

## 1 Introduction

The purpose of this document is to give an overview of a new company called Westclaire Pty Ltd, so that a logo can be designed for the business.

If you have any questions please contact Brian Drury at [brian.drury@exchangewise.com.au](mailto:brian.drury@exchangewise.com.au).

## 2 The Business

### 2.1 Background

The business is currently operating as ExchangeWise Pty Ltd. However this company is primarily an Information Technology company specialising in Customer Relationship Management software. See [www.exchangewise.com](http://www.exchangewise.com). It was decided to use the Australian domain [www.exchangewise.com.au](http://www.exchangewise.com.au) for the Property division of the business.

However it has now been decided to separate the businesses completely, even though Brian Drury will remain the Managing Director of both companies. It is felt that there would be too much confusion amongst buyers investigating ExchangeWise with a view to purchasing property to find so much information relating to IT and CRM on the web.

Currently [www.exchangewise.com.au](http://www.exchangewise.com.au) was set up as a “skeleton” (temporary) web site, so that at least the company could engage in business and have at least come kind of web site supporting its activities.

The existing ExchangeWise logo was used for this business:



### 2.2 Overview

The business will primarily trade as Westclaire Property Group, although the main holding company will be called Westclaire Pty Ltd.

It will have other subsidiary companies such as Westclaire Developments, Westclaire Construction, Westclaire Property Management, etc.

All of these companies have some connection to the property development/real estate industry.

The companies will operate primarily in Australia, although may expand internationally eventually.

The domains [www.westclaire.com](http://www.westclaire.com), [www.westclaire.com.au](http://www.westclaire.com.au), and [www.westclare.com.au](http://www.westclare.com.au) have been registered. The last domain has only been registered to catch web surfers who may inadvertently spell the name wrong after just hearing it in the marketplace.

Westclaire Property Group will be property development company specialising primarily in residential property developments. The company is involved in projects such as land sub-

divisions, townhouse developments and mixed-use developments which combine residential, retail and commercial space.

Westclaire focuses predominantly in the north west and south west growth centres of Sydney. Special emphasis is placed on master-planned community estates.

During 2014 and 2015 the company will be developing a number of estates in Schofields, The Ponds, Riverstone and Marsden Park.

The first development is a 180 lot, 20 acre development in Schofields called Schofields Estate. The sub-division plan is shown on the next page.

The objective of the company is to acquire land, sub-divide it and partner with home builders to offer home and land packages to the open market for sale.

### 2.3 Partners

Some of the builders partnering with us will be companies like:

- Wisdom Homes: [www.wisdomhomes.com.au](http://www.wisdomhomes.com.au)
- Eden Bare Homes: [www.edenbraehomes.com.au](http://www.edenbraehomes.com.au)
- Champion Homes: [www.championhomes.com.au](http://www.championhomes.com.au)
- FirstStyle Homes: [www.firststyle.com.au](http://www.firststyle.com.au)

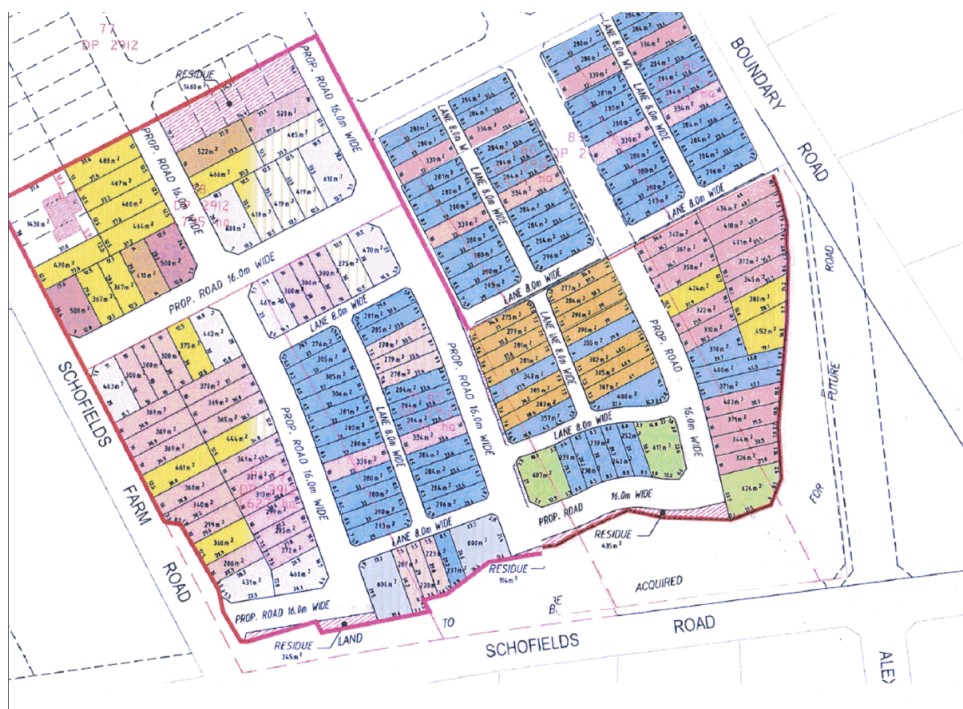
### 2.4 Competitors

Companies in Australia who have a similar business model to Westclaire Pty Ltd are the following:

- Mirvac: <http://residential.mirvac.com/>
- AV Jennings: [www.avjennings.com.au](http://www.avjennings.com.au)
- Dylam: <http://www.dylam.com.au/>
- Allam Property Group: <http://allam.com.au/>
- Legacy Property: <http://legacyproperty.com.au/>

### 2.5 Schofields Estate

Westclaire's first development is a 20 acre development in Schofields, NSW called Schofields Estate. The sub-division plan is shown below.



### 3 The Name

The name Westclaire is derived from 2 family names, i.e. “Westrop” which is my mother’s maiden name and “Claire” which is her second name and also my sister’s second name. It was the name of my mother’s first business so it is honouring her mostly. However it was also chosen because it met the rules laid down for any potential name, i.e.

- It had to be unique, so that anyone searching for this name on the internet via Google, Bing, etc. would see the company name first. So it could not be a common English word which would result in thousands of other listings displayed first when searched for.
- Both the .com and the .com.au domains had to be available.
- It had to be able to be registered by the Australian Securities and Exchange Commission.

### 4 The Logo

We are looking for a logo that will reflect some aspect of the property development or real estate business.

The logo should convey warmth, trust and a “family feel” as ultimately we will deal with home buyers who want to feel confident that they can buy a home from us without worry.

Ultimate our goal is to “realize people’s dreams” by providing them a dream home.

But at the same time it should be professional and corporate given that we will undertake commercial and retail developments.

We would like the logo to have the name “Westclaire Property Group” along with the byline “Property Development Specialists”. We are flexible on this byline, i.e. it could be something else like “Property Developers of Distinction”. Any ideas are welcomed.

Note that the word Westclaire should be isolated from the words “Property Group”, as is the case for our ExchangeWise company. See the 2 logos below.

Below is the ExchangeWise logo:



Below is the logo for ExchangeWise Property Group:



The reason for this is that the Westclaire logo will also be used for several different companies, namely Westclaire Construction, Westclaire Developments and Westclaire Investments. It should be easy to adapt the one logo for each different company.