

SALES | ADVISORY

MINT

RESIDENTIAL

A SPECIALIST REAL ESTATE DIVISION
WITHIN A GLOBAL PROPERTY NETWORK

MINOR
HOTELS


ANANTARA
HOTELS & RESORTS

elewana
— COLLECTION —

The WOLSELEY
HOTELS

TIVOLI
HOTELS & RESORTS

MINOR
RESERVE
COLLECTION


NH COLLECTION
HOTELS & RESORTS

nhow
HOTELS & RESORTS

AVANI
Hotels & Resorts

COLBERT
COLLECTION

NH
HOTELS &
RESORTS

OAKS.
Hotels, Resorts & Suites

iStay
Hotels

Welcome to the MINT Residential Experience

Thank you for considering MINT Residential as a trusted partner in the sale of your property. Selecting the right agency is a critical decision, and we appreciate the opportunity to demonstrate the expertise, professionalism, and capability that define our organisation.

Operating within the broader Minor Hotels and MINT Residential network, we benefit from a strong corporate foundation that reinforces the quality, consistency, and reliability of the services we provide. Our disciplined processes, transparent communication standards, and unwavering commitment to integrity ensure that every client engagement is managed with the utmost care and professionalism.

What sets MINT Residential apart is our people. Our sales and support teams are highly skilled professionals who combine deep market insight, strong negotiation expertise, and a genuine commitment to achieving exceptional results. Through ongoing training, investment in service excellence, and robust operational systems, we ensure a seamless, confident experience from appraisal to settlement.

This presentation outlines our approach to marketing, strategy, and service delivery, highlighting the value we aim to bring to every property entrusted to us. Our objective is to collaborate closely with clients, keeping their goals at the centre of every decision throughout the campaign.

We sincerely appreciate the opportunity to be considered and look forward to partnering to deliver a successful outcome for the property.



CRAIG AUSTEN
Director of Real Estate Australasia
MINT Australasia

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PROPERTIES ASSOCIATED WITH AN ESTABLISHED AND RECOGNISED HOTEL BRAND GENERALLY COMMAND HIGHER SALE PRICES RELATIVE TO INDEPENDENT ASSETS. BRAND AFFILIATION SERVES AS A STRONG INDICATOR OF OPERATIONAL STABILITY AND PERFORMANCE, PROVIDING POTENTIAL BUYERS WITH CONFIDENCE AND MITIGATING PERCEIVED INVESTMENT RISK.

The market continues to demonstrate robust momentum. In 2025, hotel transaction volumes increased by **48.6%** compared to the same period in 2024, reflecting heightened investor interest. This trend underscores the preference for branded or professionally managed properties, as investors increasingly prioritise reliability, proven operational frameworks, and strong brand recognition when making acquisition decisions.

Reference Source: Colliers Q2 2025 Hotels Update for Australia.
<https://www.colliers.com.au/en-au/research/hotels-q2-2025-update>

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THE SERVICED APARTMENT MARKET IN AUSTRALIA REMAINS ONE OF THE STRONGEST PERFORMERS IN THE ACCOMMODATION SECTOR. IN 2023, THE MARKET REACHED \$6.1 BILLION, REFLECTING REMARKABLE SCALE AND DEMAND.

Growth has been exceptional, with the industry expanding by **45.2%** in 2023 alone. This momentum is supported by rising domestic travel, returning international visitors, and the increasing preference for flexible, self-contained stays.

The strength of the sector is long-standing. Over the past five years, the market has achieved a **45.2%** CAGR (2018–2023), reinforcing its resilience and the significant opportunities it presents for operators, investors, and partners.

Reference source:

<https://www.ibisworld.com/australia/market-size/serviced-apartments/1884/>



REACHING THE RIGHT BUYERS

Our strategies engage every buyer segment, from owner-occupiers to investors, ensuring maximum exposure and strong market interest. By combining data-driven targeting with strategic promotion, we generate competition, build momentum, and attract the most relevant buyers at the right time—positioning each property to achieve its full market potential.

BUYER FOCUS

LONG-TERM INVESTORS
Stable, ongoing returns

SHORT TERM INVESTORS
Capital growth opportunities

FIRB APPROVED INVESTORS
Compliant with regulatory guidelines

PORTFOLIO INVESTORS
Expanding and diversifying holdings

OWNER-OCCUPIERS
Premium lifestyle, convenience,
and prestige

AIRBNB
Host guests for short stays through
flexible accommodation

MARKET INSIGHTS

MINT Residential continuously monitors market trends and buyer demand. Well-positioned properties attract attention from both investors and owner-occupiers, creating strong competition and optimising outcomes.

KEY MOTIVATORS

- Confidence and stability in the market
- Security of returns for investors
- Portfolio growth potential
- Association with respected brands such as Minor Group and Oaks Management
- Lifestyle appeal, convenience, and high-quality management.

