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Managing Director

**Third.i**



**Jim Hunter**  
Managing Director

**CAPITAL**  
CORPORATION



**Alex Adams**  
Head of Sales & Marketing

**AQUALAND**



**Puja Khanna**  
Associate Director

**Ellipse** shaping success



**Luke Hill**  
Director Origination

**Centuria** | BASS



**Mike Bird**  
CEO

**Apartments**  
.com.au

**Centuria** | BASS



WOMEN IN PROPERTY



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**Apartments**  
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# Market Insights Live

Sydney, March 2026

In partnership with

**Centuria** | BASS



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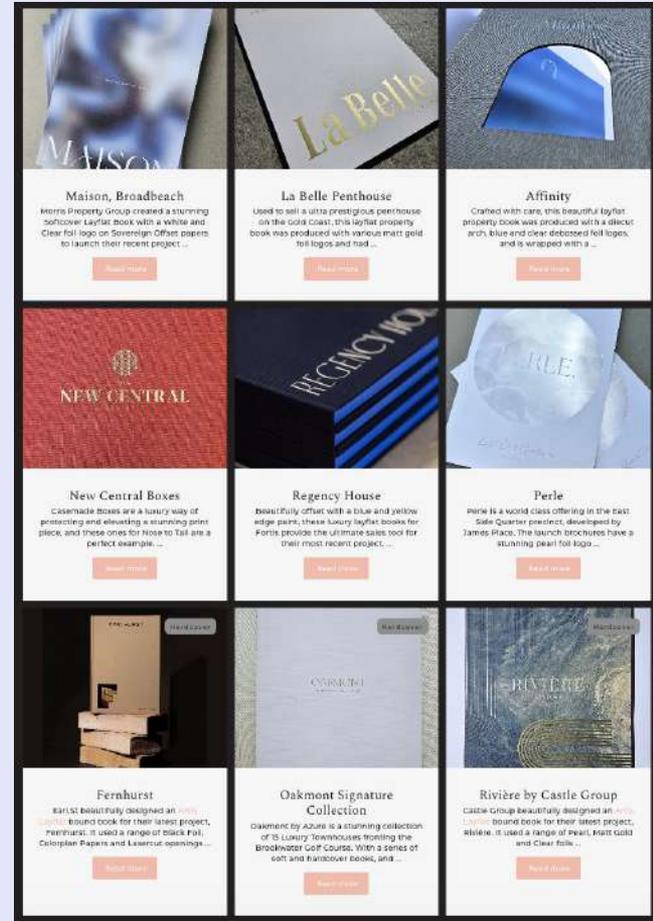
# The Display Collection

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](http://artis.net.au)



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**

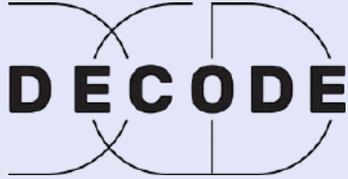


Updates

## Centuria Bass: Championing Middle Market Development

In a market increasingly defined by fragmentation and fierce competition,

In partnership with



Decode is one of NSW's leading residential builders, with more than 3,000 homes delivered and a further 2,500 in a \$1.4 billion pipeline across 17 active projects.

**[Decode.com.au](https://decode.com.au)**



Updates

## Partnering for Success: How Decode Delivers in NSW's

"For us, success comes from the relationships we build," says Sam El Rihani,

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Maximise your property marketing, sales & service operations  
with Hubspot

**HubSpot.com**

- Attract inbound leads
- Close more deals
- Do more With automation

#### Property teams partnered with Hubspot



DEAGUE GROUP\*



G.J. Gardner, THOMES

Lincoln  
Place



BuxtonGroup 

**Burbank**

**eIGHT**  
HOMES

**mahercorp**



**CRONATION**

In partnership with

# WOMEN IN PROPERTY

Founded in 2017, Women In Property has grown into a not-for-profit empowering over 700 members through networking, mentoring, events, and advocacy, fostering inclusion, leadership, and representation across Australia's property industry.

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



Updates

## Women in Property leads the change we need in the

Since its founding in 2017, Women In Property has steadily evolved from a small

In partnership with



Latent Defects Insurance (LDI) is rapidly becoming a must-have in the New South Wales new development market, with more developers than ever adopting the rigorous insurance policy that brings confidence to the market like no other.

[resilienceinsurance.com.au](https://resilienceinsurance.com.au)



Market Insights

## Resilience Latent Defects Insurance hits the beaches

More than 13,000 apartments across New South Wales are now in the pipeline that

# Win a Signed Waratahs Jersey



Test your property and Waratahs knowledge for your chance to win.

Courtesy of Resilience Insurance, principal sponsor of the NSW Waratahs.

Entries close at 2:30pm. The winner will be announced at the end of the event.



