

Capabilities

August 2021



About Us

NPA Projects partners with property developers to deliver a full-service project marketing and sales solution for new beachfront and beachside residential projects.

Experienced in site acquisition, market research, marketing strategy, creative and media placement, campaign delivery, project sales and settlements.



Our Services

Our team specialises in delivering a full service in-house project marketing solution.

We deliver tailored advice covering all aspects of market research, marketing services, campaign advertising and sales management.

- Market Research
- Sales & Marketing Strategy
- Campaign Delivery
- Project Sales, Contract administration & Settlements

Essentially, we can offer the services of a;

- Brand Agency
- Advertising Agency
- Media Booking Agency
- PR Agency
- Sales Agency



NPA Project Selection Criteria

- Partner with well respected Developers, Project Marketers, Architects, Builders & Funders
- Represent beachside luxury small scale owner occupier apartment projects
- Deliver on the brand promise and product presented to market with stakeholders
- Deliver on time, on budget
- Respect stakeholders and the marketplace



Your Project Leader



Andrew Erwin
Managing Director

Andrew's career to date has been solely focussed on delivering efficiency via digital marketing through to sales. An 18 year journey and thousands of project campaigns later the experience gathered includes fronting realestate.com.au's Developer segment for Qld in the early 2000's to delivering on campaign performance for real estate publishers and developers as a consultant.

Andrew continues solving sales problems through marketing solutions and has done so on behalf of ASX listed developers, integrated masterplan communities, international luxury residential apartments, medium density JV development partners and real estate publishers.



Your Marketing Team



Melissa Schmorl

Sales & Marketing Projects Director

With more than 15 years experience marketing property within South East Queensland for a range of developers including Lend Lease and Villa World, Melissa is the hard task master of the team, ensuring your sales and marketing campaign is delivered on time and within budget whilst giving your customer the best customer journey along the way.



Roxann Douglas

Digital Marketing Specialist

When it comes to marketing services, Roxann has it covered. From creating social media ads and EDM's to booking media and having brochures designed and printed. Roxann ensures all stages of the marketing funnel are delivered and meet the marketing strategy developed for each project.



Erin Lord

Brand Manager

Erin is creative and resultsorientated with 10+ years of management experience in strategic execution and delivery of marketing solutions to achieve revenue, customer acquisition and engagement goals.



Your Sales Team



Sara Barnett
Sales Administration

Sara has the eye for detail within our sales team. With more than 5 years experience in contract administration within the property industry including land sales, off-the-plan homes, townhomes and apartments, Sara runs a tight ship when it comes to contracts and administration.



Jason Good
Sales

Jason has more than 30 years experience across the globe in business development. Negotiating sales is in Jason's DNA and he's passionate about delivering the best outcome for every client.



Christine Kleidon
Sales Concierge

Christine's passion for property and customer service make her the perfect leader of our Concierge team. With a background in the building industry, Christine helps our clients with any custom apartment variations and manages the customer journey process with our buyers



Your Sales Team



Kyia Anderson
Sales

Kyia has directly been involved with 37 new projects across South East Queensland, many of which have received industry recognition as being the best performing projects across the Gold and Tweed Coasts.



James Elliot
Sales

James has 12 completed projects spanning 20 years from Sydney to Port Douglas. James is highly professional and well rounded in all aspects of project marketing.



Marie Stephens
Sales

Marie has over 25 years of property experience as a fully licensed agent. Operating within Australia and internationally she brings with her a wealth of knowledge and expertise in every area of real estate.

Project Experience

The foundations of our project marketing success.

2003

REA GROUP (realestate.com.au)

Oct 2003 - Mar2008

Services:

State Manager QLD - Developer Segment

- Introducing developers to realestate.com.au

2010

Jul 2010 - Jun 2014

NDS Creative (Purchased by REA Group 2014)

Services:

White label creative agency & consultancy

- Servicing 200 Developers Nationally
- Creative Ad Agency Full Service Digital

Clients:

- Realestate.com.au
- Domain.com.au
- Reach Local
- Stockland
- Lend Lease
- +200 developers

2014

Jul 2014 - Jun 2015

Blirt

Clients:

Services:

Full service advertising agency Strategy, brand, marketing & Salesforce Villa World

• Custodian

2015

Conversionist

Clients:

Jul 2015 - Current

Services:

• RBG

Delivering property buyers through the sales and marketing funnels. WandaCFMG

2017Jan 2017 - Current

Leadbook

Services:

Social Media lead generation for new projects sales teams.

Clients:

- Mirvac
- Marshall White Projects
- Plantation Homes
- Golden Age
- Crown Group
- Hatched Media

2018Jan 2018 - Current

NPA Projects

Services:

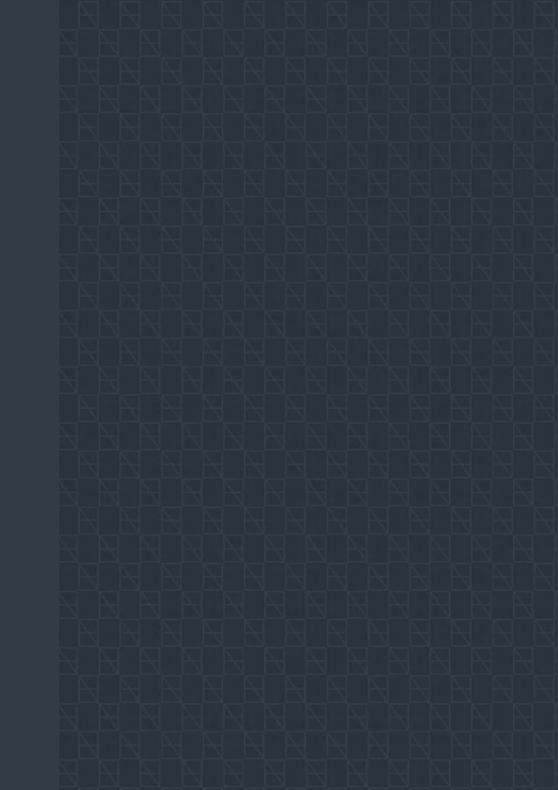
A full service project marketing and sales solution for small scale beachside residential projects.

