

11th August 2010 Charter Keck Cramer - New Brand Statement & Visual Identity

Consistently at the forefront of the property sector for the past 30 years, Charter Keck Cramer is proud to be launching a new brand statement that will reflect the company as it moves into a new and exciting stage of its continual evolution.

We have a respected and mature business operating in nine areas under three new key words:

PLAN. CREATE. ENHANCE.

PLAN - "Knowledge through the power of research."

We deliver a unique perspective on urban development and strategic planning, providing considered, insightful and forward-looking advice, assisting our clients to leverage their position through knowledge.

CREATE - "Project skills delivering outcomes ahead of time and under budget."

Strengthening our **Development and Project Management** business by bringing on board Graeme Parton's Pinnacle team in 2008 was a strategic response in line with changing market conditions and client needs. We now have a greater spread of projects across both the public and private sectors, including:

- Hospitals, medical centres and laboratories
- University campus redevelopment
- Inner urban apartment development
- Residential subdivision projects
- Inglobo and infill masterplanning
- Infrastructure projects

Quantity Surveying is dedicated to providing construction cost advice that achieves the best possible balance of time, cost and quality, whilst ensuring that risk is managed and return on investment is maximised.

ENHANCE - "Accuracy of advice core to our business; innovation ahead of the game."

Our expanding population girth will provide big opportunities for everyone in this room. As we know, residential leads all other markets, and our Valuation teams have monitored, assessed, and advised clients over a long period of time, assisting in the carriage of decisions which have contributed to the re-shaping of Melbourne.

The **Residential Prestige and Projects** team has been involved at the front end of Melbourne's apartment renaissance since the early 1990s, and now is at the cutting edge of advisory services to developers delivering new generation projects.

As Melbourne's inner urban built form has changed, so too has the Land Subdivision sector. We have deep participation roots in the fundamental change from traditional residential subdivisions to contemporary masterplanned communities.

Our **Residential** practice group was pioneering in the development of innovative solutions to the residential mortgage valuations sector, and our team of senior valuers operates with unparalleled knowledge across Melbourne.

Commercial Markets:

- Melbourne is the nation's most dynamic Industrial market, with infrastructure enabling distribution via port, road, rail and air
- Retail as an asset class is both high profile and a significant contributor to our economic engine room. Understanding retail trading is fundamental to analysing performance and assessing value accurately. Valuation expertise, combined with Research, provides a greater depth of analysis on existing trading patterns and also leads our clients to future opportunities
- The consolidation of the Melbourne Commercial Office market over the past 15 years has positioned it for growth, capitalising on the near term upswing

Radiating out from the Melbourne CBD, our valuation teams cover all points of the compass. Our **Hospitality and Tourism, Business and Aged Care, Government and Statutory, and Litigation** teams have a combined expertise of some 200 years. These areas of intense specialisation require forensic detail in order to guide clients through the most complex of matters. Charter's understanding brings a real perspective to these specialised markets.

In rounding out our depth of expertise, our **Corporate Real Estate and Private Equity** businesses have presided over the acquisition and sale of \$1 billion worth of assets and have provided accommodation planning and procurement solutions involving 1.5 million square metres of accommodation nationally.

Ten years ago we laid down our diversification plan to transform the business from a one dimensional valuation practice into an integrated property solutions company - we have delivered! Charter is truly a knowledge business.

Looking to the future, we are committed to:

- Increasing our footprint in Melbourne
- Expanding our reputation nationally
- Pushing new frontiers, particularly with our AsiaLink initiative led by Scott and Shane

Charter clients are respected, trusted friends and your needs are important, interesting and always challenging. As a knowledge business, we want to not only keep pace with you, but surpass your expectations. Professional, innovative and engaging, the new brand defines the vision and ambition for the future whilst remaining loyal to the trusted name, traditions and values of the past.

PLAN. CREATE. ENHANCE.

These three simple but powerful words support a vision

" Delivering integrated, independent and innovative solutions, giving you, our clients the information you need to realise your ambitions."