



CASE STUDY

MERRIFIELD (MAB CORPORATION)

CHALLENGE | There were two key issues in the case of Merrifield. Firstly, Merrifield was the first Masterplan community in Donnybrook, positioned some distance from other developments and many amenities. This in itself presented an issue for marketing the project. Secondly, MAB were experts in the apartments market but were not as recognised in the Masterplan residential space and had restricted knowledge of buyer profiles, which limited their understanding of the most effective way to execute a project of this scale. As a result of this the Masterplan and lot mix were not initially utilised to their full potential.

OUR RESPONSE | Oliver Hume were invited to pitch in November 2011 and reassessed the plan created by MAB. By utilising their expertise in Masterplan communities Oliver Hume set about restructuring the lot mix to make it more diversified. They also repositioned the main street to be more strategically placed in line with the sales office and major intersection. Establishing builder interest in the project was also critical and Oliver Hume ensured builders were privy to a preview launch of the estate before the main public launch, educating them on the benefits of the project with the aim of increasing the likelihood they would refer their clients to the project once launched.

RESULT | The diversification of the lot mix resulted in an additional 176 lots to what was originally planned, more size options and a suitable builder for every lot size. Oliver Hume's involvement as sales agent helped to generate considerable interest in the project with campers staying overnight to secure the best blocks on project launch day. Media interest was generated by the demand and Channel 7 came to film on the day of launch. The first stage release was strategically marketed to create a greater demand than available supply with limited numbers released to create urgency. Approximately \$28M was generated based on the additional 176 lots added to the Masterplan.