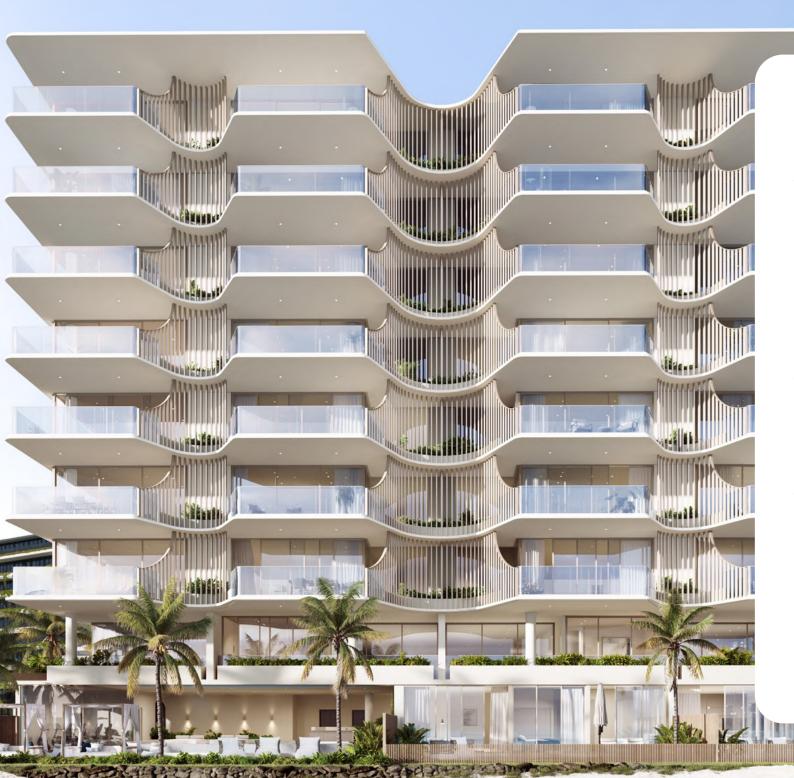
Clients and Projects:

- Allegra
- Sailsara
- Periscope
- Jewel
- Northcliffe
- Brightwater
- Loder 33
- Hemingway
- Palm Beach Residences
- Freyr Townhomes
- Rutledge Kirra Hill
- The Monaco
- Cabana Palm Beach
- La Mer
- Marine Quarter
- Emerson
- Esplanade
- 1230BR



Current Projects





Cabana

Palm Beach

Developer

Ignite Projects

Location

Palm Beach, Gold Coast

Product

Thirty Four 3 Bed +MPR absolute beachfront apartments.

Status

SOLD OUT - Exclusive Agency

Cabana offers a limited collection of absolute beachfront apartments with direct beach access at Palm Beach.

www.cabanapalmbeach.com.au

The Monaco

Main Beach

Developer

Ignite Projects

Location

Main Beach, Gold Coast

Product

6 Half Floor Sky Villas17 Full Floor Sky Villas1 Double Storey Penthouse

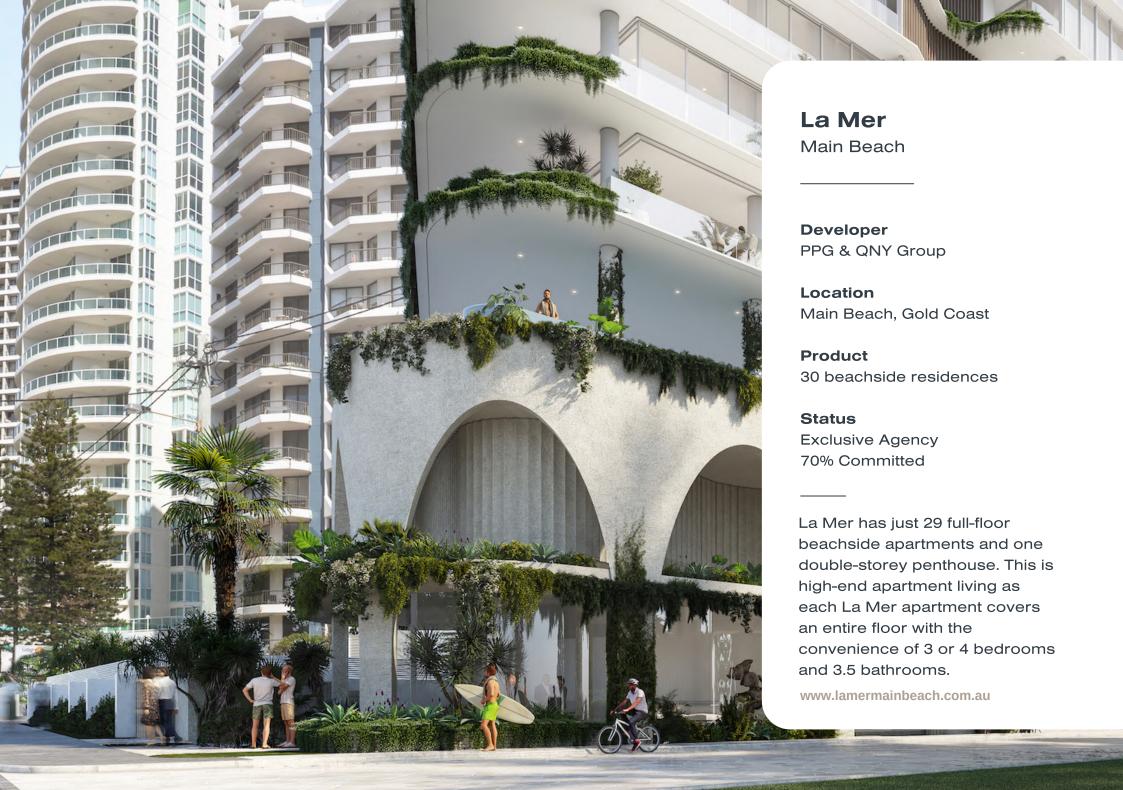
Status

Exclusive Agency 60% Committed

A limited collection half floor and full floor sky villas. Views from sunrise to sunset of the breathtaking Beach, Marina, City and Hinterland.