# Sales & Marketing



**Alex Adams**

Head of Sales & Marketing



**Puja Khanna**

Associate Director



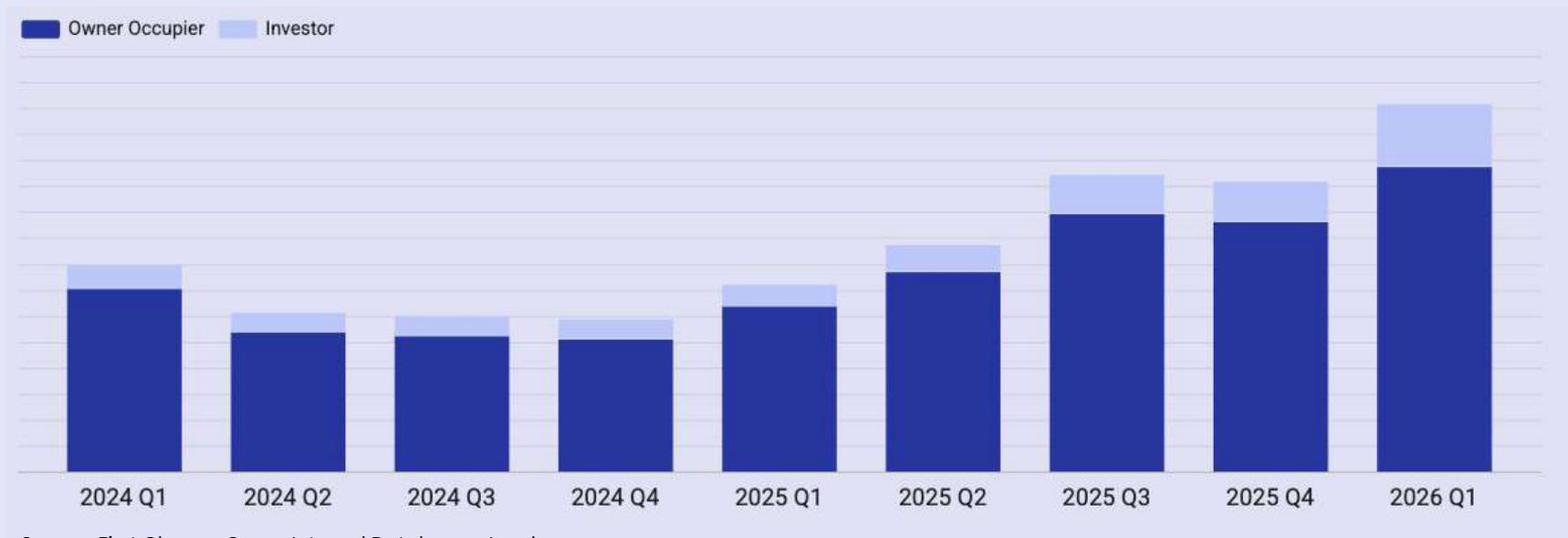
# AURA by Aqualand, North Sydney



# Carrington Place by Ellipse Property, Castle Hill



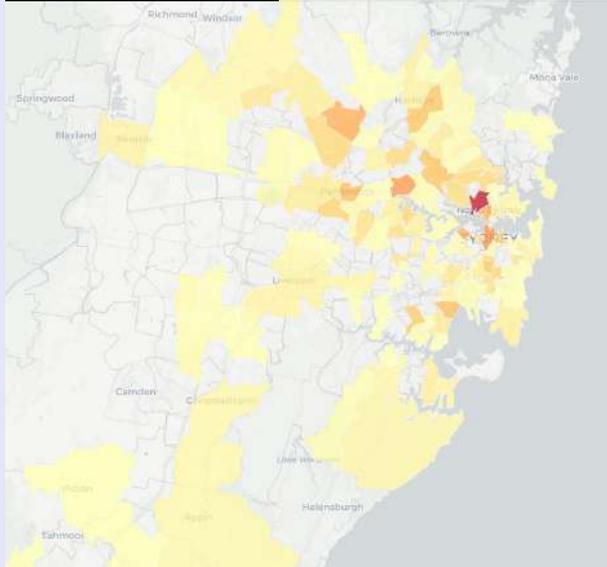
# NSW Overview - Lead Growth



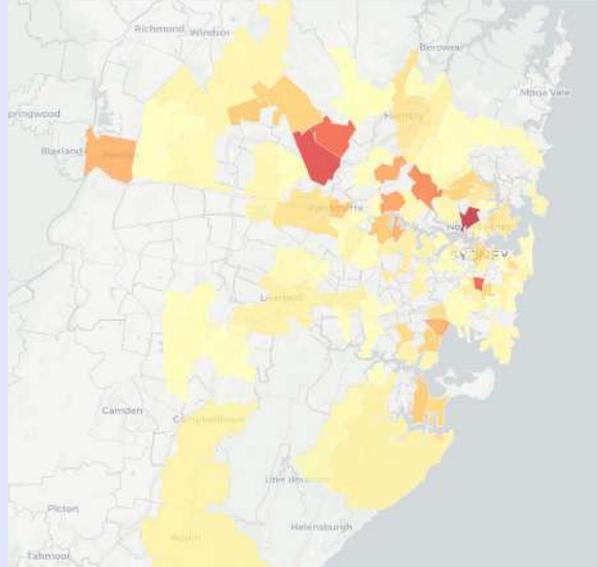
Source: First Chance Group Internal Database - Leads

- NSW leads are up x% YoY
- Steady increase QoQ over 2025
- Key growth has come from the downsizer market
  - 64% growth QoQ

# NSW Demand Profile



2025 - Demand by Lead Volume



2026 to Date - Demand by Lead Volume

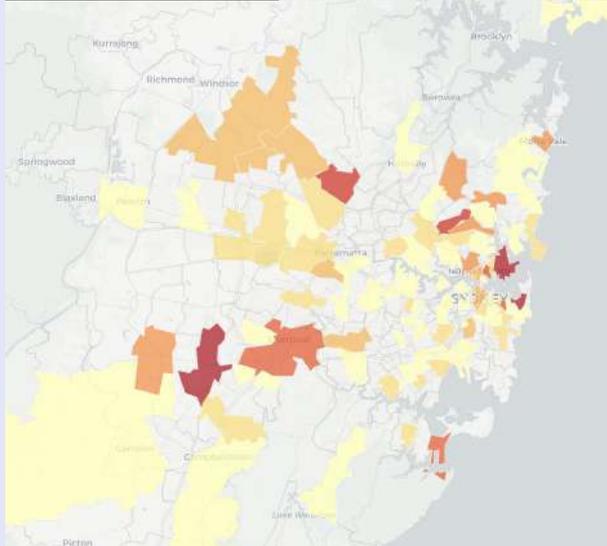
Sydney Metro suburbs lead the way

- St Leonards
- Crows Nest
- Castle Hill
- North Sydney

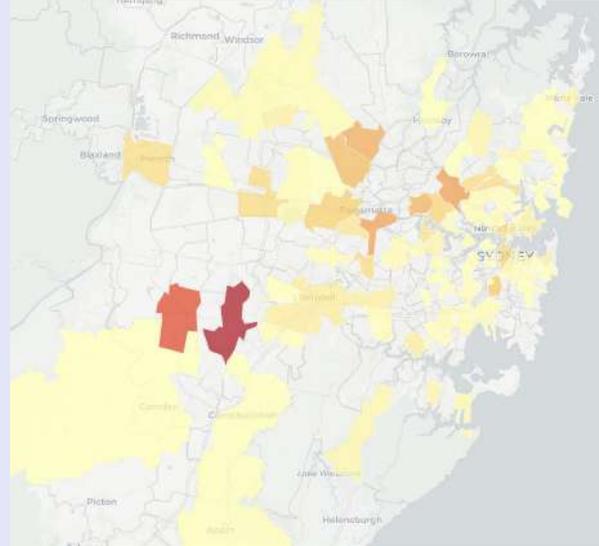
Enquiry more than doubled YoY in:

- Upper North Shore
- Lower North Shore
- Sydney CBD
- Eastern Suburbs

# NSW Demand Profile - TOD



2025 to date - planning by project volume



2025 to date - planning by apartment volume

With 2026 following similar trends to 2025, and supply increasing, we're expecting the following suburbs to benefit from increased demand

- Roseville
- Lindfield
- Five Dock

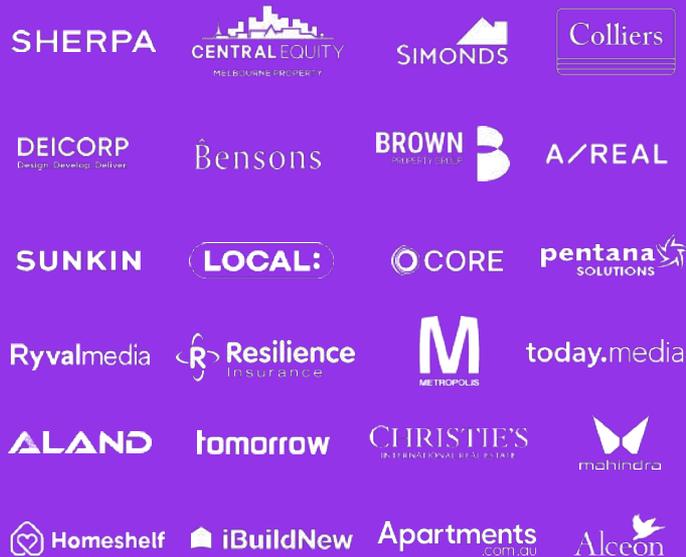
In partnership with



ConversionAssist is the property industry's AI-powered sales and marketing platform, helping teams scale personalised conversations across phone and SMS to drive more conversions.

