

BRACKENHALL

An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with a large green park in the center. The park is surrounded by residential and commercial buildings. A large body of water is visible on the left side of the image. The overall tone is dark and moody.

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BRACKEN HALL

YOUR LOCAL EXPERTS

A TEAM COMMITTED.

Bracken Hall is a fully licensed project sales business.

Refreshingly up-front and transparent in paying the utmost respect to our clients, we only partner with reputable developers and list projects that we believe are of the highest quality planning, design and construction.

Through our connection to the local owner occupier market, and our commitment from start to finish, Bracken Hall is your complete retail sales solution.



MATT BRACKEN
Director

Since 1998, Matt Bracken has been delivering exceptional sales results for some of Australia's most trusted developers.

Matt is a true property professional with outstanding sales results to back up his reputation as a leading project sales agent. Matt is honest, hardworking and knowledgeable in the art of selling.

Matt is the master at 'creating the sense of urgency' and relating to every buyer on their merits. Buyers feel comfortable dealing with Matt with his straight forward manner.



ANDREW HALL
Director

Andrew has 25 years experience in sales and marketing being a former director of one of Australia's largest privately owned printing firms before embarking on his real estate career.

Andrew spent 4 years as an integral part of the CBRE Residential Projects team before partnering with Matt and creating Bracken Hall. In that time he worked hand in hand with many of the largest developers in the land including Lend Lease and SP Setia honing the skills necessary to provide exceptional service and expertise to our vendors. He is passionate and committed to you, the client, ensuring every opportunity is maximised and each project is seen through to completion.

DEVELOPERS PREFER BRACKEN HALL.

\$732K+ 
AVERAGE SALES PRICE

\$1.317b 
OUR TOTAL SALES

OUR SUCCESS IS BASED ON A NUMBER OF PRINCIPLES:

Local knowledge

We understand the local market and buyer behaviour. and are up-to-date on design, trends and planning

Selected Partnerships

We carefully select a limited number of projects for greater focus and attention to detail

No conflicts

We do not engage competing projects

Experience Sells

Either one or both Directors will be selling your project

Passion

We treat every development like our own, with passion and pride

Collaboration

Collaborative partnerships drive us

Communication

Transparency is our focus

Completion & Conversion

We see your project through, right to the last sale, leaving no opportunity wasted

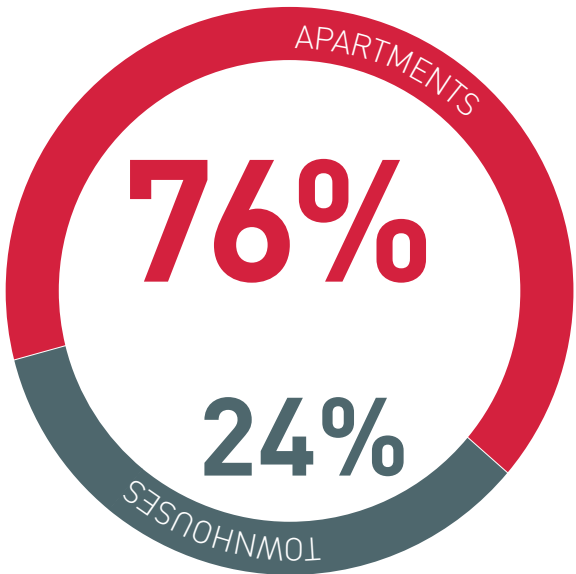
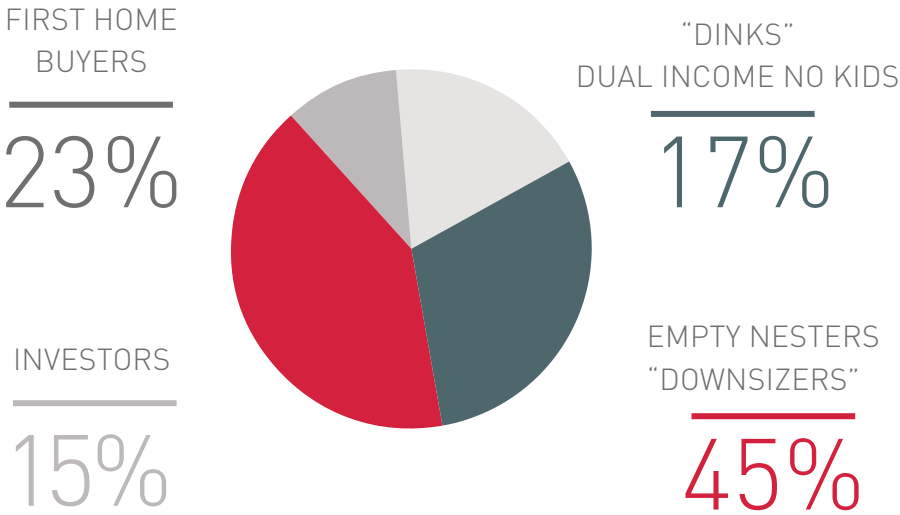
OUR BUYER PROFILE.