www.themonaco.com.au





Hemingway

Palm Beach

Developer

Hirsch & Faigen

Location

Palm Beach, Gold Coast

Product

78 beachside residences

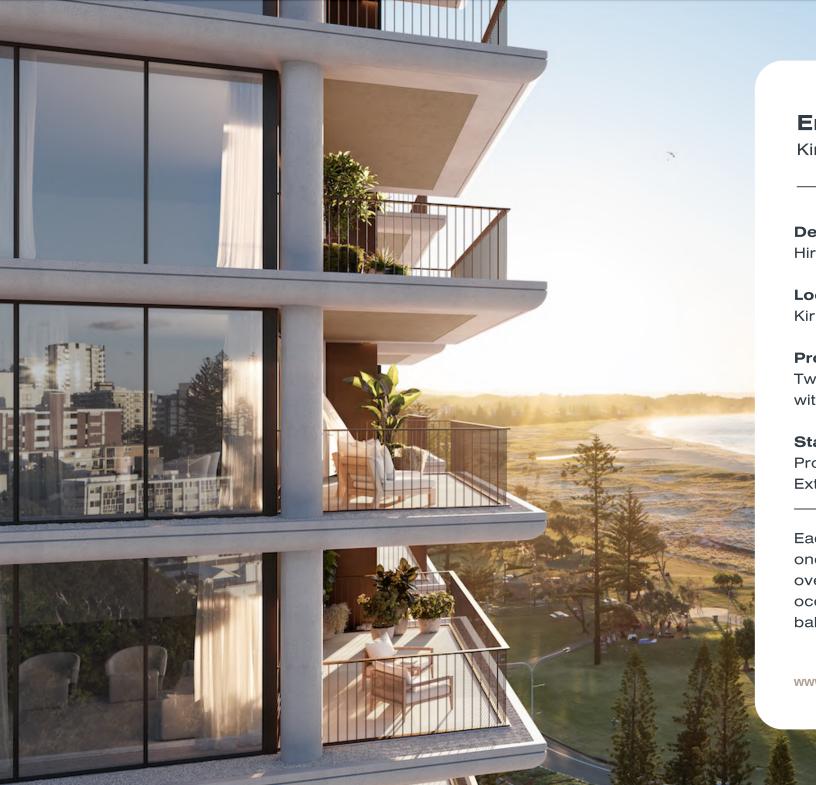
Status

90% committed External Agency, Preferred Partner

This stunning collection of 78 beachside residences across 12 levels, designed by Rothelowman Architects to optimise panoramic ocean views, is coming soon to the corner of Jefferson Lane and Seventeenth Avenue, Palm Beach.

www.hemingwaypalmbeach.com.au





Emerson

Kirra

Developer

Hirsch & Faigen

Location

Kirra Beach, Gold Coast

Product

Twenty Seven 2 & 3 Bed apartments with One 4 Bed Penthouse.

Status

Project launch August 2021 External Agency, Preferred Partner

Each residence features at least one private terrace or balcony overlooking Kirra's magnificent oceanfront, along with two private balconettes

www.emersonkirra.com.au

Esplanade

Palm Beach

Developer

Pask Group

Location

Palm Beach, Gold Coast

Product

2 Beach Houses12 Half Floor Apartments2 Double Storey Penthouses

Status

Pre Release - Launch Expected Sept 2021 Exclusive Agency

Boutique development of spacious, highly considered beachfront residences with uninterrupted ocean views.

www.firstrelease.com.au





Example of Marketing Assets





THE MONACO



Typography

The supporting typeface to be used to accompany The Monaco's brand assets is Helvetica Neue. Helvetice Neue provides a contrast to The Monaco logotype and is highly legible even at small sizes, great for use on screens.

Bold, regular and light weights and their corresponding italics may be used. Use varying weights to give a clear hierarchy of information and issep the content engaging and easy to read. The bold weight should only be used for larger important text, headings and subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&*()

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnoparstuvwxvz 0123456789!@#\$

Helvetica Neue Regular

ABCDEFGHIJKL abcdefghijklmnor 0123456789!@#\$

Helvetica Neue Light

Colour Palette

The Monaco colour palette is a key element in creating consistent and recognisable communications.

The colour palette selected for The Monaco is inspired by the principality's flag. Therefore it is intentionally simple with a confident, saturated red and white, supported by black to provide contrast. Red should be used as the dominant colour in most applications, to increase recognition.

Use large areas of red or white boldly and simply across applications. Additional colours and tones should be introduced through imagery. Rease see the example applications section for further information.

Each brand asset is available in both red and white. When positioning any of the brandmarks over imagery, ensure to use the colour with the most contrast.

When preparing artwork for Microsoft Office applications (Word, Powerpoint) and online communications please use the RGB or HEX values.

THE MONACO I BRANDWARK USAGE GUIDELINES



The Monaco Red C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ED1C24 PMS 2035 C



White C 0 M 0 Y 0 K 0 R 255 G 255 B 255



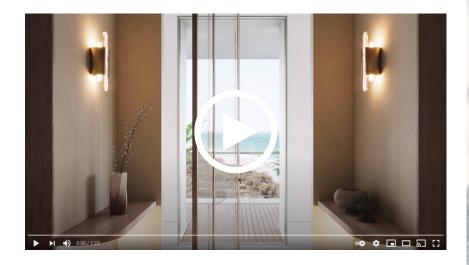
Black C0 M0 Y0 K100 R0 G0 B0 #000000

THE MONACO | BRANDMARK USAGE GUIDELINES



Video Animation

Click here











3D Walk Through

Click here











a truly momentous living experience



-4 MACARTHUR PARADE, MAIN BEACH



"The Monaco offers a boutique beachside residential opportunity for discerning buyers looking to upgrade their lifestyle".

ROTHELOWMAN BRISBANE / PRINCIPAL JEFF BROWN

The Monaco is an exclusive, limited collection of palatial full-floor and half-floor luxury sky villas, and a double-storey penthouse. This opulent 23-level north-facing residential tower is designed by award-winning Rothelowman Architects and offices discerning buyers a truly momentous living experience. This is the very best of ultra-luxurious Gold Coast living, with every detail designed to capture the breathtaking, unimpeded views and convey a sense of extravagant drama.

MACARTHUR PARADE, MAIN BEACH



••••

the monaco

The pinnacle of architectural elegance

The architectural approach elevates day-to-day living, ensuring that every experience takes on a heightened grandeur. The design prioritises the connection to the stunning coastal environment, with the clever use of symmetry and curvature framing spaces without interruption. Featuring only the highest quality materials, the focus is on texture over bold colour or contrasts, so that The Monaco sits as an elegant and luxurious jewel in this unparalleled Gold Coast location.

4 MACARTHUR PARADE, MAIN BEACH



-4 MACARTHUR PARADE, MAIN BE

....







stylish statement

Impeccably landscaped, the entry to The Monaco

When you first step out of the lift, the fluted glass door showcases the ocean views, evoking an immediate calmness. The axial sequence of entry frames the outlook across a yacht deck to The Spit and Stradbroke Island. This entry space is a stylish statement that is echoed throughout every aspect of The Monaco.