**conversionassist.ai**

### Adoption over the past 12 months



Trained on 50,000+ calls recording for training purposes



Cheaper  
version of  
sales agent



Higher  
converting  
alternative to  
email & SMS

Current market challenge:

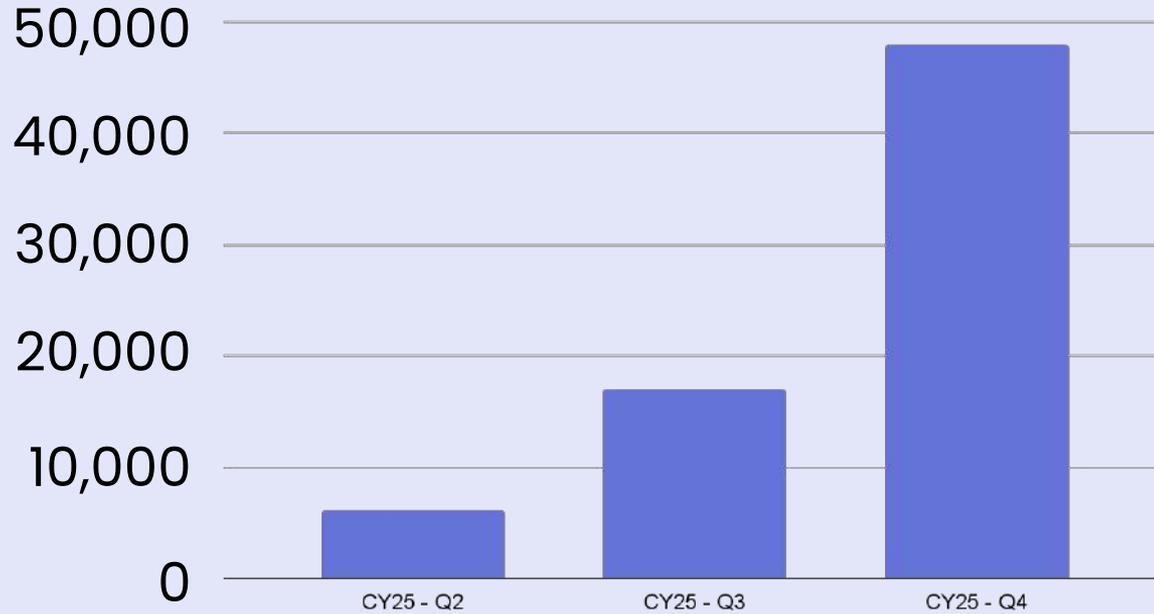
Timeframe to purchase is 12 months+

Effective lead nurture is key and  
nothing beats a phone call

Last month Conversion Assist AI had 10,000+  
phone conversations with off-the-plan buyers

23% of ASX listed residential developers and home  
builders are already use Conversion Assist AI

# The Industry is Adopting Conversion Assist AI



AI support agent phone calls

# Conversion Assist V1 adopted by 23% of ASX builders/developers

## Conversion Assist V1

Customer provides  
call list



AI trains on project  
information



AI calls list to re-engage  
prospects from bulk list



Hands off warm lead to  
agent

	EDM	SMS	Calling
Database	10,000	10,000	10,000
Open Rate / Connect Rate	22%	95%	45.80%
Opens / Connects	2,200	9,500	4,580
Contact to Appointment Rate	1.0%	0.2%	2.7%
Appointments	22	19	123

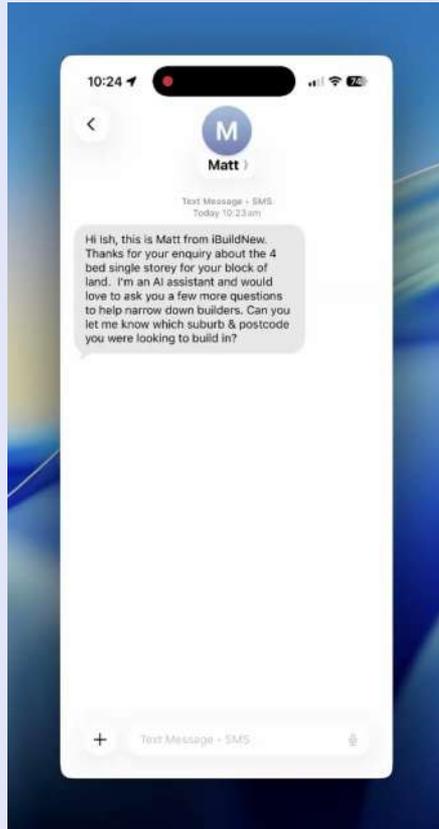
Today, we're releasing V2

## V2 is based on high intent triggers



# Conversion Assist AI - SMS Agents

AI driven conversational outreach designed to generate qualified display suite appointments



Talk to our AI product specialist by texting:

**0485 034 818**

# What are the challenges in today's new homes market?

"I know i need to do more content, but I don't know which topics drive sales"

"Buyers are taking 12 months to transact, how do I know who to invest my time in?"

"AI spam is killing my email & SMS nurture performance"

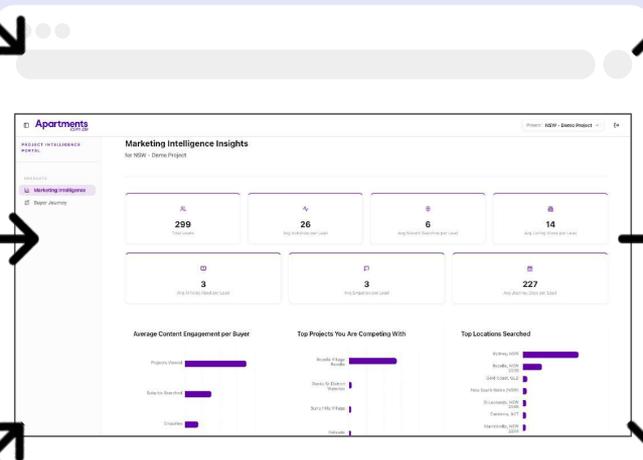
# What are partners are telling us they want support with

"I know i need to do more content, but I don't know which topics drive sales"

"Buyers are taking 12 months to transact, how do I know who to invest my time in?"

"AI spam is killing my email & SMS nurture performance"

## Buyer & Project Intelligence Platform



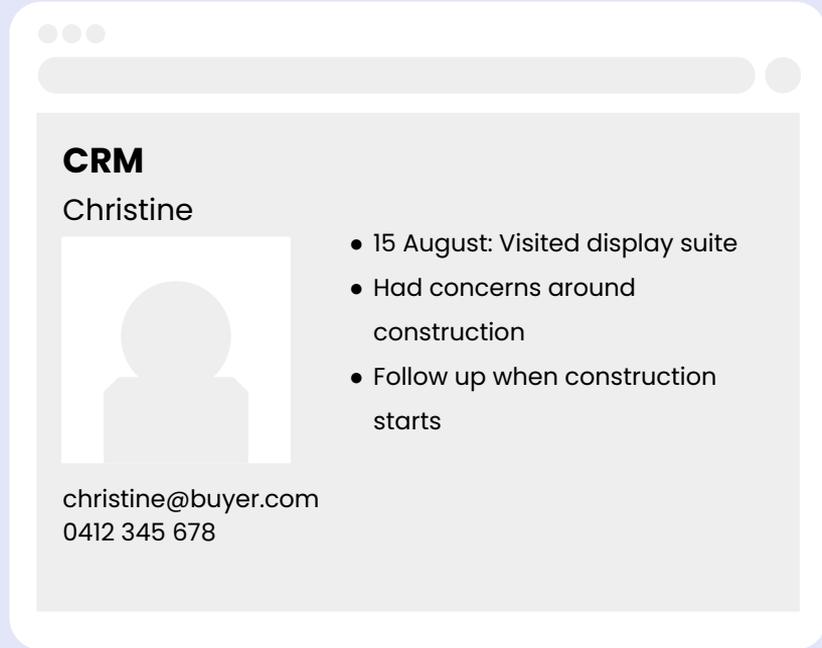
Publish more of what your buyers are interested in reading