1 BUYER PROFILE

52 THE AVERAGE
AGE OF OUR
BUYERS



2 BUYER DEMOGRAPHIC



MORE THAN  **1850+**          PURCHASES

PROVEN
TRACK
RECORD.

\$35m

WORTH OF SALES IN
ONLY 4 WEEKS

100%
SOLD

merri
green⁺
—
NORTHCOTE

70%
CONVERSION FROM
VISITORS TO BUYERS

28
APARTMENTS

100%
OWNER OCCUPIER

20
HOUSES

\$12k-\$21k

SELLING PRICE PER METRE² SANCTUM
BRIGHTON SOLD OUT OFF THE PLAN

100% OWNER OCCUPIER

cbus
property

\$90m

SALES ACHIEVED AT
WARLEIGH BRIGHTON
IN 12 MONTHS

80% OWNER OCCUPIER

38

HOMES SOLD ON
THE FIRST DAY
(WITH STAGE ONE
SELLING OUT IN
6 WEEKS AT THE
\$400m MAIN DRIVE
KEW PROJECT FOR
FORMER MIRVAC CEO)
\$42M REAL ESTATE
SOLD ON OPENING
WEEKEND

100% OWNER OCCUPIER

4

NUMBER OF WEEKS
IT TOOK TO SELL
FIVE TOWNHOUSES
VALUED AT \$13M AT
FIVE RIPPON GROVE

OUR PROJECT FOOTPRINT.

**Melbourne's Eastern to
Bayside Suburbs.**

**Our footprint speaks volumes
for our ability to adapt.**

**From the first home buyer
in Northcote, to the elite
downsizer in Brighton,
Bracken Hall connects
to the complete range of
buyer profiles.**



A nighttime photograph of a city skyline reflected in a body of water. The water is dark, and the lights from the buildings and streetlights create a shimmering reflection. A bridge with a large arch is visible in the background. The sky is dark, and the overall atmosphere is serene and urban.