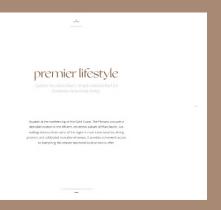














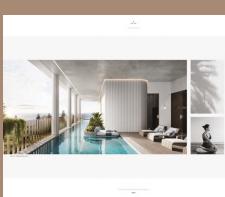
























THE MONACO

fact sheet

2-4 MACARTHUR PARADE, MAIN BEACH





FULL FLOOR NORTH WESTERN HALF FLOOR EASTERN ½ FLOOR

ARCHITECT Rothelowman Architects INTERIOR DESIGN

BUILDER McNab ESTIMATED COMPLETION DATE Early 2023

Basement Parking

Mannigan Edwards Design Studio

· Ramped basement parking

Passenger Lifts

• 2 lifts access to private lobby

Body Corp Fees

- Half Floor Apartments \$184 \$189 per week*
- Full Floor Apartments \$220 \$287 per week*
- The Penthouse \$340 per week*

Resident Amenities

- 24m heated pool
- Gym and wellness room
- BBQ and outdoor dining
- Treatment room
- Steam room/sauna Golf simulator
- Pet grooming

Private Storage

3+MPR / 4

2+MPR / 3

2+MPR/3

4+MPR / 5

• Every unit receives a private exclusive use storage room on the mezzanine level above ground floor

2

2

2

3

388m²

191m²

177m²

654m²

Unique Features

- Italian vein cut travertine
- Floor to ceiling glass windows
- Greek marble
- Spanish tiles
- · Entirely customisable kitchen with local designer
- European oak flooring

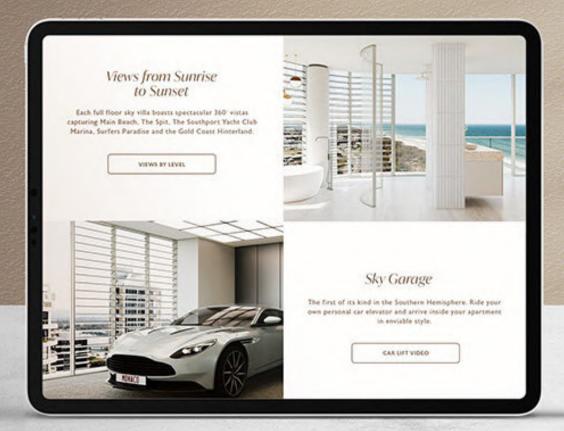
Purchasing Process

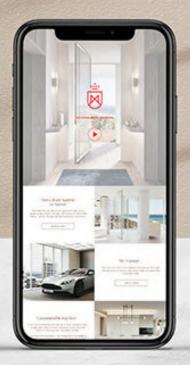
- a) EOI & initial Deposit
- b) Signed Contract & Remainder of 10% Deposit
- c) Construction period
- d) Settlement of full value
- e) Handover



