

# Hayver

**FOR IMMEDIATE RELEASE**  
MELBOURNE, APRIL 2025

## **LandxWise Expands to Offer In-House Sales Through SalesxWise**

LandxWise, a leading greenfield and house and land developer, is proud to announce the expansion of its business with the launch of SalesxWise, a specialised land marketing company dedicated to selling lots and House & Land packages in Melbourne's thriving growth corridors.

With this strategic expansion, LandxWise aims to streamline the customer journey by integrating sales expertise directly within the company. SalesxWise's people-first approach will allow for a more personalised experience, guiding clients toward long-term success and helping them find communities where they can truly thrive and feel at home for years to come.

Led by industry leaders Anil Malik, Akash Ahluwalia and AJ Batra, the SalesxWise team brings extensive experience and dedication to assisting clients in reaching their property goals.

Anil at the helm of the business has big ambitions. "I want to double our team in next couple of years and sell 1,000 lots per year, including house-and-land packages. We're building something special here – SalesxWise isn't just about sales, it's about strategic, long-term success for our clients."

The introduction of SalesxWise allows LandxWise to offer end-to-end support, from development to sales, ensuring a seamless and cohesive experience for buyers. By focusing on Melbourne's growth corridors, the group is well-positioned to meet the increasing demand for quality house and land packages in the region.

Anil Malik brings an unmatched depth of expertise to SalesxWise, including over \$5 billion in sales under his leadership, across five Ray White offices, over a 16- year career. His passion for real estate was ignited at the age of 16, watching his father manage property transactions. "I was fascinated by the process – seeing deals come together, watching people build their dreams. That's when I knew real estate was in my blood."

"At SalesxWise, we will aim to do more than just transact—we want to foster lasting relationships," Anil added. "We will provide clarity and confidence throughout every step of the real estate journey. We are excited to leverage our experience assisting hundreds of clients in reaching their property goals."

As for the market, Anil is clear: "The Melbourne market is improving and now is the most opportune time to buy until 2026."

For more information on the SalesxWise team and their current projects, please visit [salesxwise.com.au](https://salesxwise.com.au)

**ENDS**

For further details or media inquiries, please contact:

Natalie Cheeseman  
[natalie@hayver.com.au](mailto:natalie@hayver.com.au)  
+61 417 317 637