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PREMIUM RESIDENTIAL LIVING,
PROFESSIONALLY MANAGED.

- ✓ BRAND CONFIDENCE.
- ✓ RESIDENTIAL FLEXIBILITY.
- ✓ INVESTMENT-GRADE PERFORMANCE.



OUR STRATEGY FOR SUCCESS:

SMART MARKETING

At MINT Residential, we apply SMART Marketing to every property sale, ensuring a Specific, Measurable, Achievable, Relevant, and Time-bound approach that delivers results.

WHAT **SMART** MARKETING MEANS FOR YOUR PROPERTY

- S** **Specific** – Engaging the right buyer segments for your property.
- M** **Measurable** – Tracking each campaign to ensure maximum effectiveness.
- A** **Achievable** – Setting realistic goals to drive genuine buyer interest.
- R** **Relevant** – Tailoring marketing to highlight your property’s unique benefits.
- T** **Time-bound** – Executing campaigns within a defined timeframe to create momentum.

TARGETED MARKETING WITH IMPACT

Our bespoke advertising program demonstrates commitment to your sale while ensuring your property reaches the right audience. By focusing on the most qualified buyers, we create strong interest, competition, and optimal market outcomes.

YOU REMAIN IN CONTROL

The contract of sale is structured to protect your interests. You retain authority over all terms and conditions, ensuring every decision aligns with your goals.

THE RESULT

By combining **SMART Marketing, market insight, and a controlled negotiation process**, your property is positioned to achieve the best possible outcome—efficiently, strategically, and with confidence.

TIMELINE FOR SUCCESS

To achieve the best possible outcome, we recommend a structured marketing campaign comprising 2 weeks of preparation followed by a 4-week public campaign. This approach ensures maximum exposure, strategic engagement with buyers, and a smooth, efficient sales process.

OVERVIEW

This timeline provides a structured, strategic approach to marketing your property. It allows for thorough preparation, staged public exposure, and consistent engagement with potential buyers. Regular inspections and proactive follow-ups ensure that no opportunity is missed, while weekly vendor updates provide full transparency and control over the process.

WEEK	PHASE	KEY ACTIVITIES
Week 1: Preparation	Getting Started	<ul style="list-style-type: none"> • Book professional photography and videography • Plan artwork and advertising collateral • Draft property scripts and EDM design • Sales staff familiarisation with property
Week 2: Preparation	Final Preparation	<ul style="list-style-type: none"> • Finalise and send artwork to printers • Issue EDM to database of buyers • Submit and obtain advertising approvals
Week 3: Campaign Launch	New to Market	<ul style="list-style-type: none"> • First open inspection on Saturday (½ hour) and/or midweek inspection (½ hour) • Weekly feedback provided to Vendor • Second open inspection Saturday (½ hour) and/or midweek (½ hour)
Week 4: Ongoing Sales Activity	For Sale	<ul style="list-style-type: none"> • Continuing weekly tasks including OFI's and buyer follow up until offer and sale