Prioritise leads based on high-intent behaviour and project triggers

Reach buyers with highly personalised communications

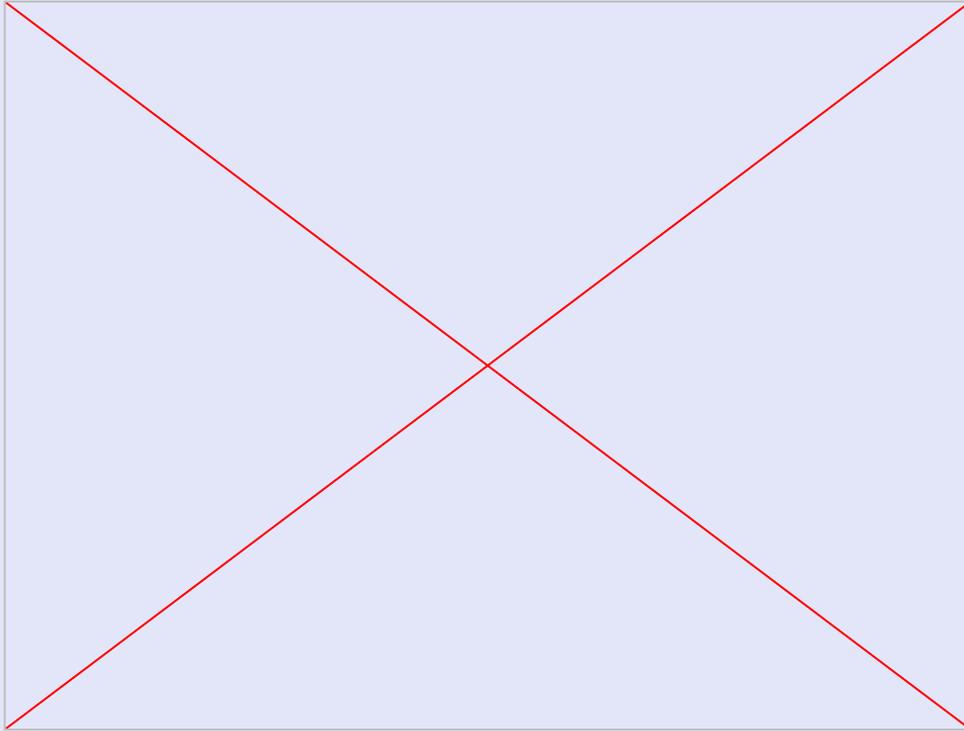
# Re-engage leads with more context

## Traditional follow-up



# Buyer & Project Intelligence Platform

Software that empowers marketers to optimise their message and sales agent to address objections



Special launch offer:  
50% off an annual  
subscription  
for the first 5 NSW projects.

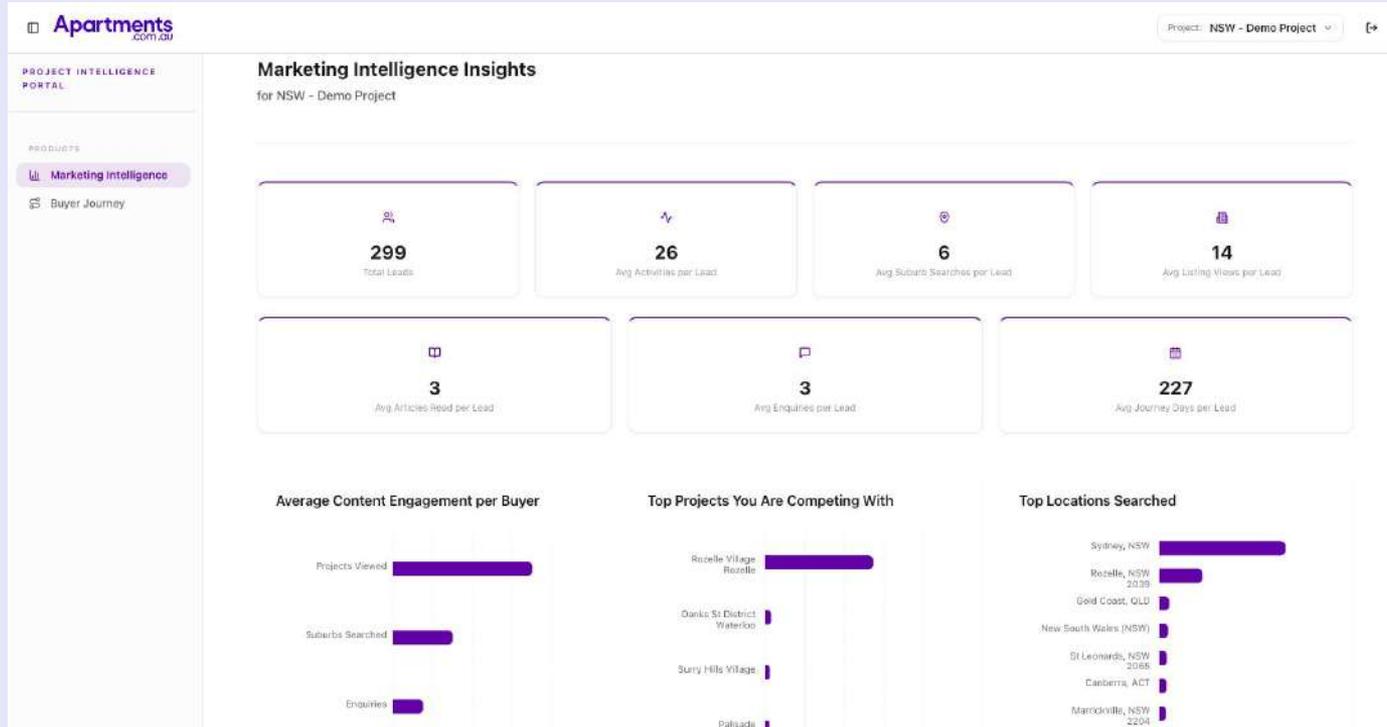
Text:

**0485 034 818**

To register your interest

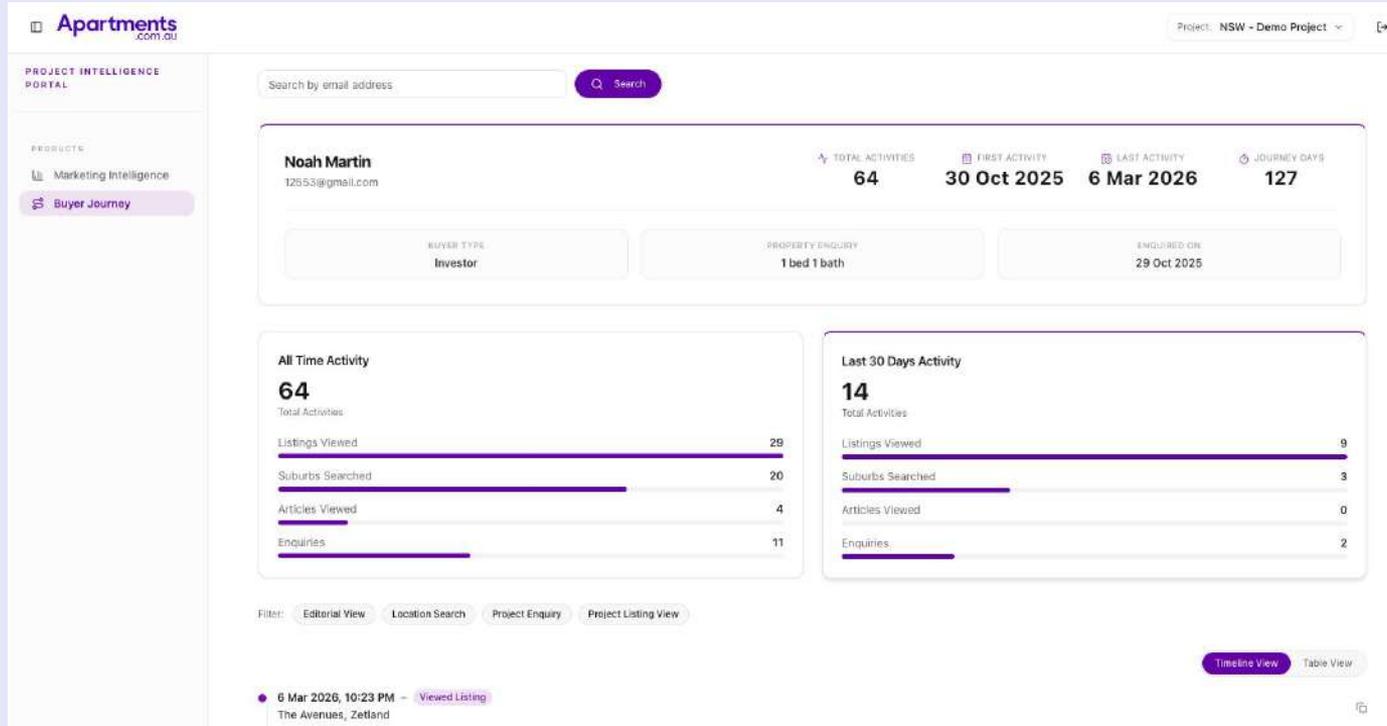
# Buyer & Project Intelligence Platform

Software that empowers marketers to optimise their message and sales agent to address objections



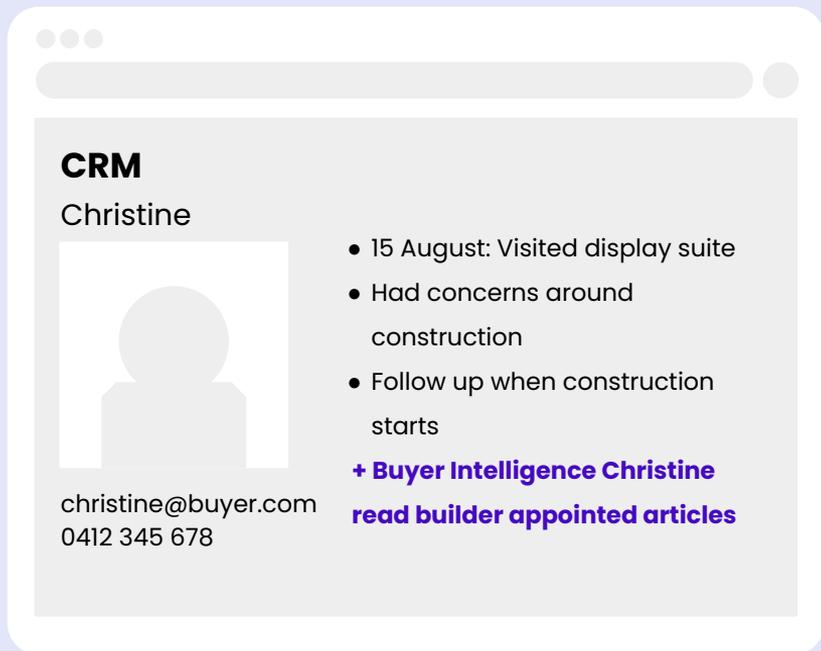
# Buyer Intelligence Platform

Software that empowers marketers to optimise their message and sales agent to address objections



# Re-engage leads with more context

## Intelligent Follow up



**CRM**  
Christine

christine@buyer.com  
0412 345 678

- 15 August: Visited display suite
- Had concerns around construction
- Follow up when construction starts

+ **Buyer Intelligence Christine**  
**read builder appointed articles**

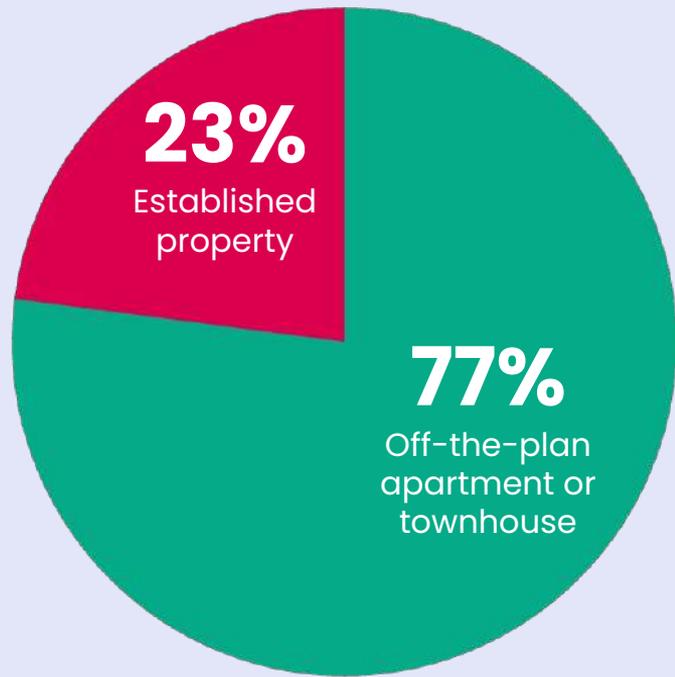
"Hi Christine, I just wanted to give you an update on Steela in North Sydney, construction has officially commenced! I know when you visited the display in August, you had some concerns around the build process. I wanted to let you know that a builder has now been appointed and work is underway. Happy to walk you through where things are at if you'd like to jump on a quick call."



