



**INGENIA COMMUNITIES GROUP**

**Sales & Marketing**



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## Delivering Consistent Sales Growth Year on Year

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# Key to FY18 sales success

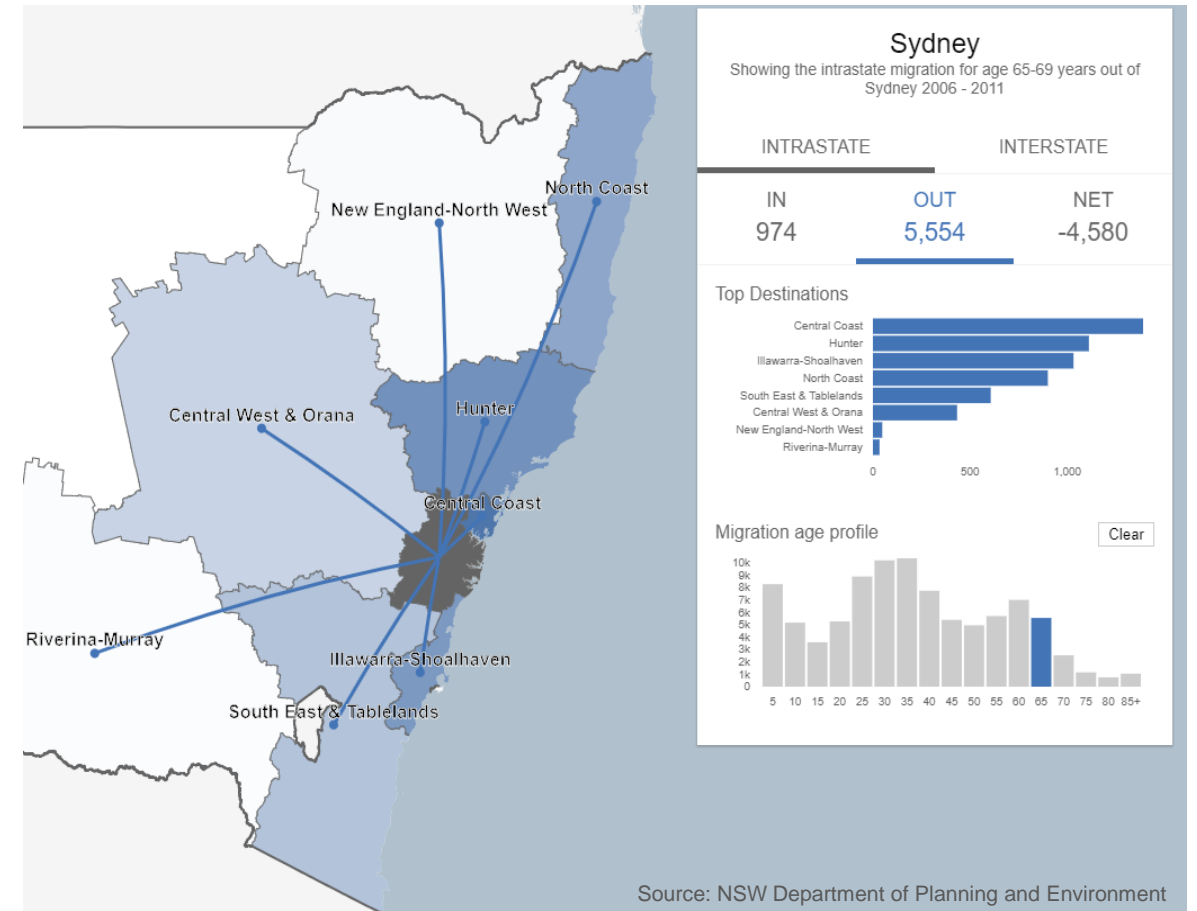
## market conditions

### Behind the headline data are some mid term benefits for the Lifestyle sector

- Prices will continue to fall in 2018 and into 2019
- Different markets behaving differently
- Price decline is driven by premium market and credit tightening
- Affordable end shows resilience
- Takes time for sellers to swallow the price adjustment pill
- Cooling market propels action from downsize procrastinators who have held out riding the property growth wave
- The Ripple Effect will underpin premium coastal and fringe locations as buyers ditch capital cities
- A credit shock rather than prolonged downturn
- The economic & population fundamentals look solid
- The market has cooled more than predicted in the quarter to May, creating short-term challenges for settlements

**Ingenia has a geographically diversified portfolio with strong price diversity providing resilience to changing market conditions**

Greater Sydney outward migration between 2006 and 2011



*"Fundamentals of the economy and the housing market look solid"*  
- ANZ Research

