



# DEVELOPER OPPORTUNITIES

"Alone we can do so little; together we can do so much."

-Helen Keller

SunLife Australia offers property developers who have suitable development sites for Independent Living Apartments (ILA's) or Independent Living Villas (ILV's) the opportunity to brand their site as a 'SunLife' development. Importantly, the experienced SunLife Australia team specialise in over 50/55's sales and marketing and have unparalleled access to the marketplace, national and international.

The development opportunities to be a 'SunLife' project are suitable for the following:

- **a property developer has an existing site**
- **a property developer wants to purchase a new site**
- **a property developer wants SunLife Australia to introduce them to development sites**
- **A property developer wants to utilise SunLife over 50's design and construction services**
- **a property developer wants to do a joint venture or co-development with SunLife Australia**

SunLife Australia's development and construction experience coupled with the proven SunLife Australia sales and marketing platform which utilises powerful affiliate groups and specialised marketing, can offer co-developers and developers alike a ready-made foundation to launch projects from and optimise success. SunLife Australia also has access to various debt and equity facilities for development.

**Developers can select services based on their requirements and ultimate objectives.**

SERVICES	Currently Own Site to Develop	Seeking New Site to Develop
Branding	YES	YES
Sales Platform	YES	YES
Marketing Platform	YES	YES
Lead Generation	YES	YES
Construction Services	YES	YES
Project Capital	YES	YES
Construction Funds	YES	YES
Co-development	YES	YES
Design for over 50's	YES	YES

## **Invest Retire – Innovative and Smart**

The property mechanics of **Invest + Retire**, perfect with the SunLife brand, offers buyers a smart way to “future proof” their retirement and earn investment returns until they choose to retire. These innovative property mechanics and packaging vastly increase the sales and marketing scope for developers and co-developers alike by giving them access to new markets.

### **What SunLife development opportunities are there?**

Depending on the development requirements, developers can choose from our branding and marketing services, or co-develop with us. SunLife Australia also has access to extensive capital and debt providers.

### **What services can you offer if I have a site ready to develop?**

SunLife Australia can provide a range of services such as access to equity and debt funding, branding, specialised marketing and sales services, depending on the developer requirements.

### **Can you help me find a site?**

Yes, through our site due diligence matrix and final objectives we are adept at finding and securing development sites.

### **Why are your property mechanics beneficial for development?**

Our property mechanics are important as it provides the architecture of the deal, and our range of options open up property to many people who would not otherwise be in the market.

### **Where do you have sites in Australia?**

We have sites or prospective sites in Warwick, Armidale, Batemans Bay, and Hervey Bay. Our Braidwood site (Summerfield) is in the 3rd and final stage of development.

### **What is the sales strategy?**

SunLife Australia collaborates and forms strategic alliances with real estate agents, finance brokers, professional services, and builders Australia wide including a strategic alliance with Oxbridge, which had over 700 agents nationwide plus international agents have an unparalleled market penetration.