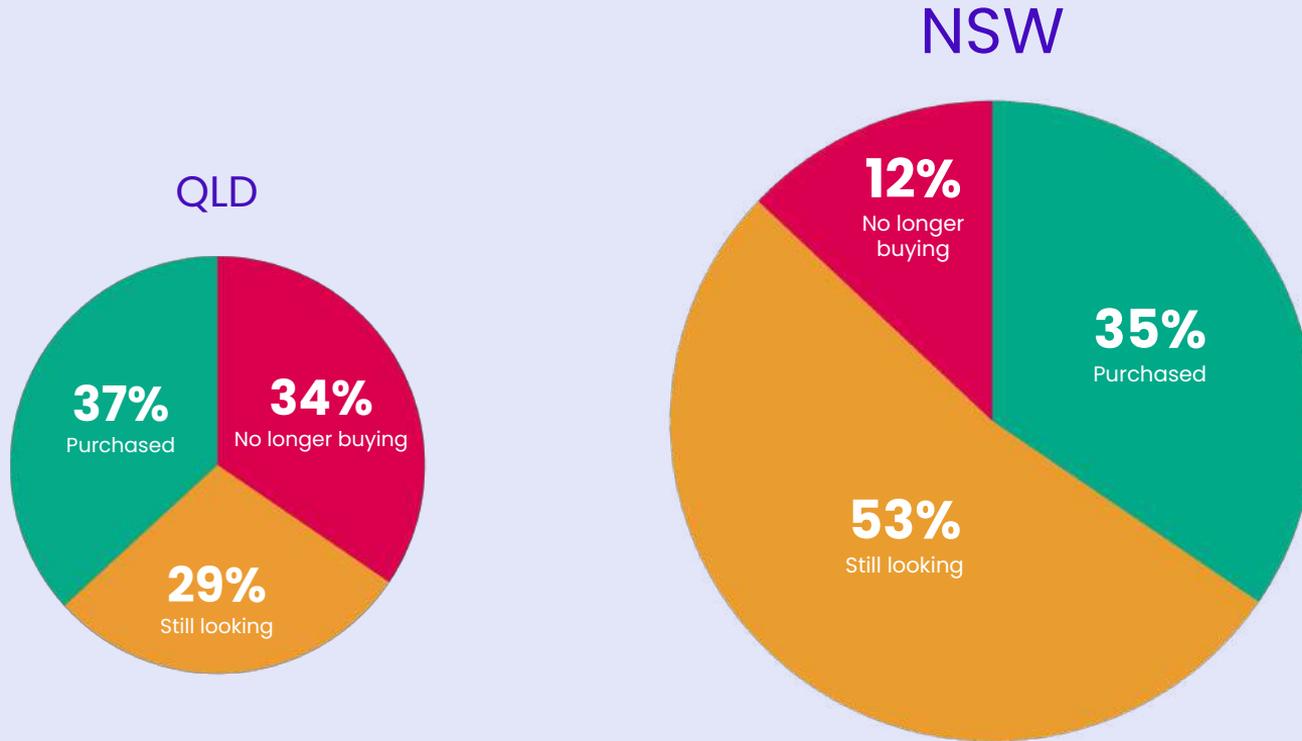
Conversion Assist completed Market Research  
for Apartments.com.au.

4,000 enquiries from the last 12 months to ask  
**where they're at in their journey...**

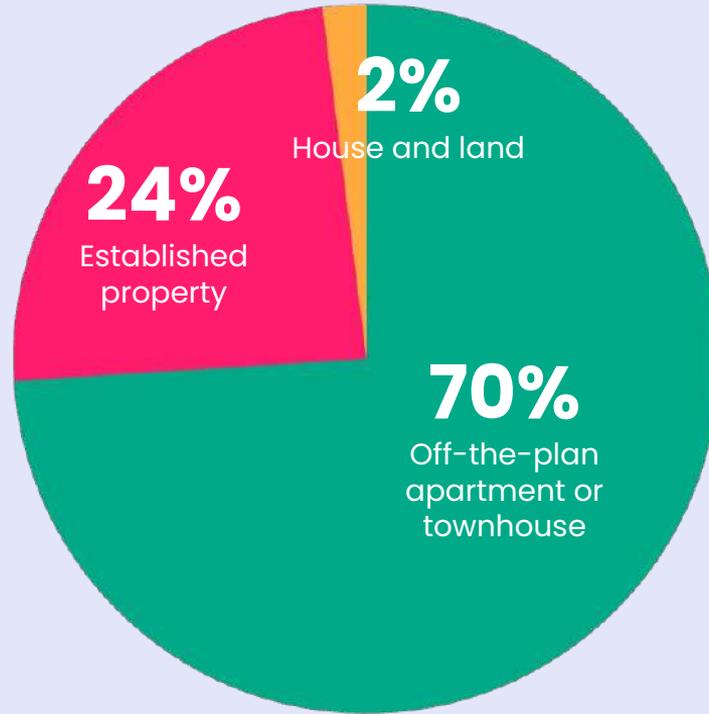
# Our users are specifically using our platform for new and off-the-plan



# More than a third of leads purchased



# The majority are buying off-the-plan



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

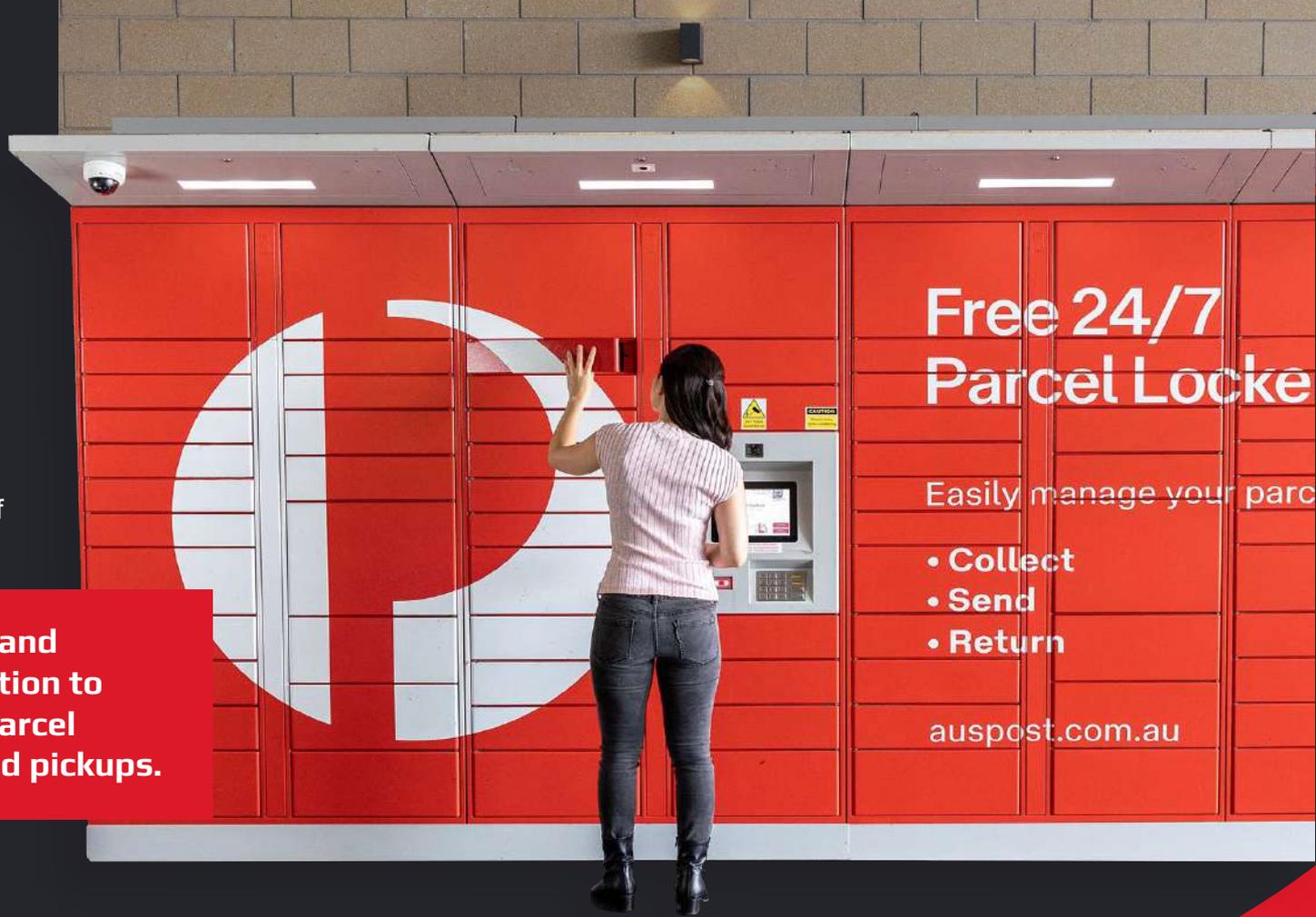


## What's a Parcel Locker?

A Parcel Locker is a secure, self-serve unit where customers can collect, send and return parcels any time of the day or night.