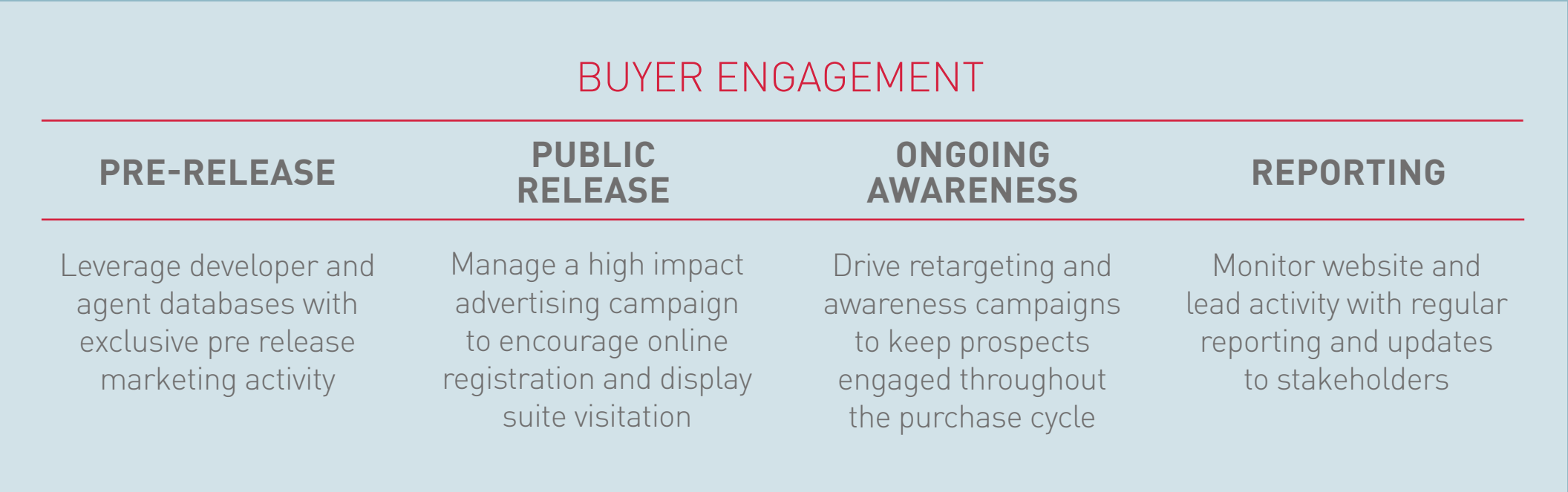
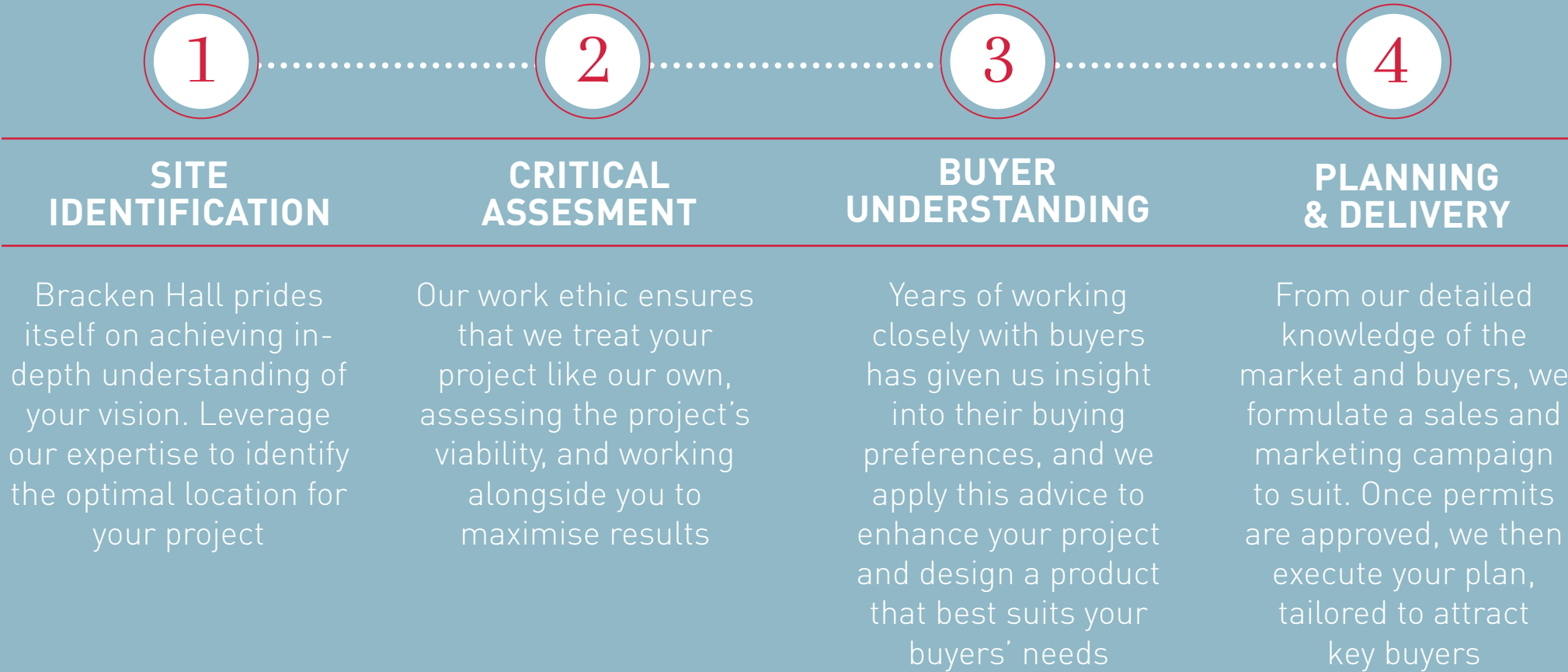
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REFINED SUCCESS

OUR PROCESS

From INCEPTION to DELIVERY, Bracken Hall is right by your side, applying our expertise and understanding of your goals and expectations.