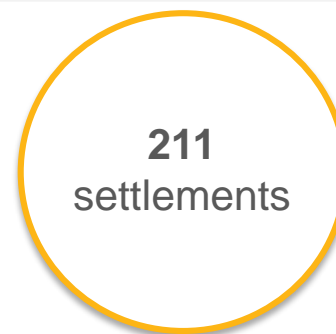
# Key to FY18 sales success

## delivering growth

### FY18



### FY17



\*Carry Forward equals homes contracted or deposited

# Key to FY18 sales success

## balanced portfolio

Geographic Diversity has delivered resilience to market conditions

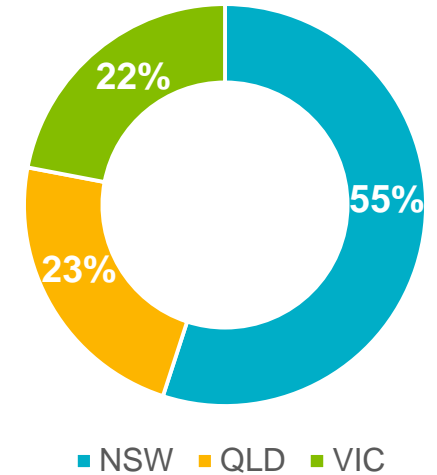


- QLD population increase – 1.7%
- Auction clearance – 45.6% (-6.6%)
- Vendor discounting – 5.3%
- Days on market up – 57 days

- NSW population increase – 1.6%
- SYD Auction clearance – 57% (-10%)
- Vendor discounting – 6.1%
- Days on market up – 43 days

- VIC population increase – 2.4%
- MEL Auction clearance – 56% (-19.8%)
- Vendor discounting - -4.9%
- Days on market up – 33 days

FY18 Settlements by region  
(Forecast)