**It's a simple and modern solution to streamline parcel deliveries and pickups.**



## Free 24/7 Parcel Locker

Easily manage your parcels

- Collect
- Send
- Return

[auspost.com.au](https://auspost.com.au)





A self-serve hub for parcel management

Enables secure and contactless delivery

A centralised location for online shoppers to receive and dispatch parcels at their convenience

Easy to use, secure and enhances the delivery experience

24/7 accessibility and DDA compliant

## Benefits of Parcel Lockers for the community



# Customer insights

## Online shopping is booming



**9.8m**

↑2.3%#

**Australian households**  
Shopped online in 2024



**A\$69b**

↑12% YoY\*

**Aussies spent online in 2024**

## Rising popularity in out-of home (OOH) collection points

**1 in 4**

Gen Zs and Millennials

say they'll use OOH collection points, like parcel lockers, more often in 2025. ^

**56%**

Gen Zs

prefer retailers offering OOH collection points#

**45%**

Millennials



**1 in 3 Gen Zs**

always have their parcels delivered to a collection point



**6 in 10 Millennials**

choose a collection point when they know they won't be home.\*



**4 in 10 shoppers**

bundle other activities alongside parcel collection, e.g. grocery shopping (78%), going to a café (46%) or window shopping (38%)

^Australia Post Omnibus Consumer survey Nov'24

\*Australia Post Omnibus Consumer survey Sep'24

# Australia Post eCommerce Report 2025





# Sydney delivery insights: Unlocking customer satisfaction



**High-density, mixed-use postcodes show the highest carding—ideal conditions for 24/7 OOH collection via lockers.**



**Sydney residents are happier with lockers**

Parcel Lockers in Sydney score more than 60+ NPS points higher than carded deliveries, demonstrating that residents strongly prefer lockers.

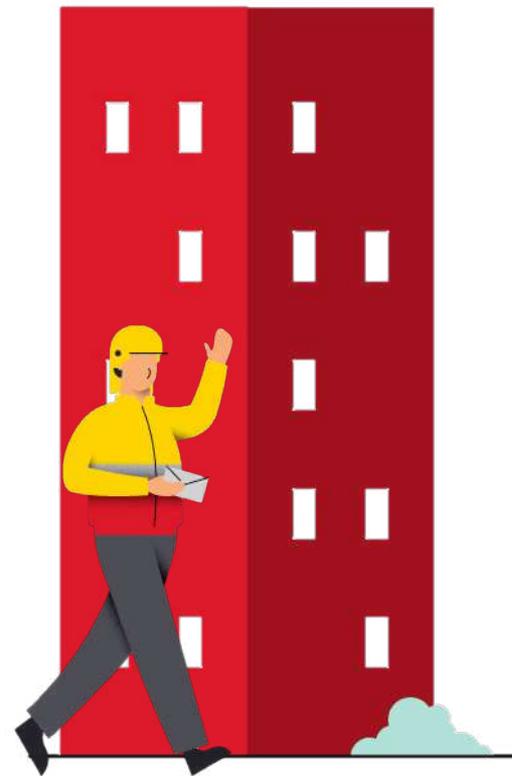
Source:  
GCP Event Management (SCEM\_EVENTS), Delivering Delight Program – Track & Receive Episode (FY 2025).  
SA4 Region - Australian Bureau of Statistics (ABS) – Statistical Area Level 4 (SA4) classification for regional boundaries



# Where Sydney needs Parcel Lockers

Postcodes most impacted by missed deliveries

Postcode	Nov-25	Dec-25	Jan-26
<b>National average</b>	9.2%	9.3%	8.9%
Waterloo/Zetland	25%	26%	26%
Redfern	24%	22%	22%
Erskineville	21%	19%	17%
Double Bay	19%	18%	18%
Kensington	15%	18%	18%
Carlton/Allawah	18%	18%	14%
Chippendale	15%	17%	17%
Summer Hill	17%	16%	15%
Mascot	17%	16%	14%
Bronte	15%	16%	16%



# Why Parcel Lockers matter to residents in these postcodes



## Secure, simple and free

- Enjoy **peace of mind** with 24/7 secure access using easy app-generated PINs.
- Collect or return parcels **anytime**, without extra cost or complicated steps.
- Designed for those who value **safety and simplicity** in their new lifestyle.



## Convenience that fits everyone's life

- **Reduce pressure on local services** by giving residents 24/7 parcel access—no need to wait at home or queue at Post Offices.
- Improve convenience for inner city dwellers, support community satisfaction and deliver smarter infrastructure.



## Sustainability (ESG)

- Contributes to **reducing carbon emissions** by supporting cleaner, less congested streets.



## Community Impact

- Parcel lockers make Melbourne living smarter and more convenient, giving residents secure 24/7 access to parcels and reducing missed deliveries.
- Quick installation (just **3–4 weeks**) and **no cost to you**, Australia Post takes care of everything.
- Fully maintained and upgraded by Australia—so you and your residents enjoy the benefits without any financial or operational hassle.

## Parcel Lockers will be fully funded by Australia Post.

This includes :

- ✔ Parcel Locker unit
- ✔ Site preparation
- ✔ Quick installation
- ✔ Maintenance
- ✔ Cleaning & servicing
- ✔ Upgrades (when required)
- ✔ 24-hour call centre support
- ✔ CCTV surveillance (outdoors)
- ✔ Fully certified trades

Parcel Lockers are **easily installed**, provided we have access to power

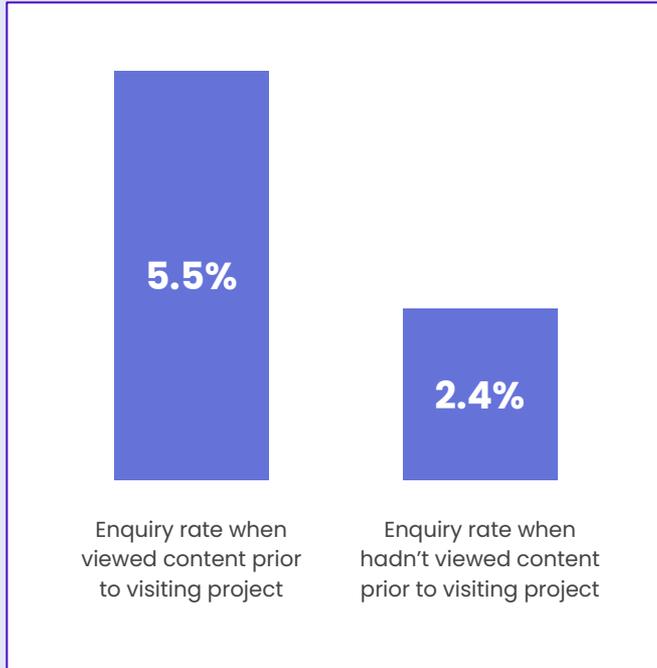




conven



# Buyers are **2.2x** more likely to enquire on a project if they have viewed an **article** or **video** first



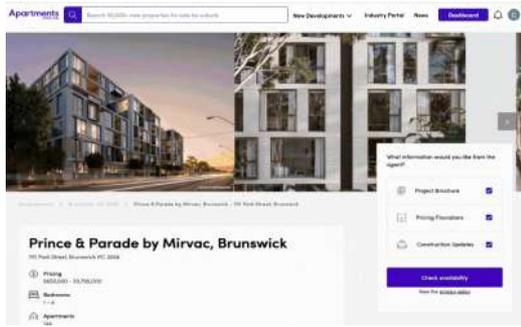
Long form storytelling through articles and videos continues to be a lever to meaningfully communicate the unique selling points of the property.