Custom Website

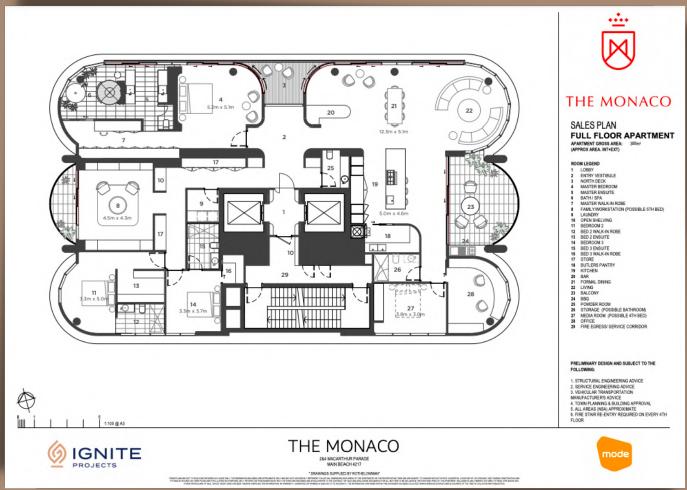
Click here

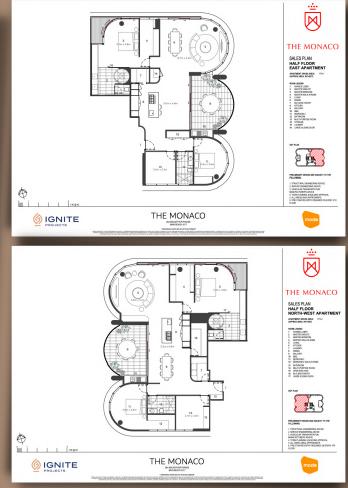




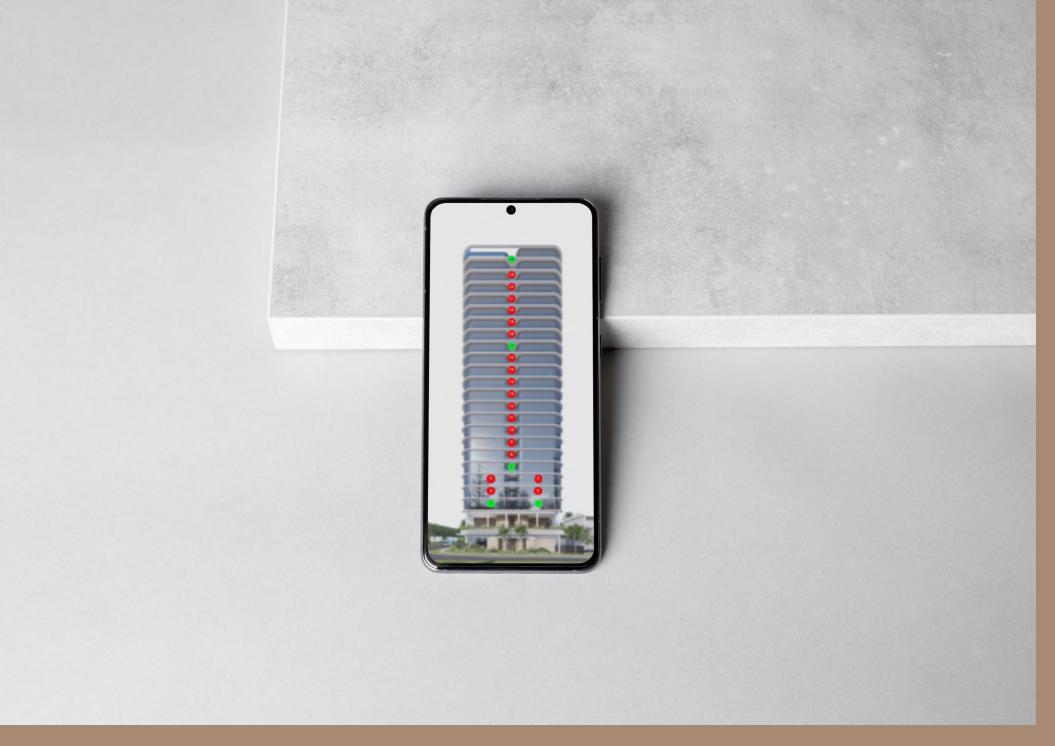




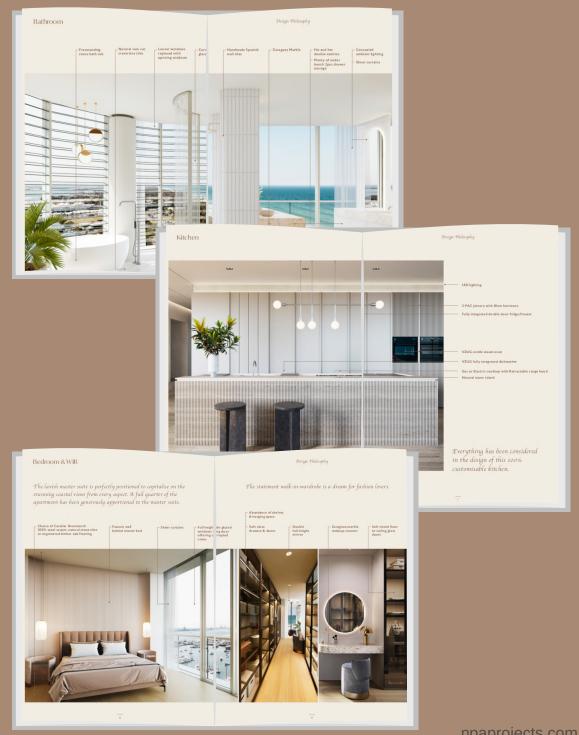












CABANA

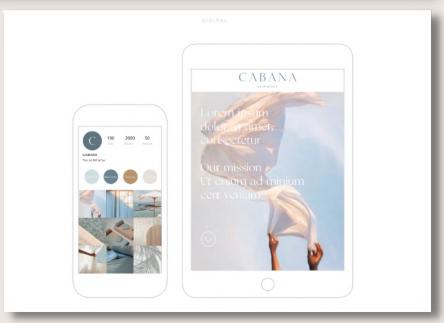
CABANA

PALM BEACH

































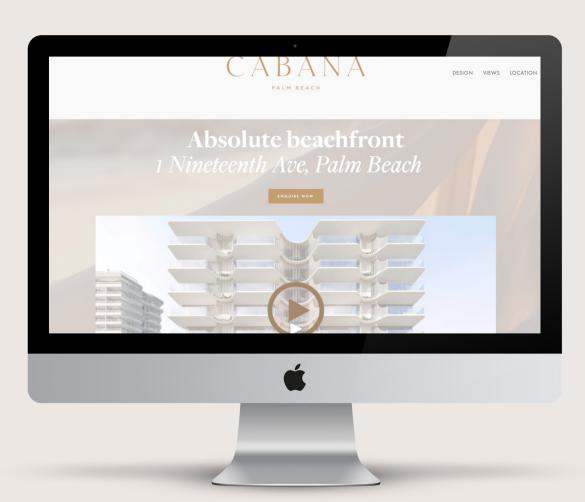








Custom Website













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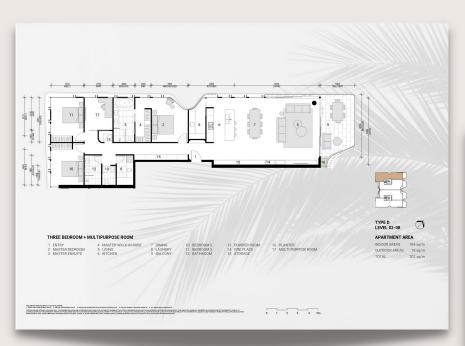
Promotional Video

















CABANA

PALM BEACH



ALL APARTMENTS

3 bed plus mpr 🚐

2.5

2

BASEMENT PARKING

Ramped parking with security gate

PASSENGER LIFTS

2 lifts with each lift servicing only 16 apartments each

BODY CORP FEES

Fees from \$88-\$120pw (ex Insurance)

RESIDENT AMENITIES

- · Beach front cabanas
- Heated pool
- BBQ and outdoor dining
- Surfboard/wetsuit storage room
- Digital concierge service

UNIQUE FEATURES

- · Absolute beachfront
- · Spacious balconies and direct ocean view from every apartment
- On the sand amenities
- · Engineered oak timber flooring
- Opulent tiles
- · Elegant kitchen
- VZUG appliances
- Stone benchtop & splashback
- · Japanese mosaic feature bathroom tiles
- Stone bath
- Office or media room in every apartment
- Planter boxes Body Corp irrigated
- · Floor to ceiling glass
- Unique beach-house design
- Coconut palms

PRIVATE STORAGE

Every apartment has ample apartment storage

PURCHASING PROCESS

- · EOI & initial deposit
- · Signed contract & remainder of 10% deposit
- · Construction period
- Settlement of full value
- Handover

NOTE: This information is indicative only. Prices and floor areas subject to change without notice. Design feature, facilities, amenities and inclusions indicative only. Final products may differ from that described. You should take independent advice prior to entering into a contract of sale.