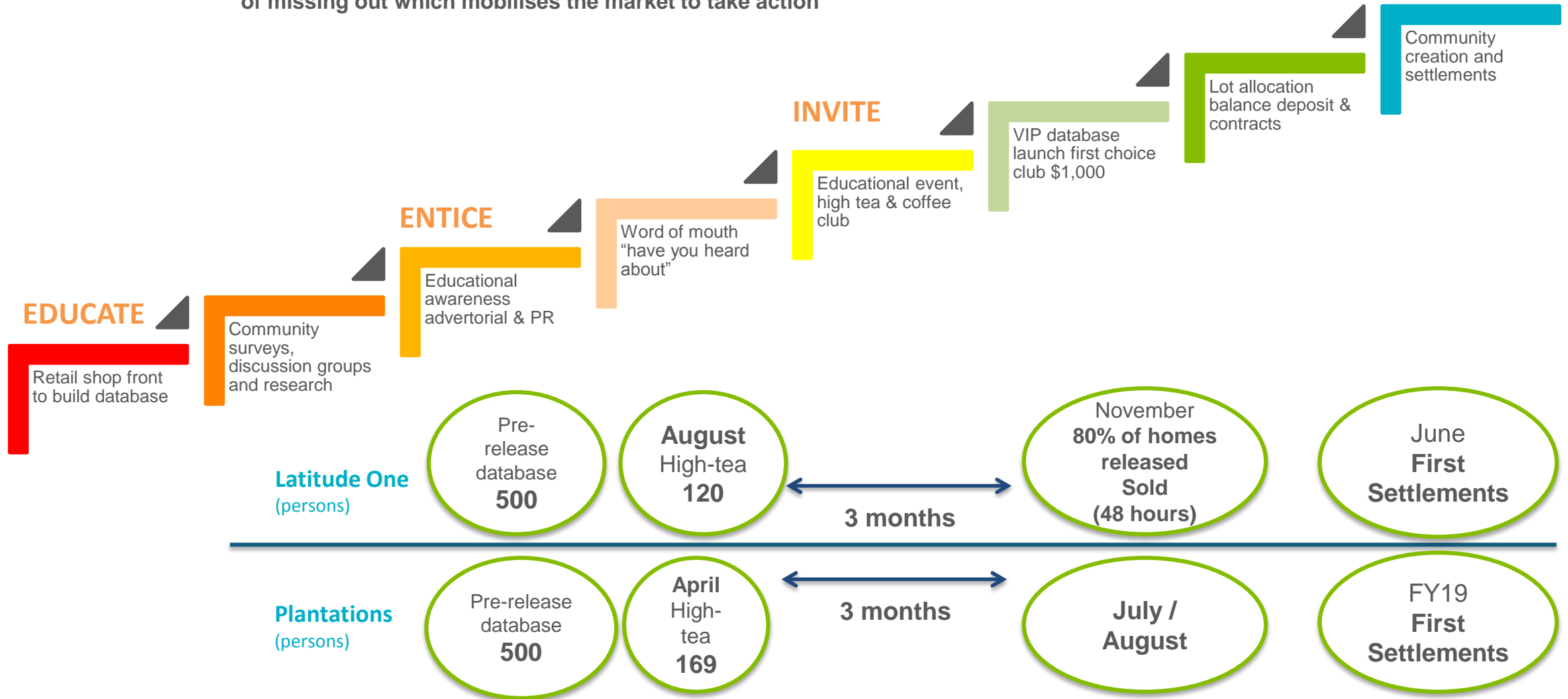
Source: CoreLogic, June 2018

# Key to FY18 sales success

## innovative strategic release platform

### Launch strategy

Build pent up demand, insulate the market from competitors and leverage word of mouth to create a sense of urgency and fear of missing out which mobilises the market to take action





# Key to FY18 sales success

## Latitude One project launch timeline

### LATITUDE ONE RELEASE STRATEGY TIMELINE

#### ROAD MAP TO RETIREMENT HIGH TEA INFORMATION EVENT AUGUST 2017



INVITATION TO HANDOUT BY SALES AND MAILED TO DATABASE



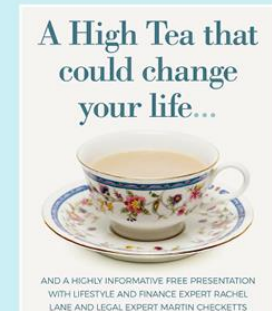
PAPERLESS INVITE TO DATABASE



TACTICAL RADIO AD



COMING SOON BROCHURE



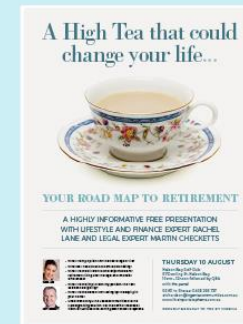
EDM



NEWSPAPER ADVERTORIALS



TACTICAL WEB PAGE



A3 POSTER



# Key to FY18 sales success

## Research and education

### Innovative tools increase awareness & support the decision process

Want to know more?

#### DOWNLOAD OUR GREEN eBOOK ON LIFESTYLE LIVING

When you're downsizing and facing a number of decisions for the next stage of life, there's one seniors living option which is a more simple, transparent and affordable choice that just makes sense. By asking yourself some important questions, and taking into consideration the many factors in this e-book, the downsizing decision making process can become a lot easier.



DOWNLOAD NOW!

Senior Finance Expert, Rachel Lane



**YouTube Video Series with Rachel Lane**  
Don't miss our video series with Rachel Lane offering free advice about the differences between retirement villages and lifestyle communities, freeing up equity without losing pension entitlements and the lifestyle gains and financial benefits after moving into a lifestyle community.

FIND OUT MORE

#### Plantations High Tea Education Event



### Size down and start living Your new lease on life

Welcome to the second *Size Down and Start Living* e-book, an informative series helping many Australian seniors with advice on taking the first step to begin a new chapter in life. This edition delves further into downsizing and looks at the most popular living trend for over 55s to downsize and commence a minimal, streamlined lifestyle.

Lifestyle communities, also known as residential land lease communities, are an innovative and sustainable way for downsizers to finance affordable housing and improve their wellbeing. There are many things to consider when looking into downsizing to a lifestyle community, from budget, space and garden size to the type of lifestyle you're looking forward to enjoying. Whether it's to save money, release equity or to avoid the burden of a large family home, downsizing comes with its rewards.

By asking yourself some important questions, and taking into consideration the many factors in this e-book, the downsizing decision making process can become a lot easier.

Ingenia Lifestyle

### Land lease communities The most popular living trend for over 55s

Many Australians see home ownership as an investment for the future and a crucial factor in enabling their continued independence as they age.

Lifestyle-focused land lease communities are one of the fastest growing trends available to the downsizing market, allowing residents to own a home but lease the land.

This was previously made to help living from the two-party Crown land model. Many downsizers of Older Australians, who have not in the past, Australians have not their retirement and need a new solution. Home lease living, SL, and an increasing number of downsizers are now using this specific housing, such as a land lease community. They can fully benefit from the many advantages of land lease living, including the provision of affordable housing, providing security, independence and enjoying a better life.

The construction method offers over 10% in return on investment, which is an important all the benefits of quality, speed and affordability with an innovative design.

