

1 Introduction

The purpose of this document is to describe the requirements for a fridge magnet to be designed for Westclaire Pty Ltd.

If you have any questions please contact Brian Drury at brian.drury@westclaire.com.au.

2 The Business

2.1 Overview

Westclaire is a 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 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.

2.2 The Logo

Westclaire's logo is shown below:



We also use a 'vertical' logo:



3 Business Card

We have had a business card designed previously. The front and back sides of this card are shown below:



So ideally the fridge magnet should complement the business card as it will be included with a letter that also contains the business card.

4 The Fridge Magnet

We would like a fridge magnet designed that contains the following information:



- Are you considering selling your property anytime in the next 2 years?
- Does your land have sub-division rights/development potential?
- Is your lot size greater than ½ acre (approx. 2,000 m²)?



If so, we will give you a \$ 50 Woolworths gift voucher if we can meet with you to discuss your plans for your property.

Please contact me now!



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P.S. If you know anyone in your area who is thinking of selling their property, we will give you a \$ 500 gift voucher for the store of your choice for passing on their name to us (if we acquire that person's property).

Being fridge magnet it will obviously only be one-sided.

This layout is done by one of our internal developers. However given that we are expecting people to place this on their fridges, I'm looking for alternative layouts. I am also concerned that the font sizes used may be too small when reduced to the size of a fridge magnet/business card:



As mentioned above, the fridge magnet will be included with a letter that also contains the business card.

We are looking for property owners that meet the criteria specified below:

1. They are considering selling their property in the next 2 years.
2. Their property has sub-division rights/development potential.
3. Their lot size is at least ½ acre (approximately 2,000 square meters).

The objective here is to get these property owners to either call us immediately or keep the magnet on their fridge until they are ready to call us. If they meet the criteria and they agree to

have a meeting with us (assuming we are interested in their property), we will give them a \$ 50 voucher at the first meeting.

The second objective is to encourage property owners who know people in the area that are selling to call us and give us their names. We will then give that person a \$ 500 gift voucher if we purchase the property of the person they have referred.

If space permits we also want to mention that:

‘Please note we are developers and not real estate agents and therefore no agent’s commission will apply’.

Note that any images that need to be purchased from commercial image web sites like StockPhoto, etc. will be purchased. Draft images may be used for the initial design. One idea for example would be to use an image of a land-subdivision in the background of the fridge magnet. Another would be to use the logo image used on the back side of the business card shown above.