CABANA

PALM BEACH

schedule of finishes

GENERAL

APARTMENT WALLS INTERNAL	Acoustic treatment as required under the BCA. Plasterboard with paint finish and wallpaper on feature walls	
APARTMENT CEILINGS	Plasterboard with paint finish. Acoustic treatment as per BCA.	
EXTERNAL DOORS	Solid core with metal frame, paint finish and fire rated	
INTERNAL DOORS	Hollow core with timber frame, paint finish	
WINDOWS	Aluminium framed with powder coat finish to DA specification and tinted	
EXTERNAL WALLS AND COLUMNS	Concrete, precast and render with paint finish	
CEILING LIGHTING	Recessed LED downlight	
TV POINTS	Provided in living room, MPR and all bedrooms	
CEILING FANS	Located in living room, MPR and each bedroom	

BATHROOMS

FLOORING	Porcelain floor tiles	
WALLS	Japanese mosaic feature wall tile and white porcelain to others	
SHOWER SCREEN	Semi frameless glass	
TAPWARE AND SHOWER	Phoenix mixer and spout	
ACCESSORIES	Heated towel rail and toilet roll holder	
VANITY JOINERY	2-pac doors and drawer fronts with metallic handles	
VANITY BASIN	Roca undercounter basin	
TOILET	Roca wall hung pan with soft close seat and in-wall cistern	
MIRRORS	Backlit wall mounted	
VANITY TOP	Natural stone	
ВАТН	Stone freestanding	

LAUNDRY			
	FLOORING	Porcelain floor tiles	
	TUB	Abey 45L stainless steel tub	
	SPLASHBACK	Porcelain tiles	
	CABINETRY	Timber laminate	
	MIXER	Phoenix	

NOTE: Design features, facilities, amenities and inclusions are indicative only. This information is subject to variation in accordance with Contract Terms. Final products may differ from that described. You should take independent advice prior to entering into a contract of sale.