We create community

### Innovative home construction the future for downsizers

The home building industry is setting new benchmarks in innovative construction techniques allowing a new design of home to be delivered under Ingenia Lifestyle's land lease ownership model with more benefits for downsizers.

All homes feature open plan living, generous covered decks, a full kitchen, storage and built-in robes to suit your life.

- Modern appliances, built-in bench and quality stone cook top (gas or electric) and cook top range hood and dishwasher
- Some models also incorporate systems, upgrades with the flexibility to add in features such as stone bench tops, smart, hardwired design, included for most features in the future.
- A range of environmental considerations, including insulation to ceiling, floor and walls, solar panels and energy saving with a range of options to suit your lifestyle.

The homes are completed with decking, landscaping and fully constructed, all taking approximately 12-16 weeks to build in time allowing residents to move into their homes sooner and at a more affordable price.

We create community

### How am I protected in a land lease community model?

Land lease communities are emerging as a strong sector in affordable seniors accommodation setting new benchmarks with quality operational strategies to keep residents safe, social and secure.

Living in a land lease community means you don't purchase the land, and therefore do not need to pay stamp duty. There are also no entry or exit fees.

Additionally, because you lease the land there is a more simple way to exit the community if the selling price falls below the cost of the stamp duty of the community and you are of the land.

It means that, instead of legislation, residents are covered by relevant state-based Residential Land Lease Communities legislation which governs the industry and seeks to promote fair operational trading practices.

Another important factor that protects residents in the form is covered by a state approved or state approved process, which ensures your lease is legal. There is an easy process to exit with the responsibility for the buying power to sell on, get the capital gain or loss on the sale of the home and move to a new living arrangement with no exit fee to pay.

In recent years, instead of legislation, residents are covered by relevant state-based Residential Land Lease Communities legislation which governs the industry and seeks to promote fair operational trading practices.

