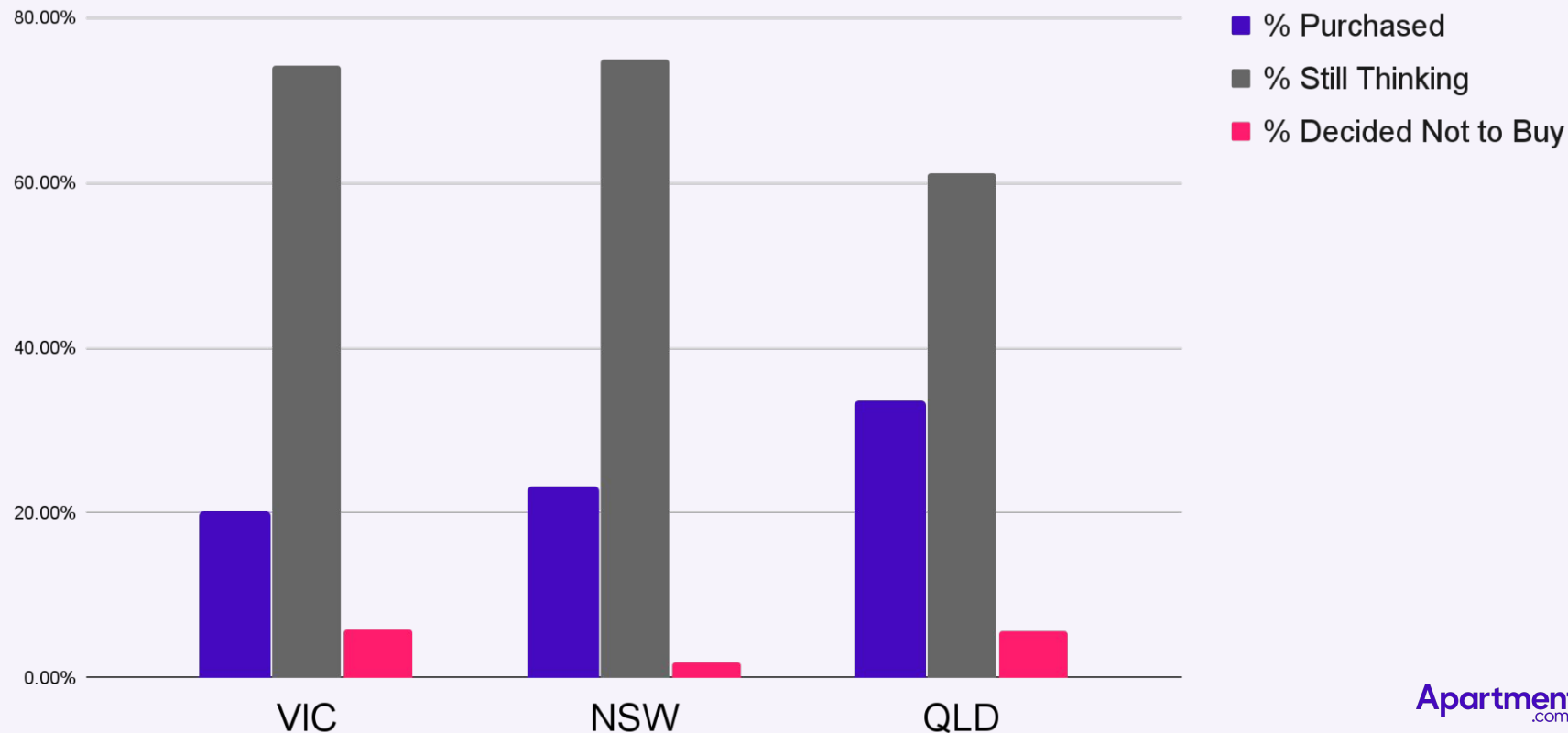
# Survey of our users in last 24 hours

We asked Victorians if they are still in the market



- I'm still waiting to find the right option
- I've purchased
- I've decided not to buy

