



SunLife Australia

WORKSHOPS

OVERVIEW

SunLife Australia is a branding, marketing and property development company for over 50's 'resort-style' communities

The key attributes of SunLife Australia property:

- Freehold homes rather than the conventional land rental or licence model.
- Middle to upper affluent market – most buyers purchase with cash.
- Luxury type finishes and quality.
- Excellent community facilities.
- Focus on an underrepresented age group to increase market depth.
- Clear brand standard and brand recognition.
- Facilitate property ownership through innovative Invest + Retire property mechanics.
- Understanding 'the fears' and 'barriers' of those wanting to 'sell their existing home' or 'move away from their family' or 'the fear of moving' and how such fears and barriers are managed.
- Can sell without deduction if the circumstances arise where a move to high care is necessary or can readily leave to family or others in a Will.

While SunLife Australia is a developer in their own right, they focus on co-developer opportunities, marketing and branding opportunities for developers who have projects of their own. Developers can choose how they engage with SunLife Australia to best suit their particular objectives for each project – such as branding – marketing – co-development - and property agents can play a key role in the orchestration of this.

Scope of SunLife Australia services:

Services	Currently Own Site to Develop	Seeking New Site to Develop
Co-Development	YES	YES
Branding	YES	YES
Sales Platform	YES	YES
Marketing Platform	YES	YES
Lead Generation	YES	YES
Consultancy Funding	YES	YES

SCOPE FOR AGENTS

The scope for property agents is extensive. SunLife Australia aims to fully support Accredited Agents in all facets of the SunLife Australia product. The opportunity for property agents to work with SunLife Australia includes :

1. Sell SunLife Australia property nationally – both built and to be built – and be fully supported in such endeavours.
2. Create a 'double sale' position – current home and new home
3. Sale and development sites. Also, interact and promote with developers in their own area for a SunLife development that they can then play an instrumental role in marketing
4. Identify and analyse sites for a SunLife Australia co-development or other developers
5. Benefit from the power of a national brand and a defined market approach
6. Collaborate in lead generation and a national marketing platform and take advantage of the various conduits and relationships for marketing (databases, social media, web sites, TV, radio, paper and many others) that SunLife Australia has created and utilised
7. Collaborate with SunLife Australia on their sales, contract and settlement process and platform
8. Access a network of property professionals to optimise listing and sales opportunities

Commission potential for Agents:

PROPERTY	COMMISSION
Homes of future SunLife Residents	YES
SunLife Australia homes	YES
Development Sites	YES

When selling SunLife Australia property, it is important to clearly know our product, point of difference, and the primary target market the product will appeal to, and what SunLife Australia offers with respect to support for marketing and sales. This guide is designed to assist professionals with the sales by providing information on:

1. Our Product
2. Our Point of Difference
3. Over 50's Market
4. Selling to Over 50's
5. Sales Support

ACCREDITATION WORKSHOPS

SunLife Australia understands and respects that the vast majority of property agents are very experienced and skilled at selling. The objective of the Accreditation Workshops over zoom is to provide an informative platform for all agents, encourage discussion and sharing of knowledge in the workshops, and to provide a forum where those less experienced in the selling of the SunLife product have a clear understanding of the aspects that can impact a sale.

This Accreditation Workshop program is an accompanying document to the Brand and Sales Manual. It is important to read those 2 documents.

The following modules will form the Accreditation Workshop program. Please remember our desire is workshops, and not lectures, as many property agents will have valuable workshop contributions to make. The workshops will also allow SunLife Australia to best understand and implement ways to assist property agents in the marketing and sales process.

Workshop One – Introduction

1. The SunLife Australia vision and opportunity for property agents
2. The benefits of the SunLife Australia product and market differentiation
3. The target market and how the target market has been broadened
4. Addressing the fears of the target market

Workshop Two – The Research

1. Demographics – age – affluence
2. What the target market seeks
3. Research turned to opportunity
4. Understanding the research to aid in sales

Workshop Three – Selling Approach

1. Timelines compared to ordinary sales
2. Addressing the fears of the target market in detail and how to overcome
3. Ways and means of continued communication to create commitment
4. Selling the benefits of freehold and other attributes of SunLife Australia product compared to lease and licence

Workshop Four – Invest+Retire

1. The online PIA model
2. The opportunity for rentals
3. The opportunity for purchase
4. The opportunity to integrate family into the purchase with parents

Workshop Five – Superannuation

A workshop with an independent expert to explain all of the various ways that superannuation and SMSF can be utilised effectively in the SunLife Australia model.

Workshop Six – Collateral and Support

1. SunLife marketing collateral and what works best
2. How SunLife Australia will assist in each step of the way
3. Site analysis for other developers and SunLife product in your local area
4. SunLife Australia sales, contract and settlement management