We create community



# Foundations for growth

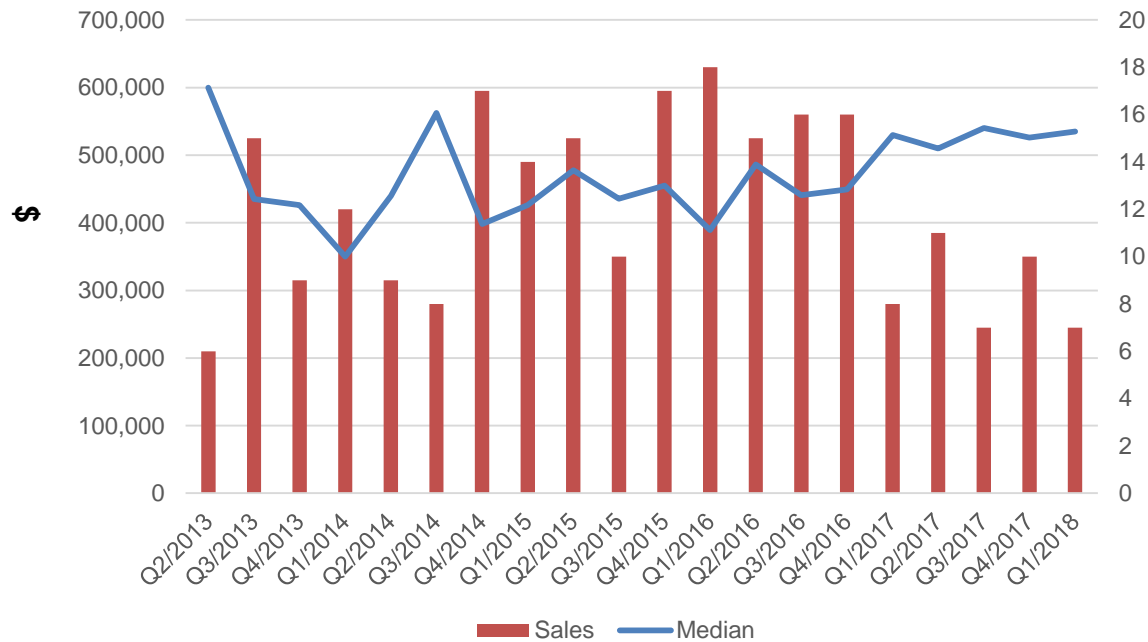


Aerial – 22 June 2018

# Case studies: residential markets

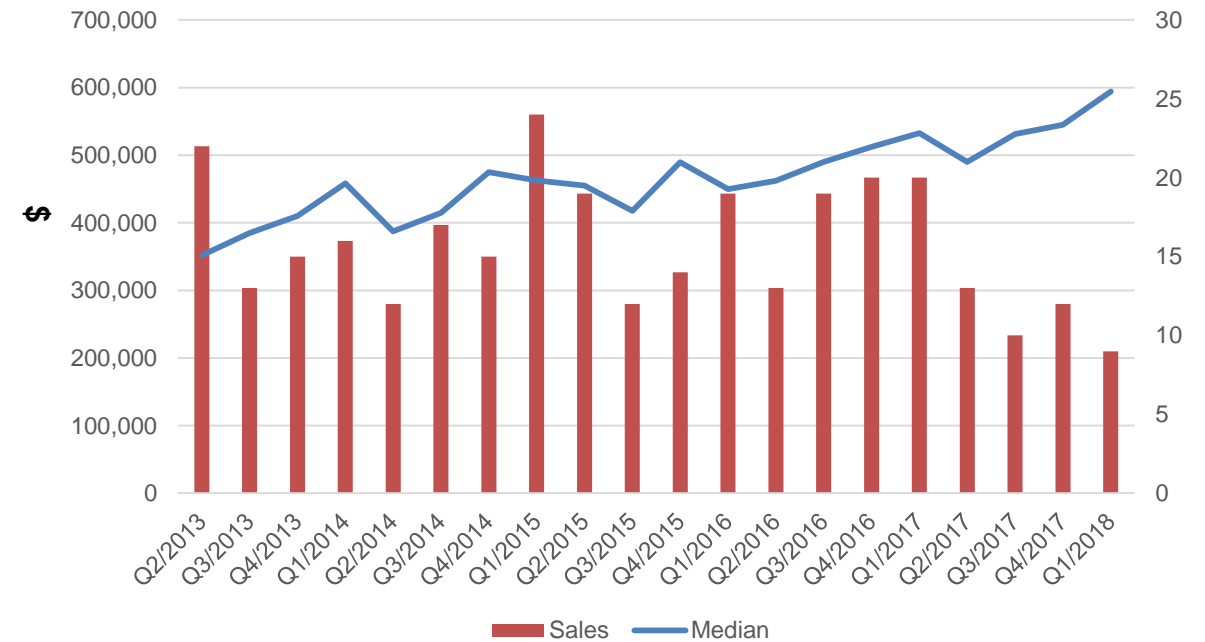
## The Grange and Latitude One

### Morisset, NSW - The Grange



Median price - \$535,000 (+17% FY18)  
 The Grange average price - \$384,000 (72% of median)

### Anna Bay, NSW - Latitude One



Median price - \$540,000 (+17% FY18)  
 Latitude One average price - \$494,000 (91% of median)

Source: Property data solution (pricefinder.com.au) and INA analysis.



# Case Study

## Latitude One – our first greenfield site

Latitude one





# Case Study

## Latitude One – gold class facilities



*Love the life you live.  
Live the life you love.*

BOB MARLEY

### GOLD CLASS ALL THE WAY

Living a longer, healthier and happier life was the inspiration for the Latitude One vision. Our gold class clubhouse, framed by a stunning Porte Cochere, takes pride of place as the social centrepiece and hub of the vibrant community life at Latitude One.

Indulge in Happy Hour with newfound friends at The Sterling sports bar or a game of croquet at Harpers Square. Watch your favourite musical at Star Cinema or borrow a book from the library to enjoy at home or curled up on a daybed by the pool. The greatest challenge will be deciding how much to fit in to each day.

  
Gold class clubhouse

  
Alfresco BBQ area

  
Library/craft room

  
Bowling green

  
Gym

  
Pool/spa

  
Cinema

  
Sports bar



# Case Study

## Latitude One – our first greenfield site



- > Masterplanned community with 270 new homes and quality facilities
- > Strategic launch strategy generated pent up demand
  - 89 homes deposited, contracted or settled
  - Average sales price >\$494,000 (\$359,000 - \$625,000)
  - Strong sales – First Choice Club and pre launch program



# Case Study

## Latitude One – gold class facilities



INGENIA CAM 04 BOWLING GREEN PRELIMINARY



# Outlook



## FY19 sales target is underpinned by:

- **Strong pre sales** - 46% of forecast settlements are already at deposit or contract
- **Time to Take Action** - lifestyle downsizers propelled to 'take action' after holding out for the property wave.
- **The need to 'cash out'** - they will seek a more affordable solution to maximise 'cash out' and lifestyle communities will fare well
- **The 'Ingenia Difference'** – transparent and simple model underpinned by strategic release platform and clear customer and market insights
- **Emerging stability** - downsizers defer decisions in times of instability
- **Education & awareness** will increase the potential pot of buyers
- **Geographic and price diversity** of the portfolio will provide sales resilience

\* carry forward is deposits and contracts from FY18

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