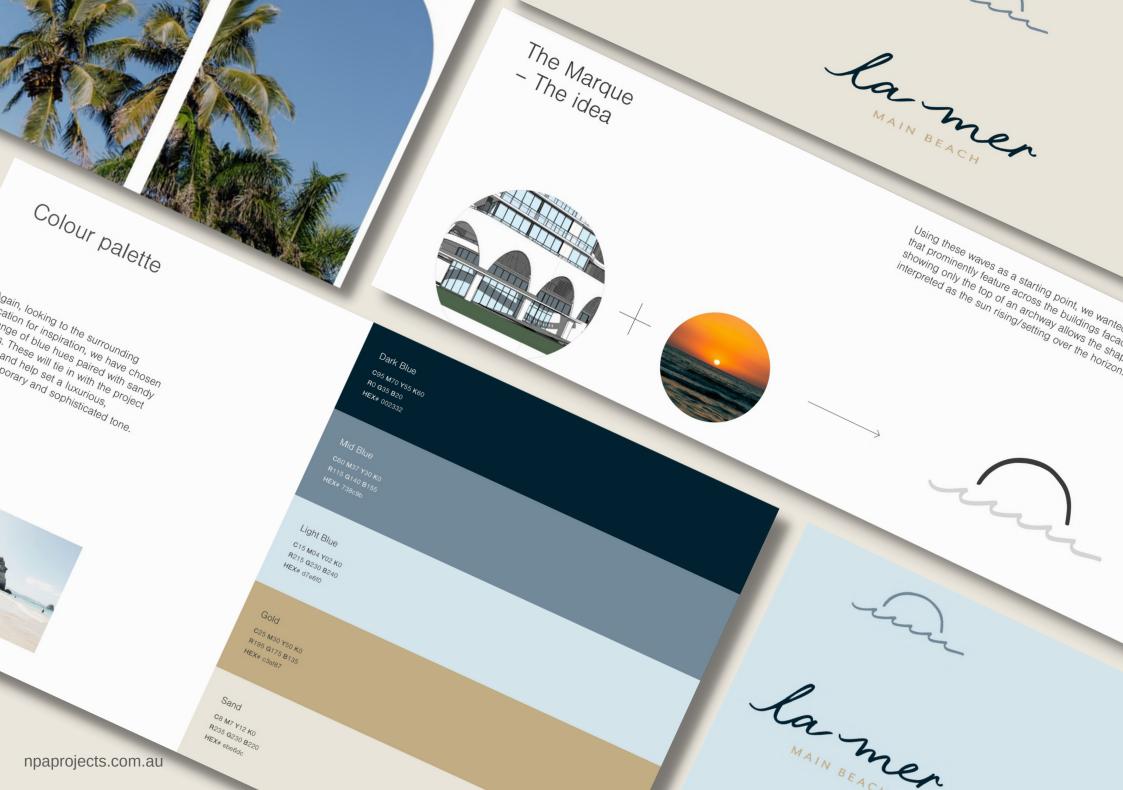


la mer

MAIN BEACH



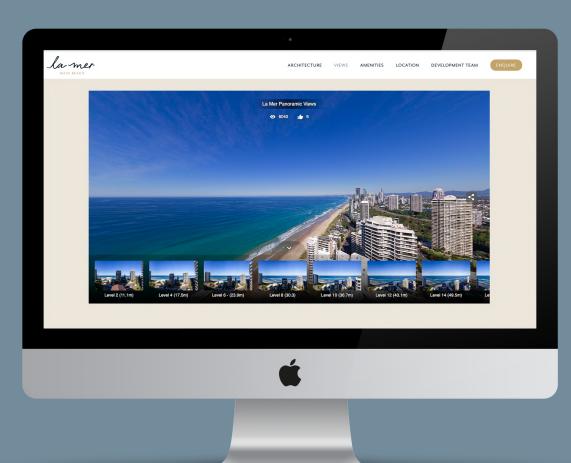


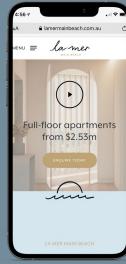


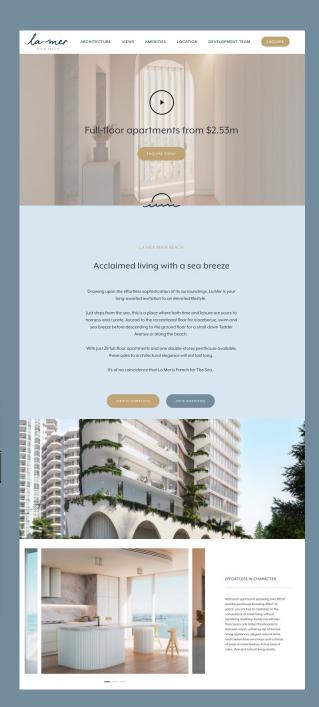




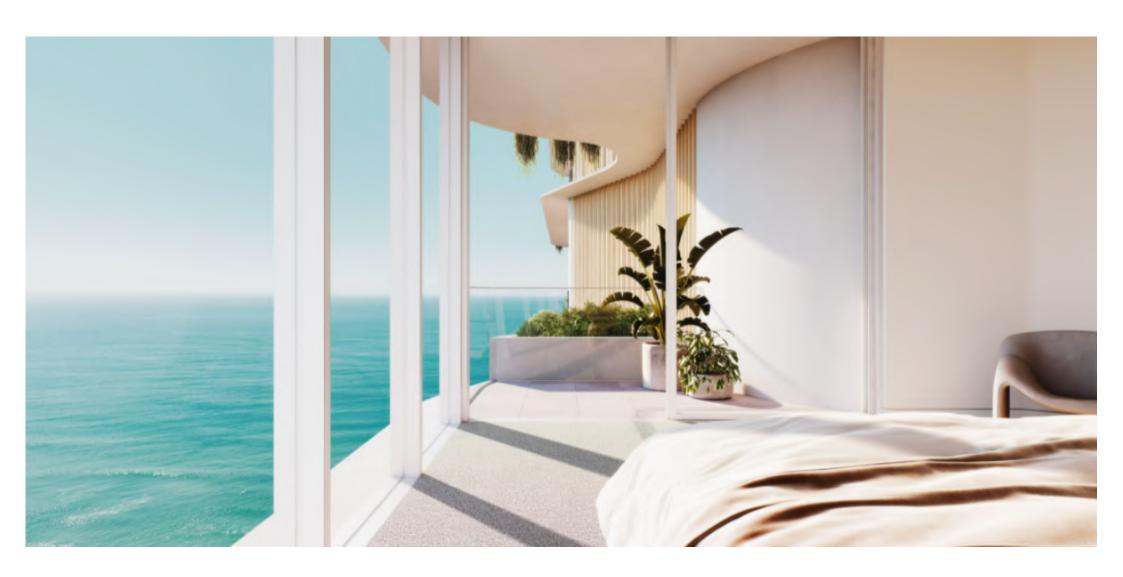
Custom Website





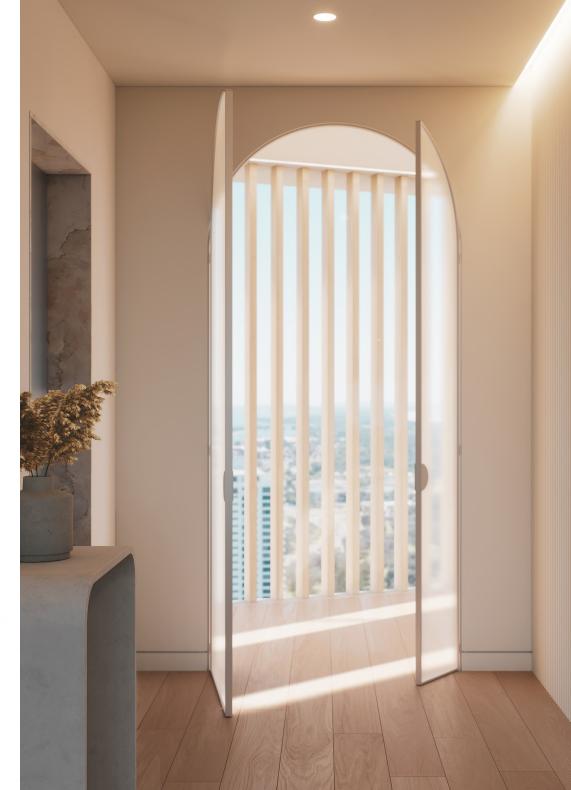






3D Walk Through







3580 Main Beach Pde

, three or four bedroom apartments

al area with pool, BBQ & lounge areas

penthouse with rooftop terrace

carparks & separate storage

(cnr Beulah Lane) Main Beach

La Mer is a place where both time and leisure are yours to harness and curate.

29 full-floor, three or four bedroom apartments

(cnr Beulah Lane) Main Beach

One penthouse with rooftop terrace Two carparks & separate storage Recreational area with pool, BBQ & lounge areas 3580 Main Beach Pde

la mer

3 BEDROOM APARTMENT

LEGEND

- Entry
- 6 Kitchen
- Butler's Pantry
- Living
- Dining
- Balcony
- Storage
- O Powder Room
- Master Suite
- Master Suite Balcony
- Master Walk-In-Robe
- Master Ensuite
- Bedroom Two
- Bedroom Two Walk-In-Robe
- Bedroom Two Ensuite
- Bedroom Three
- Bedroom Three Ensuite
- Laundry
- Stairs
- 60 Lift
- Bin Shute

Internal

External Balconies 54m²

Total 307m²





4 BEDROOM APARTMENT

LEGEND

- Entry
- 6 Kitchen
- Butler's Pantry
- Living
- O Dining
- Balcony
- Storage
- O Powder Room
- Master Suite
- Master Suite Balcony
- Master Walk-In-Robe
- Master Ensuite
- Bedroom Two
- Bedroom Two Ensuite
- Bedroom Three
- Bedroom Four
- Bathroom
- Laundry
- Stairs
- Lift
- Bin Shute

 Internal 253m²

 External Balconies 54m² Total 307m²



Just steps from the beach, La Mer is a place where both time and leisure are yours to harness and curate.

29 full-floor, three or four bedroom of One penthouse with rooftop to Two carparks & separate stor Recreational area with pool, BBQ & la









Just steps from the beach,

Apartment Selector









FACT SHEET

PROJECT TEAM

Developers:

Polites Property Group & QNY Group

Architects:

Archideom Architects

Interior Designers:

Mannigan Interrior Design

Builder:

To be confirmed

AMENITIES & STORAGE

Level 2 is dedicated to recreational amenities

Pool and Sunlounges

BBQ Entertaining Areas

Outdoor Shower

Level 1 is dedicated to private storage

SCHEDULE OF FINISHES

Smeg Linea Appliances

Liebherr Integrated Fridge

Beach Oak Timber Flooring

Dolce Vita Quartzite Benchtops

Travertine Porcelain Tiles to Bathrooms

Barben Satin Brass or Satin Nickel Tapware

VIEWS

FLOOR PLANS

CAR PARKING

2 x standard floorplans to choose from

307m² in size full floor apartments

3 bedroom or 4 bedroom design

Each apartment has 2 carparks each

BODY CORPORATE FEES

Estimated \$200-\$320 per week

PURCHASING PROCESS

3. Construction

1. EOI and initial deposit is made

Signed contract and remainder of 10% deposit

4. Settlement, handover & move in

er one Each apartment will feature views dwater, east to the ocean and north-west to the Broadwater. From Level 10-32 you will have uninterrupted views of the 11 features Pacific Ocean.