- ✓ Third-party endorsement
- ✓ Distribution to targeted audience
- ✓ Build brand trust and buyer confidence
- ✓ Differentiate from competitors by telling more of your story

[Apartments.com.au/news](https://www.apartments.com.au/news)

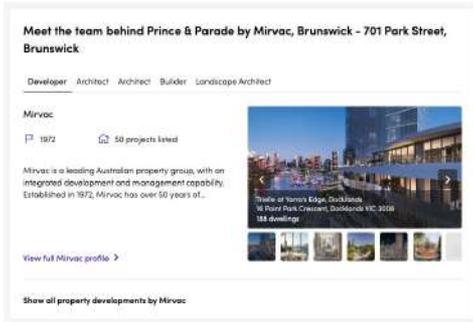
# Enable consumers to research by providing lots of detail on your listings and industry profiles

## Deeper information on project listings



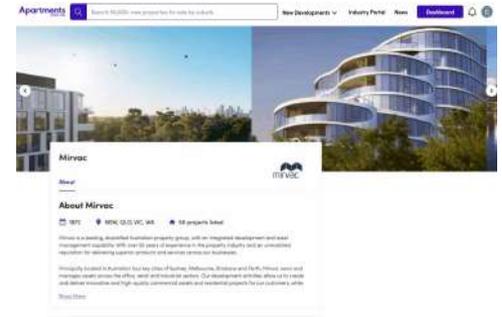
Equipping buyers with comprehensive details about the project and available configurations

## Project team overview



Clarity on exactly who is involved in the project, with the ability to research each party in more detail

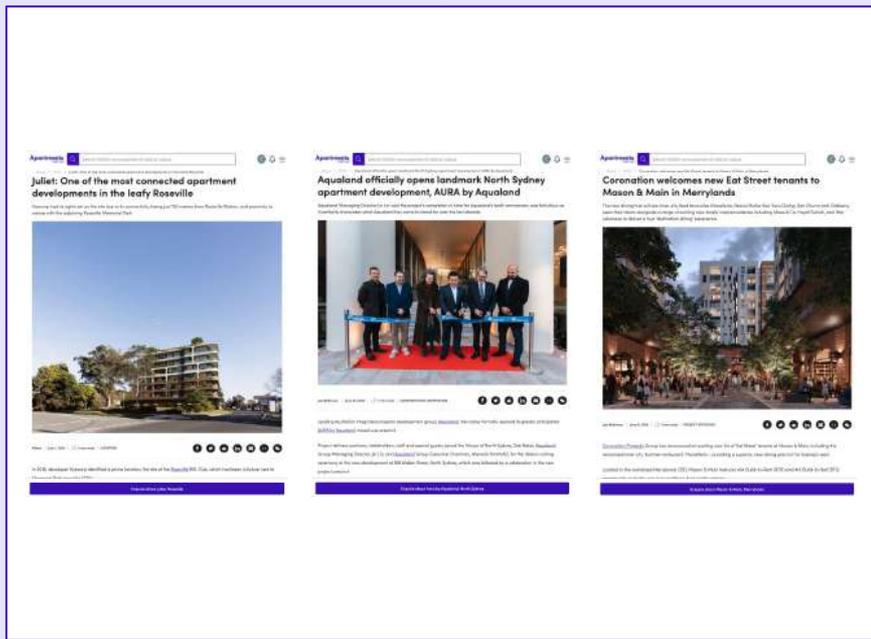
## A featured profile on each developer & builder



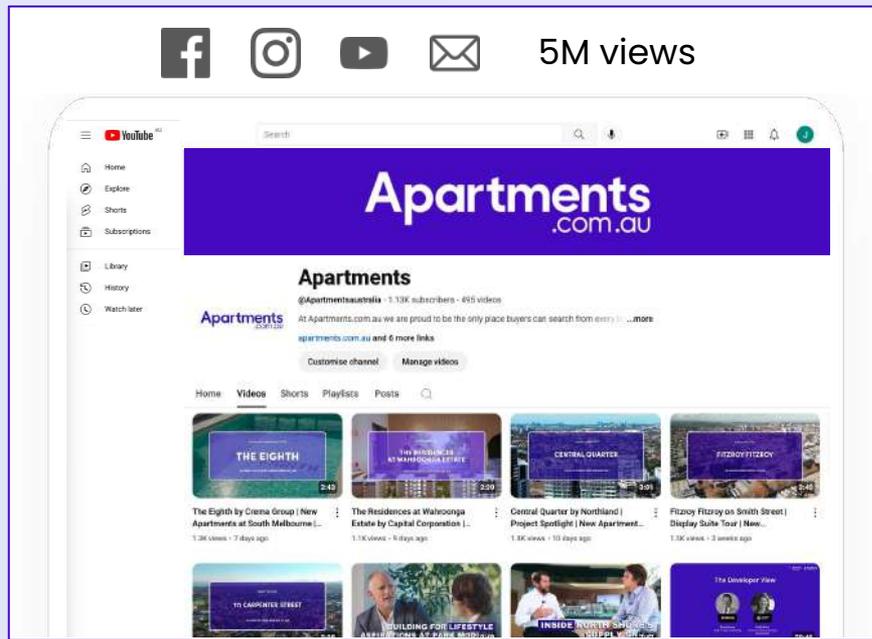
Showcase developer USPs  
Key awards  
Project track record

# Bring projects to life with written and video content, and enable buyers to go down the research rabbit hole

## Editorial



## Video



# Developing Sydney



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Director Origination

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# Developing Sydney



## 18-20 Bancroft Avenue & 23-27 Lord Street, Roseville

- 5,853 sqm block
- 260m from Roseville Station
- SEARS achieved for 156 apartments over eight-storeys

# Developing Sydney



## 15 - 23 Spencer Street, Rose Bay

- 2,583 sqm
- Strong market precedent for luxury residential outcomes across nearby LMR sites
- Rose Bay Village 350m walk

# Developing Sydney



## 525 George Street, Sydney

- 1,856 sqm site
- Stage Two DA for 43-storeys
- 285-room luxury hotel
- 98 luxury apartments
- Five cinema complex, three retail tenancies
- Is a CBD tower appealing?

# Developing Sydney



## 607 Pacific Highway, Chatswood

- 14,693 sqm site
- One of the largest on the market in Lower North Shore
- 650m from Chatswood Transport Interchange
- On the market since 2023 - is this now appealing?

# Waratahs Jersey Giveaway Winner...



**Apartments**  
.com.au

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