

KingsCoin

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# Your solution to honest property development



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## Why choose KingsCoin

When you work with KingsCoin, you work with one of Adelaide's most respected boutique developers. With a history and experience spanning more than 20 years, we have helped clients create wealth through project managing and developing apartments, townhouses, commercial offices, land divisions and master-planned communities.

KingsCoin's first developments were small subdivisions and renovations. Over the years, we have gone from strength to strength, creating everything from architecturally-designed homes and apartments to large master-planned developments.

The depth and diversity of our development experience is evidenced by our long-standing relationships with our clients, partners, investors and local community.

We create great developments that are also great places to live and are proven great investments.

We have an ambitious goal to deliver more than 2,000 new homes for our clients nationwide by 2020.



## Your solution to honest property development

## Our values

- Creating and maintaining open and trustworthy **relationships** with our clients, partners, investors and local community is top of mind at all times. We pride ourselves on always acting with integrity and honesty, and having the courage to tell it as it is.
- Taking **responsibility** for our actions, including a fee structure that reflects the quality of our work. We only get paid when you make a profit. That way, we have 'skin in the game', focusing our minds on what is best for our clients.
- A strong commitment to everyone's **health and safety**. We work hard to maintain incident & injury-free worksites – from the stress and fatigue experienced by management and investors, to the on-site safety of the construction worker.
- **Quality** of the end product is essential to our core values. We believe in always delivering a well-designed product, ensuring our clients benefit from a valuable development.

With professional systems, a great team and the above core values, our projects are delivered on time and on budget.

# Our Services

## Pre-Development

### Consultation

We work with our clients to develop a strong understanding of the target market's needs, planning requirements, site location and macro market conditions that align with our clients' vision. After all, comprehensive and consultative pre-development activities are integral to the success of any development. A factual understanding the target market needs, planning requirements, site location and macro market conditions aligned with the clients' vision.

### Site Acquisition

Sites are carefully selected to incorporate in-demand features such as convenient transport options, infrastructure, amenities and natural beauty. Whether it's a new housing development in a growth corridor or high-density apartments, we can not only find you the perfect site, but also negotiate contract terms and settlement, to minimize risks and ensure a better return on your investment.

### Artistic Thinking

At KingsCoin, we encourage and support a culture of creative thinking. This way, we uncover the hidden gems that give your project that competitive edge, and creates a thing of beauty.

### Feasibility Study

We complete an analysis of the costs, risks, time and sales to assess the return on investment and the return on equity. We also evaluate the cash-flow requirements for the development, and prepare detailed proposals for your bank.

## Development

### Design

We work alongside the architects to ensure that your design ticks all the boxes - practical, well-built, saleability, quality and livability. Establishing the core team at this early stage, and obtaining feedback from key contractors, is essential in minimizing the risks. We know that "over design" can kill a project, and we know how to maximize your profit with the lowest risks.

### Risk Analysis

From pre-development through to handover, we are constantly assessing and reducing the risks involved. This on-going process ensures the direction of the project achieves the best outcome for all.

### Development Approval

Through careful consideration of established relationships, we select the perfect team work through your Development Approval, increasing the chance of it succeeding. Having the right team from the outset improves the project scope, and reduces the red tape.

### **Project planning and scheduling**

Strong project controls help ensure you get the outcome you want. Our planning can improve efficiencies, reduce time delays, increase cash flow and optimize capital expenditure. We set milestones for design and construction phases, while maintaining a focus on long-lead priorities. And our modern project management techniques enhance the end result.

### **Project Management & Construction Supervision**

At our pre-construction and planning meetings with carefully selected contractors and consultants, we gain a better understanding of the complexities of your project across all disciplines. We choose our contractors based upon quality, relationships, deliverable results and price. Although we do have preferred contractors, their terms are always measured against a tender process.

Transparency, project controls and regular on-site meetings allows us to manage the construction, monitor the budget, keep to your schedule and measure key milestones.



### **Marketing**

A key advantage of working with KingsCoin is we can manage the sales and marketing of your project alongside the construction. We develop a full understanding of your development, its risks and constraints, which means we are fully accountable for the results.

We undertake a thorough market assessment to understand what sells, what doesn't, and why. This is supported by independent valuations to ensure finance approvals, enabling us to both design and price your development.

Our marketing is tailored to the development and its target audience. We create and promote a brand around your development, giving it a point of difference and a story that brings it to life. Our highly experienced sales team communicates this story through the relevant media, while providing knowledgeable, creative and innovative ideas for cost-effective campaigns.



## Completion & Handover

Project completion is arguably the most critical phase of a development. At the end of a long project, people are tired and things can get missed. Which is why we detail the handover process right from the beginning, as we work with the construction team on the project scope.

Our close-out process ensures timely commissioning and handover, preventing delays to the project completion date. We ensure all parties work to their contracts, and we facilitate the processes and checks to be completed.

Once completed, we do a final analysis of the entire project. This includes evaluating actual versus budgets and targets.

Our continual improvement process means we seek honest feedback to allow us to increase the efficiency of our team, our project management and the whole collaborative performance.

## Our Clients.

### Joint Ventures & Partnerships

Joint ventures and alliance partnerships enable businesses to enter new markets, grow earnings and expand geographically while sharing resources, expenses and risk.

KingsCoins' strategy is to seek partnerships with private investors and corporations, as well as institutional funds with whom we can combine resources to form mutually advantageous results.

### Private Developers

Our experience of property development provides an advantage to private developers that eliminates risks and pitfalls. The site owner can be as interactive or as laid back as they choose, we can complete the project from start to finish.

### Land Owners

Generating the maximum profit from your land is achievable through developing the property. KingsCoin can manage that process - including the finance required - for a share of the profits. This allows the owner to increase the return on their land rather than selling.

### Development Companies

We have worked alongside some of the largest developers in Australia. Our capabilities have been to manage an area that they do not have the expertise or time to do themselves. Outsourcing a key task can be more beneficial and cost effective.

**AVJennings**

**aston**  
reality

**bonythondevelopments**  
deluxe living

**DATONG**

**ASIAN PACIFIC  
GROUP**

**CHASECROWN**

## Current & Past Projects



### **U2 on Waymouth**

An imaginatively designed 25 storey residential building with 257 apartments. Gross value \$116 M.

### **The Watson Walkerville**

Retro fit of an existing building into an hotel and 210 apartments over 9 storeys. Commercial and retail on the ground floors.

### **Torrens Road**

Medium Density Development of 22 townhouses, 2 apartments and office space on a 3,250 sqm site. Gross Value \$10 M.

### **Penneys Hill Road**

Master plan medium density subdivision of 14 Community Titled blocks on a 4,000 square meter site. Gross Value \$1.75 M.

### **Mount Barker**

Master Planned 8 hectare site on the fringe of Mount Barker. A subdivision of 120 residential low and medium density blocks. Gross value \$20 M.

### **Eyre at Penfield**

A picturesque 121 hectare site with a thoughtfully designed master plan that includes approximately 1,750 allotments.

### **David Terrace**

Development of 8 townhouses on an infill site in Woodville Park. Gross value \$3 M.