# Buying status from last 12 month leads



*What does all this mean?*

**It's likely you have a lot of buyers still  
considering buying in your database**

**Generate new opportunities from  
your existing database**



# Backed by data from **50,000+** property calls

## **Elevate on Nevada Apartments**

Re-engage older database

**0429 107 036**

## **iBuildNew 1800 number Demo**

Inbound Enquiry

**03 4149 7213**

## **Homebuilders Outbound Demo**

Re-engaged Knockdown Rebuild database

**0440 135 537**

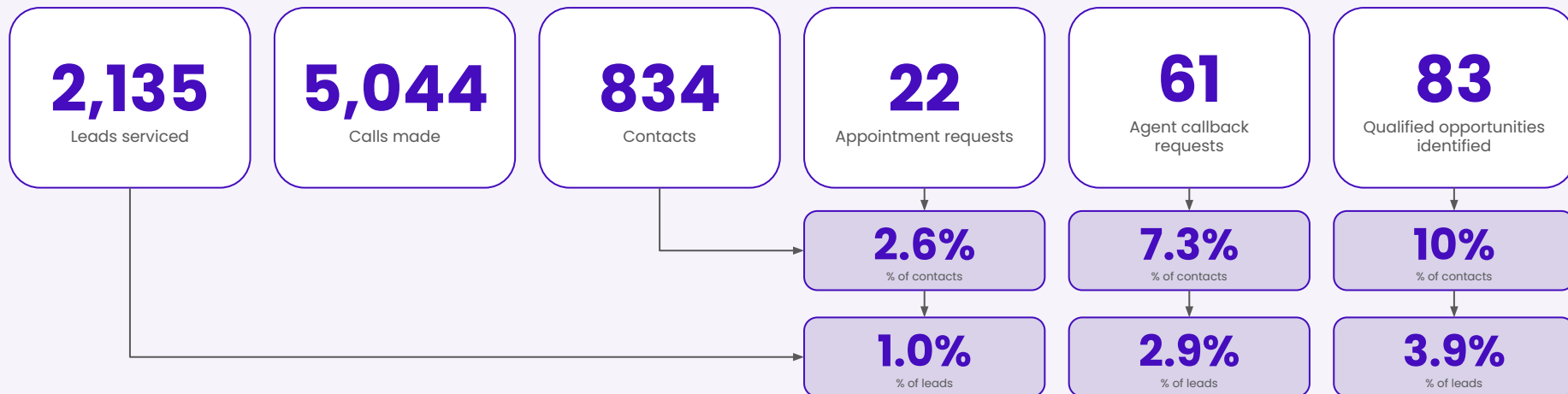
## **Land Outbound Demo**

Re-engaged database looking for land

**0440 135 593**

# Campaign Snapshot

1st August to 28th August



# Cost Comparison – appointments only

 **Conversion Assist**

**22**

Appointment requests

**\$7k**

Cost

**\$320**

Cost per appointment

**Using a call centre**

**22**

Appointment requests

**\$20k**

Cost (4.2 people @  
award rate)

**\$900**

Cost per appointment

**Driving new enquiry**

**22**

Appointment requests

**\$37k**

Cost (15% app rate, \$250  
CPL)

**\$1.7k**

Cost per appointment



# **Conversion Assist Model 2.0**

## **Launching September 15, 2025**

[conversionassist.ai](https://conversionassist.ai)

**Apartments**  
.com.au

In partnership with



The Urbis Apartment Market Essentials is the most comprehensive national survey in Australia and the only survey where sales data for apartment projects.

**[urbis.com.au](https://urbis.com.au)**

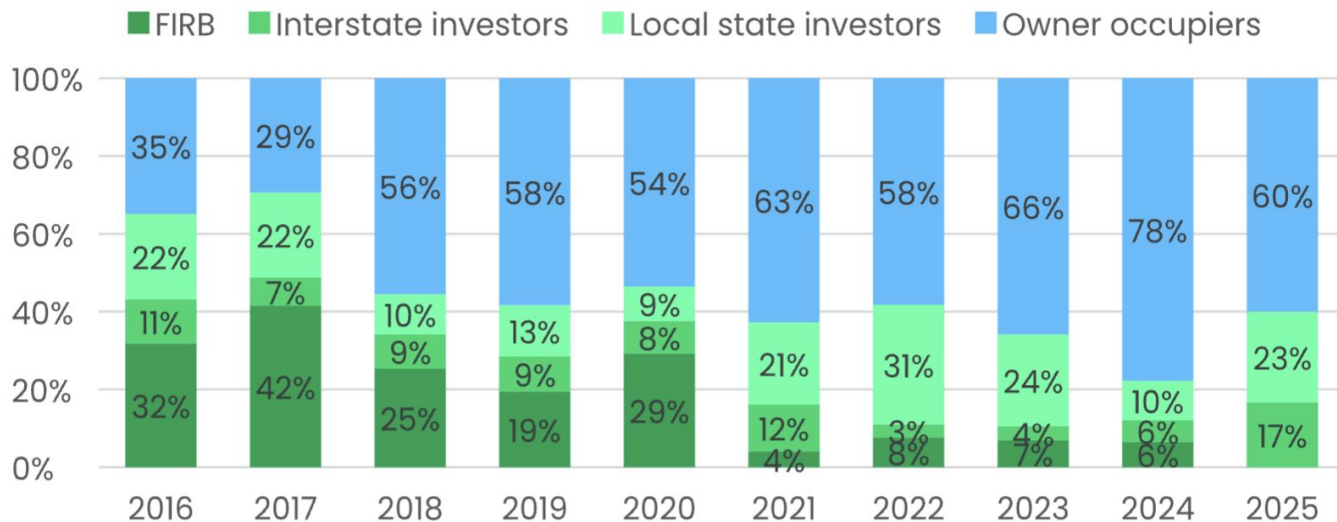
## URBIS APARTMENT ESSENTIALS DASHBOARD

Dashboard

**Investment markets perform better when we know more about how the market is operating. By conducting research and publishing the most up-to-date information, we can help you make educated choices about your investments.**