From the first sale to the last, we work as an extension of your team.



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OUR PORTFOLIO

MERRI GREEN, NORTHCOTE

CODSTREAM

Inspired by a rare, natural setting, surrounded by Merri Creek and the Northern Golf Course, Merri Green is a unique inner urban retreat.

Encouraging a greener form of energy use, Merri Green is the first multi residential project in Australia to partner with Bradford Solar* and Tesla Energy to introduce Tesla Powerball battery units to store solar energy in the townhouses.

Designed by residential specialist Chamberlain Architects these dwellings are ground breaking in in their attention to detail, finish and sustainability.



70% CONVERSION FROM
VISITORS TO BUYERS



28 APARTMENTS / **20** HOUSES



100% OWNER OCCUPIER



\$35M IN SALES IN 4 WEEKS



Merri Green was a phenomenal success due in large part to the contribution of Matt and his team. His ability to relate to the prospective purchaser, efficiency and forensic understanding of the product, meant that inside 4 weeks, \$35M of sales were achieved, and the project was sold out.

RAMON COLLODETTI
CHIEF EXECUTIVE OFFICER
CODSTREAM

THE WARLEIGH, BRIGHTON

CBUS PROPERTY

Situated just off Bay Street, the Warleigh Brighton is a distinctive residential project comprising 101 mid to high-end apartments and penthouses, together with seven townhouses.

Its location away from Bay Street created an appealing address that's private and quiet yet easily accessible, however the lack of main road frontage limited the marketing exposure, producing challenges for exterior advertising and promotion.

As one of Cbus Property's most significant residential projects, The Warleigh Brighton required the focus, attention and expertise of a dedicated sales representative.