PENTHOUSE

The La Mer Penthouse is a semi-customisable 450m² apartment spread over one and a half levels with 360-degree panoramic views of Main Beach, the Broadwater, Hinterland and City. The current floorplan design features 3 or 4 bedrooms, 3 bothrooms, with balconies off the main living area and moster bedroom carefully designed to capture stunning ocean views. The ocean facing rooftop retreat features a heated spa, BBQ and entertaining area.

Disclaimer: Subject to change without notice and indicative only prior to development approva

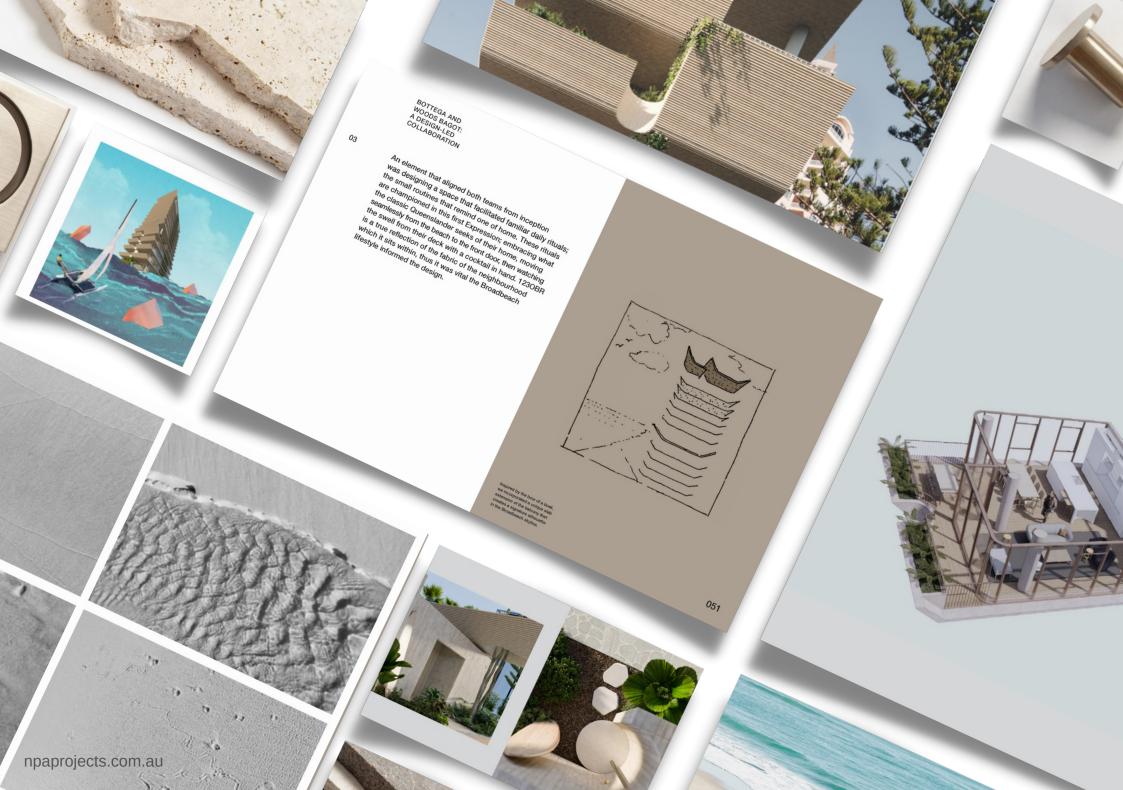
Register	la mer
FIRST NAME:	
LAST NAME:	COMMENTS:
PHONE:	
EMAIL:	
POSTCODE:	
HOW DID YOU DISCOVER LA MER, MAIN BEACH?	
	I AGREE TO BE CONTACTED:













First Release.

First Release

First Release provides buyers' with exclusive access to projects coming to market. It is an opportunity to secure buyers currently in-market prior to the full range of project marketing assets being ready.

Off-Market non-project specific advertising funded by NPA.

4 - 8 weeks

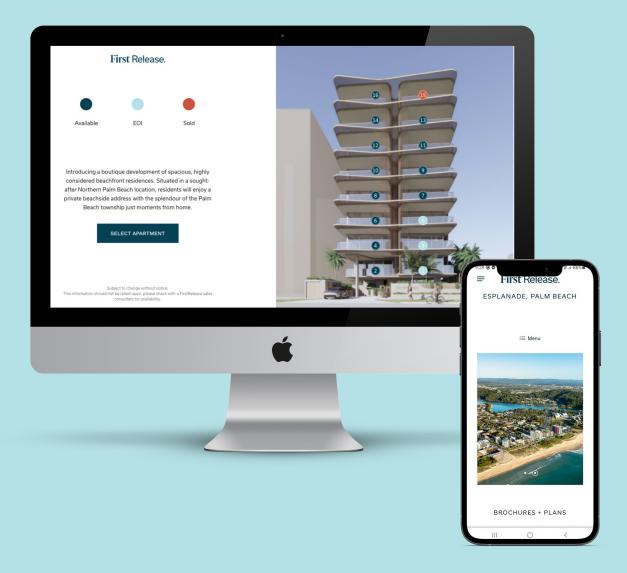
Requirements:

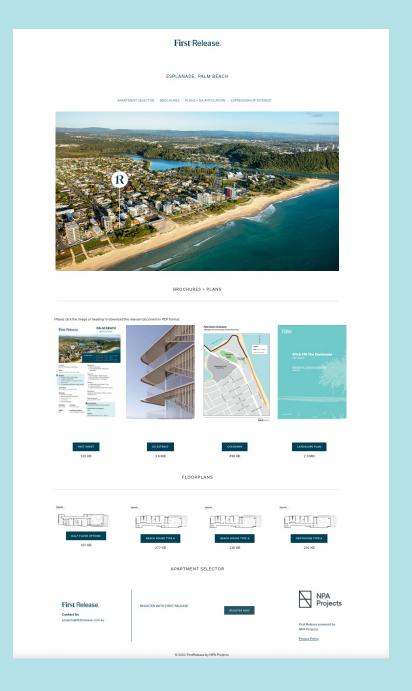
- Drone Location
- Images / Views
- The site
- DA Kit
- Floorplans
- Pricing



First Release Website

Click here







NPA Projects your complete sales and marketing solution.



Thank you – We look forward to working together.

Andrew Erwin

Managing Director

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E: andrew@npaprojects.com.au

Melissa Schmorl Projects Director

M: 0419 767 346

E: melissa@npaprojects.com.au