
Case study
Murphy's Ridge Land Subdivision
Jan 2023



Esteemed Property: Murphy's Ridge – Murphy's Creek



Project Details:

Name: Murphy's Ridge
Location: Murphy's Creek Toowoomba Region
Type: Land Subdivision
Lots: 53
Product: 2 Acre Lots
Status: Current (stage 1 completed)



Murphy's Ridge offers an exciting new lifestyle opportunity with beautiful bushland on your doorstep within driving distance of the bustling Toowoomba CBD and Wellcamp International Airport

Introduction

Welcome to Murphy's Ridge. Our homestead-style large lots are flat with wide fronts and fantastic panoramic views of the beautiful Toowoomba ranges and beyond. As you drive into Murphy's Ridge you notice the subtle changes in elevation and different perspectives from every lot with some facing the lush green north with others facing the magnificent hinterlands to the south.

Services Provided

Esteemed Property was retained to provide comprehensive Development Management services, encompassing the entire process from land lot design to construction and registration. As of now, Stage 1 has been successfully completed.

In the initial stages, we adeptly formulated all project budgets, collaborated with consultants, and meticulously prepared a tender package to ensure that the project was not only executed on time but also remained within the established budget constraints.

To bolster the project's market presence and reach, our proficient marketing team adeptly branded the development, providing invaluable support to our in-house sales team. Furthermore, we enlisted the assistance of local agents to facilitate the sale of Stage 1, resulting in its successful completion.

Development Management

- Feasibility
- Design and Planning
- Council Submissions
- Landscape, Utilities and Comms
- Tender Package and Assignment
- Construction and Registration

BRANDING

- Branding and Identity
- Website Design
- Artwork Design
- Advertising strategy
- Portal Pushing

MARKETING COLATERAL

- Branded Hero Brochures
- Fact Sheets
- Area Spotlight
- Sitemaps

SIGNAGE & ADVERTISING

- Print Media and Design
- Social Media Advertising
- Hero Signage

ENGAGEMENT

- Property Photography
- Drone Footage
- Project Update Videos
- Facebook / Youtube
- Direct Mail

COMMUNICATION

- Website Design & Publishing
- Design & Development
- Content, Copywriting, and Images
- SEO
- Lead Funnels
- EDM (Weekly mailer)

LEGAL & SUPPORT

- Disclosure Statement Procurement & Management
- EOI Template Creation
- Contract Printing & Management
- Valuer Access
- Client Finance Management

NEW PROPERTY SALES

- Lead Agent
- Multiple Sales Channels
- Agent Friendly Network
- Settlement and Handover

Summary

We were able to support our onsite sales team directly by undertaking the full marketing process, which generated regular sales that led to settlements. Our control over both integral sections allowed us to sell Stage 1 and now we are preparing to begin work on Stage 2.

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