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HIGHER RESALE POTENTIAL ACHIEVED VIA MINT RESIDENTIAL

DRIVER

BRANDED HOTEL
MANAGED APARTMENTS

STANDARD RESIDENTIAL
APARTMENTS

LIQUIDITY

STRONGER MARKETABILITY DUE TO
BRAND, ZONING FLEXIBILITY, AND
PROVEN YIELDS

HIGH LIQUIDITY BUT NO
DIFFERENTIATED DEMAND DRIVER

IMPACT

ATTRACTS BOTH LIFESTYLE BUYERS
AND YIELD-DRIVEN INVESTORS

COMPETES ON SUBURB
FUNDAMENTALS ONLY

PRICE EFFECT

GREATER RESILIENCE IN RESALE;
REDUCED DISCOUNTING AT EXIT

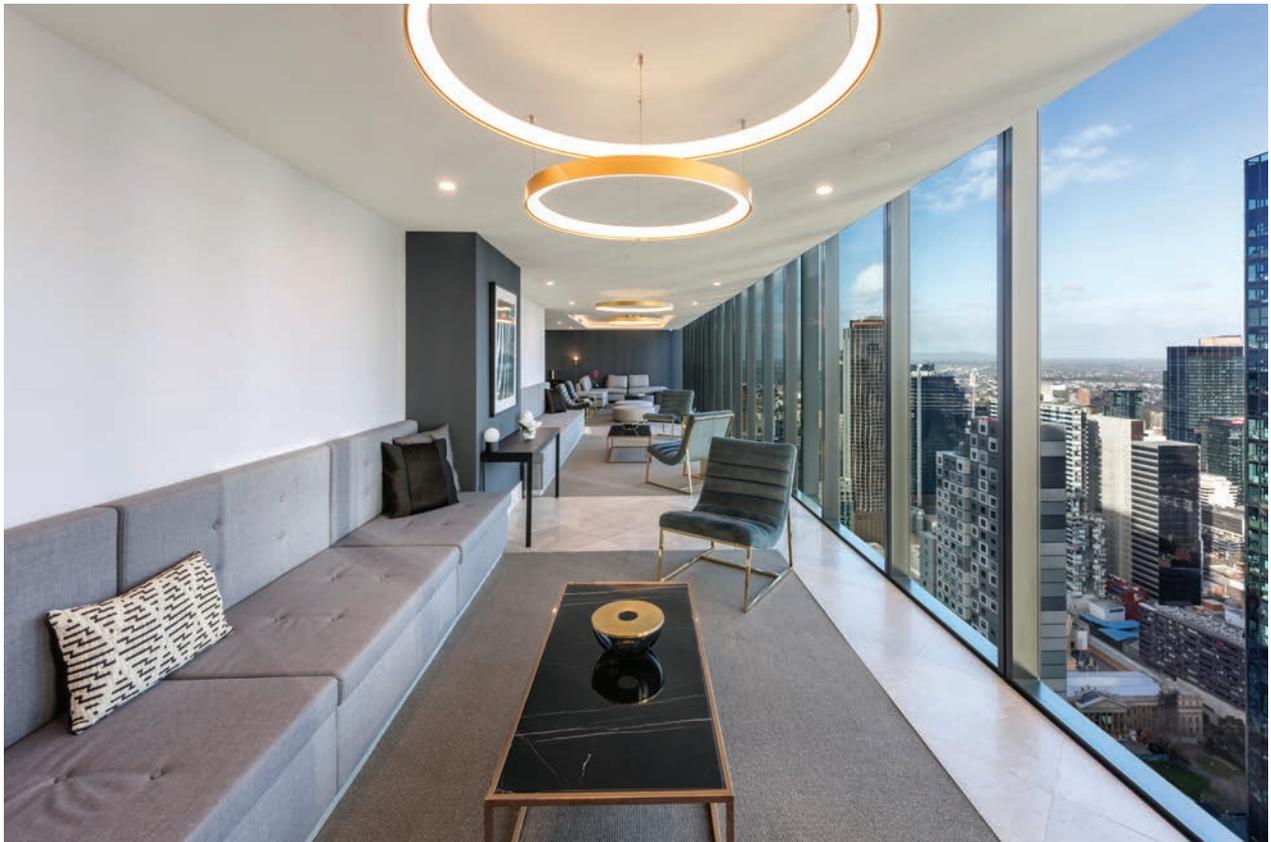
ENTIRELY DEPENDENT ON LOCAL
MARKET CYCLES

THE IMPACT OF ADVERTISING AND MARKETING ON MAXIMISING PROPERTY VALUE

Effective marketing is essential to achieving strong sales results. Professionally presented and strategically promoted properties attract greater buyer interest, generate competition, and consistently secure higher prices.

MINT Residential delivers a comprehensive, multi-channel marketing program supported by professional photography, drone imagery, detailed floor plans, and high-quality digital collateral. Targeted email campaigns engage our database of over 18,000 buyers, while social media activity and premium placement on leading property portals maximise visibility and enquiries. Open homes and structured feedback reporting maintain momentum and ensure sellers remain informed throughout the campaign.

This integrated approach enhances perceived value, drives demand, and positions each property for an optimal outcome. Where marketing investment creates cash-flow constraints, MINT Residential offers access to Campaign Agent, enabling clients to commence full marketing campaigns without upfront payment.



BENEFITS OF CAMPAIGN AGENT

When selling your property, first impressions matter. Professional marketing – from high-quality photography to premium online listings – can dramatically increase buyer interest and boost the final sale price. But upfront marketing costs can often feel like a barrier.

That's where Campaign Agent comes in. It's a trusted service used by real estate professionals to ensure your property receives the exposure it deserves – without any upfront payments from you.

THE KEY BENEFITS

1. No money required upfront

You can secure a high-impact marketing campaign immediately, while deferring payment until settlement. This protects your cash flow during the selling process – especially helpful if you are selling and buying at the same time.

2. Maximise your sales potential

By removing the need to compromise on marketing spend, your agent can showcase your home at its best – reaching more buyers and increasing competition. More interest = a stronger result.

3. Payment only when the property sells

Marketing costs are settled from the sale proceeds at settlement – one less thing to worry about during an already busy time.

4. Simple and transparent

Your agent will guide you through a quick approval process. You'll receive a clear breakdown of costs, with no hidden fees.

KEY FEATURES

- Premium photography & videography
- Targeted digital advertising
- Floorplans, staging & virtual tours
- Upgraded listing packages on real estate portals
- High-quality brochures and signage

By choosing an agent who partners with Campaign Agent, you're choosing confidence, flexibility, and a smarter path to market success.

**Campaign[®]
Agent**

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