



THE POWER OF SUNLIFE

The Source of SunLife Australia Power derives from brand power as well as product and processes established through years of development experience and extensive industry contacts to meet the increasing property demand in the over 50's market across Australia.

Sunlife Australia Power:

- A clear brand standard - design - facilities - creates trust
- Establishing brand recognition - optimises market recognition & costs
- Brand interaction between sites - creates SunLife culture and exchange
- Assists with capital and debt funders to understand the product
- The power of over 1000 Oxbridge agents
- Focus on a specialised market with massive property demand
- Effective targeting to middle to upper market – independent living
- Invest retire property mechanics - creates market depth
- Over a 2 million database
- Homes with high-end finishes
- Focus on community – resort facilities and community partners
- Freehold in a CMS versus other seniors models of lease and license
- Property with no entry or exit fees – owners can sell whenever they wish



THE SUNLIFE PRODUCT

SunLife Australia sets itself apart from the competition by being a brand that caters to over 50's seeking:

- Freehold ownership of their home
- High-quality lifestyle
- Luxury 50+ resort style living, all about the community
- Architectural and design plans
- Freehold titles
- No entry or exit fees
- Unique exchange program
- Opportunity with the Invest/retire model
- Superior financial outcome at the end of the occupation
- Quality independent living apartments/villas
- Excellent community facilities and amenities
- Engagement with an active community
- The independence and privacy to relax in their own company
- Ability to continue business affairs in retirement

SunLife Australian properties are tailored towards residents who are in good health and active and therefore do not offer 'high care' services. However they will have strong relationships with, and provide SunLife residents access to a wide range of in-home care providers, both government and non-government, to offer support. This is an important part of brand standard.

The development of several SunLife Australia communities will create a network and build:

- A shared ethos for all SunLife communities
- Exchange programs for SunLife residents
- SunLife Australia Clubs
- Community activities



THE SUNLIFE PROCESS

As developers we understand the complexity and the multifaceted nature of delivering a project. Through development experience across Australia, we have proven processes and systems to raise capital, obtain finance, design and engineer a property that meets buyers expectations, and find buyers across Australia to make the development a success.

Ideal for a developer:

- Wants to do a joint venture or co-development with SunLife Australia
- Wants SunLife Australia to introduce them to a new site
- Has an existing site and wants to tap into our development and marketing expertise

CAPITAL RAISING

Capital raising is a complicated process needing substantial financial and legal expertise. We have successfully raised capital for a number of our projects and it is a powerful development tool. Structurally sound property mechanics provides the engine for any investment. Details are essential, from the granular legislative and financial requirements, to the overall development vision which needs to be kept in mind from inception to completion. SunLife Australia has the means to raise capital for a development and structure the deal so it is financially sound, and “makes sense” to potential investors.

CONSTRUCTION FINANCE

Without construction finance, the best conceived development remains a dream. Our relationships with lenders and extensive experience in securing finance provides developers with means to finance their development. Our knowledge of lender requirements and how to structure the deal in such a manner to secure finance, is a valuable expertise for any potential development.

ENGINEERING & DESIGN

Smart engineering and design is what makes great developments possible. Cost of material, cost of construction, market demand, cash-flow and finances, all culminate in a number of choices. We have the experience of delivering exceptional property in a streamlined manner while navigating the time and cost constraints imposed on any property development.

SALES & MARKETING

The SunLife Australia team understands all of the various marketing mediums required to ‘link together’ to achieve a successful outcome on the optimal cash flow/benefit matrix. Each developer program and project will need to be customised to their own specific situation, however with respect to marketing mediums, SunLife Australia, as specialist marketers of over 50’s freehold estates, undertake a coordinated approach across databases, digital marketing, property expos, print media, radio, and TV.