# Urbis Apartment Essentials Report

## Buyer Profile – Projects Under Construction & in Presales



Local and interstate investors are starting to make their way back into the market.

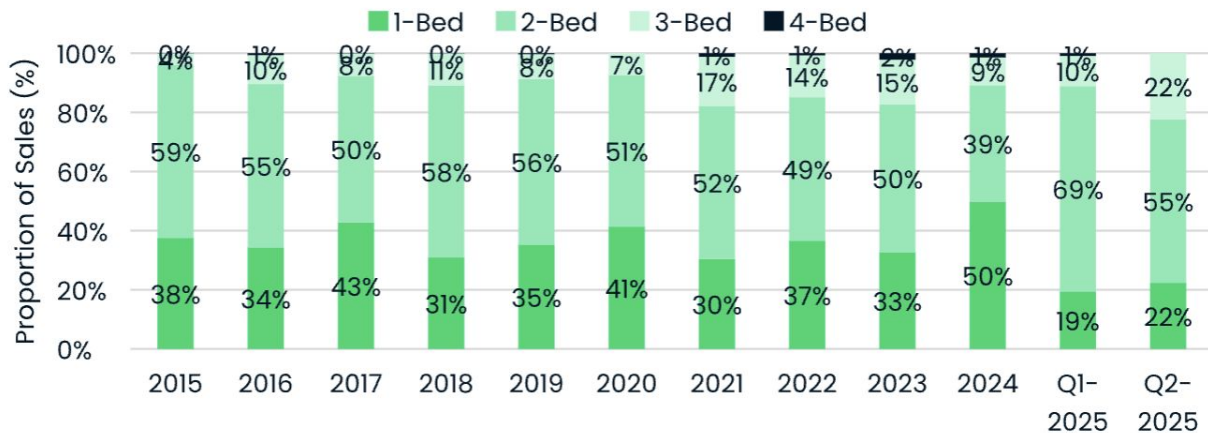
Foreign buyers almost completely absent from the market compared to five years ago.

Source: Urbis Apartment Essentials Platform Q2-2025

# Urbis Apartment Essentials Report

## Apartment Type by Sales

Apartment Type (Proportion of Sales) – Projects Under Construction & in Presales



Buyer preferences and cost to build have changed the off the plan landscape

One-bedroom apartment sales are now well below the yearly median

One-bedroom sales are being replaced by sales for three-bedroom apartments



#### Market Insights

## VIC Gov introduces Latent Defects

The Victorian Government has  
passed legislation creating a

# Apartments

.com.au



**BLAIR** PROPERTY GROUP

**Darren Blair**

Director



savills

**Michael Lang**

State Director Victoria  
– Residential



**Resilience**  
Insurance

**Corey Nugent**

CEO

In partnership with

# Centuria | BASS

In a market increasingly defined by fragmentation and fierce competition, Centuria Bass is carving out a clear identity as a premier private lender in Australia's residential real estate sector.

**centuria.com.au**



Updates

## Centuria Bass: Championing Middle Market Development

In a market increasingly defined by fragmentation and fierce competition,

# Apartments

.com.au



**Mark Trovato**

Development Director



**Patrick Cooney**

Sales and Marketing  
Director



**David Giffin**

Deputy CEO and  
Co-Head of Lending

In partnership with

# WOMEN <sup>IN</sup> PROPERTY

We are dedicated to providing a comprehensive annual program of opportunities, content and events to support, celebrate and inspire our members.

**[womeninproperty.com.au](https://womeninproperty.com.au)**



Updates

## Women in Property leads the change we

Since its founding in 2017, Women In Property has steadily



Stockland

**Cherie McMahon**

General Manager,  
Marketing



STUDIO TATE

**Alex Hopkins**

Director



RIVERLEE

**Kristine Lee Pratt**

Creative & Marketing  
Director

## WOMEN <sup>IN</sup> PROPERTY

# Apartments

.com.au

In partnership with

Centuria | BASS



ARTIS

WOMEN IN PROPERTY