SOLD OUT IN **13 MONTHS**



101 APARTMENTS / 8 HOUSES



80% OWNER OCCUPIER

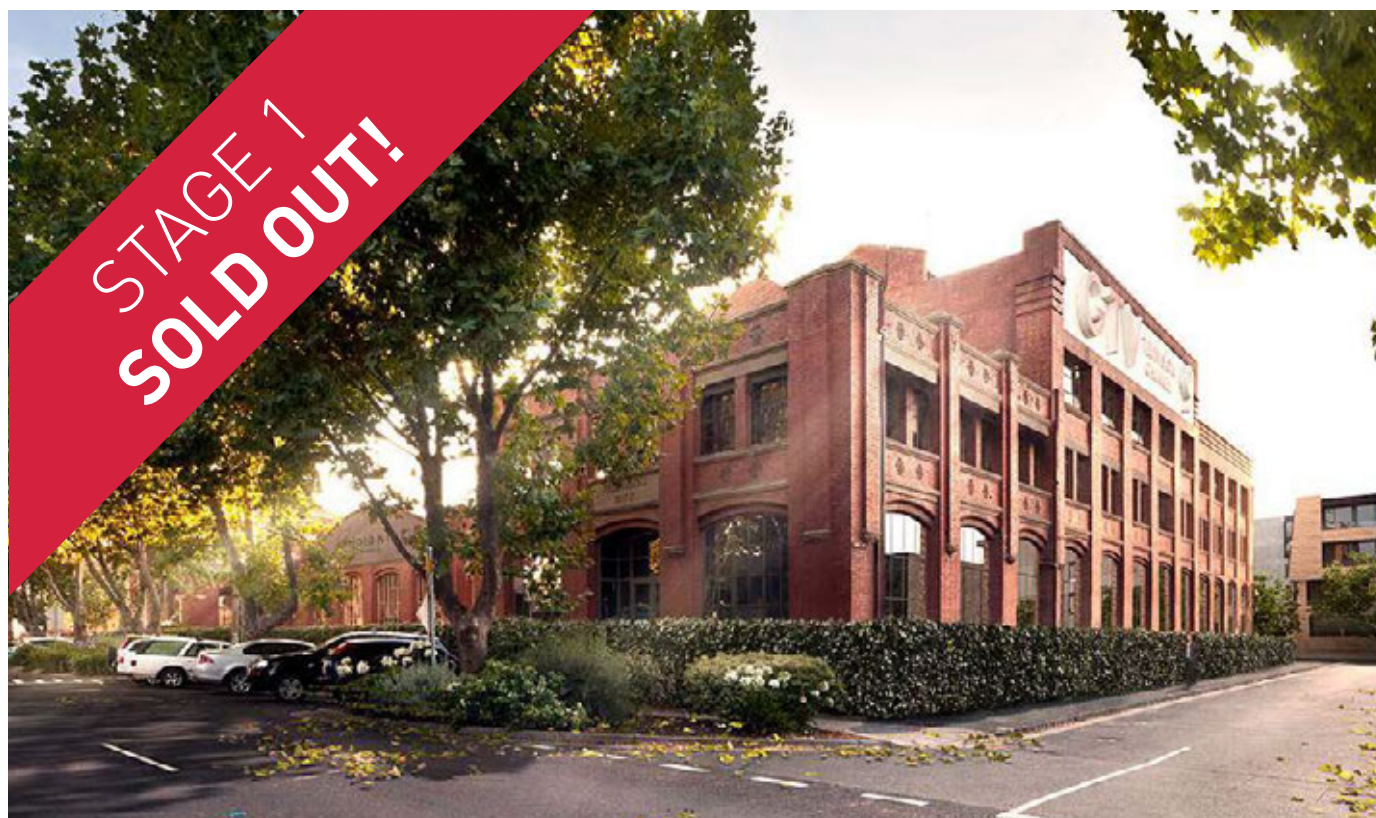


OVER \$90M IN SALES



"Through all our dealings with Matt I have found his input to be thoughtful, strategic and most valuable in assisting with decision making through all stages of the sales and marketing process."

ANDREW POTTER
SENIOR DEVELOPMENT MANAGER,
CBUS PROPERTY



STUDIO 9, RICHMOND

STUDIO NINE
RICHMOND



Studio Nine is the first Melbourne development undertaken by Lend Lease outside the CBD. Located on the iconic Bendigo St site, for over 50 years the home of GTV Nine, the first stage of the project consisted of apartments, townhouses and Heritage apartments. Andrew Hall was lead sales agent overseeing all aspects of the retail sales process. His ongoing relationship with Lend Lease is representative of our worth to our clients.

“Andrew Hall has shown tremendous drive, resilience and expertise. His ability to work with our clients and ensure they were serviced each and every time was always evident. Andrew Hall is a professional in every sense.”

ZACHARY GLENISTER,
SALES MANAGER VICTORIA
APARTMENTS, LEND LEASE



TOORAK PARK, ARMADALE

TOORAK PARK
ARMADALE



Toorak Park based in Armadale will embrace the spirit of its revered location, introducing a new era of residential excellence to this cherished suburb. Intelligent architecture, interiors and landscaping will produce new opportunities in prized Armadale. Expansive grounds will surround homes and apartments from design leaders. Located between Toorak Park and Toorak Station, this is set to be the new address for superbly crafted living.





SANCTUM, BRIGHTON

WOLF CAPITAL

Sanctum Brighton on Bayside's 'Golden Mile' consists of 18 luxury apartments and is the triumph of a private family developer. Matt Bracken was engaged to assist not only with the marketing and sales, but also with the initial design and planning. The developers recognised and appreciated Matt's experience and depth of understanding in the local property market.

SANCTUM
YOUR BRIGHTON



RIPPON GROVE, BRIGHTON

GILLON GROUP

Bracken Hall was engaged to assist with the marketing and sales of 5 remaining town homes, valued at over 13 million dollars. Under Matt Bracken's expert guidance, this development sold out in only 4 weeks, an incredible result for such a high-end product.



**SOLD IN
11 MONTHS**



**18 LUXURY
APARTMENTS**



**VALUED AT
\$1 - \$2.5M EACH**



**TOTAL VALUE
OF \$27M**



**SOLD OUT IN
4 WEEKS**



**7 LUXURY
RESIDENCES**



**100% OWNER
OCCUPIERS &
DOWNSIZERS**



**VALUED AT
OVER \$13M**

GET IN TOUCH.

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