

RED DOG GOLD CLASS IN REAL ESTATE DEVELOPMENT

Development Corporate Profile.
Please visit www.reddoggroup.com.au for additional information

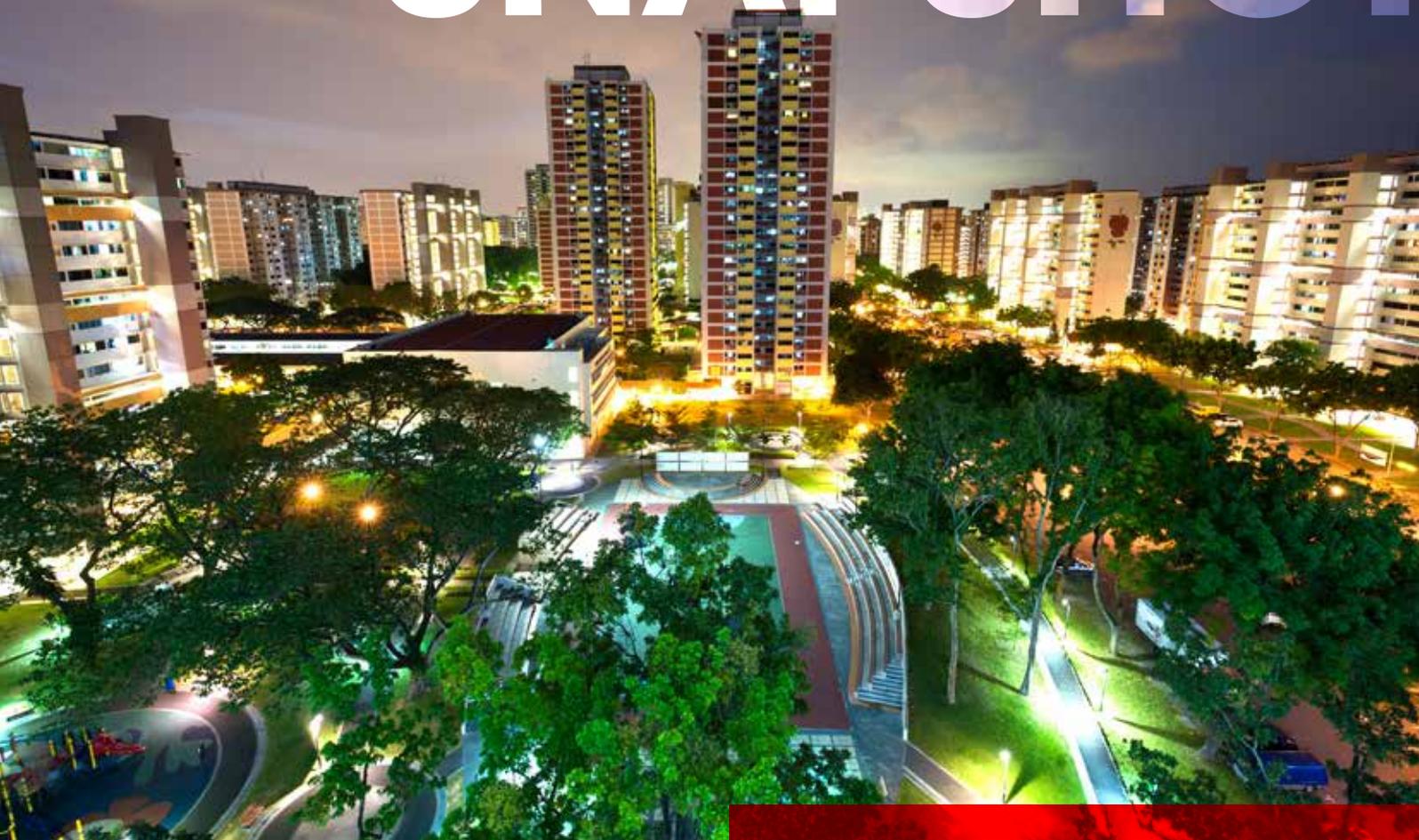


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SNAPSHOT



Snapshot.

“Our business has grown up around two underlying passions: Restoring old neglected buildings, and constructing well designed high specification new ones.” **James Elliott, Founder and Director.**

Red Dog are a group of privately owned companies founded over 10 years ago in the UK and 5 years ago in Australia. We are going from strength to strength through the acquisition and development of exceptional projects designed and built to weather changes in fashion, design and the test of time. Red Dog Group are innovative in the acquisition, design and delivery of residential and commercial property development. Red Dog have a detailed focus on high growth areas throughout Australia and the world. We are passionate about delivering our GOLD CLASS reputation and live our business culture of innovation, integrity and energy.

Red Dog have an ever expanding portfolio of holdings and current projects, including multi unit sites, residential apartments, town houses, single homes and commercial projects. Our high value development pipeline of projects in Coastal, Urban Renewal Precincts and Inner City locations underpin our bold move towards being the most respected developers in the market.

“A new chapter saw James bring his business to Australia in 2008 where he branded it “Red Dog”, a name chosen to personify core values of strength, bold, memorable high quality product.”

- News Limited.



OUR
FOUNDER

Our Founder.

James Elliott (Founder and Director) from the UK, started his career with a Higher Diploma in Business and Marketing, and shortly after trained as a Carpenter. A measured approach to ensure he developed a detailed understanding of Business and of the Construction Industry. Following intensive years studying and in training he started his own business in the UK renovating and flipping small family homes part time while offering contract building services to the private and commercial sectors.

Respectively James went on to work for some very high profile PLC building companies supervising and running projects such as Black Friars Station Upgrade, London. James expanded his renovating business to producing a number of high end new and renovated residential projects in Manchester UK, and Worcestershire UK.

A new chapter saw James bring his business to Australia in 2008 where he branded it “Red Dog”, a name chosen to personify core values of strength, bold, memorable high quality product.

James works within the business and promotes a high focus on detail, high standard of finish and profitable outcomes in all that the business does. James is rapidly becoming a well known name within the real estate industry and is an active member of the Urban Institute of Australia and the Master Builders Association, his ambition is endless, aiming to build the Red Dog Brand into an internationally renowned brand in the real estate industry. Today James and the Red Dog Brand have extensive interests in both the UK and Australia. Red Dog Group of Companies include Construction Companies, Development Companies and Property Holding Companies.



OUR JOURNEY.

JR DEVELOPMENTS WAS BORN

Acquisition and Renovation of 2 homes in Worcester, UK.

2005

Supply of Full construction services across the UK.

2006

Source and Acquisition of 3 adjoining apartments in the Docs area of Manchester.

2007

Acquisition of 4 parcels of vacant land in Worcestershire UK. Development of 5 2 story homes.

RED DOG FORMED IN AUSTRALIA

Set up and expansion of Red Dog Group. Construction Company commenced.

2008

2009

Red Dog develops multiple vacant land sites, mixed residential projects SE QLD.

2010-2011

Red Dog Increases its holding portfolio and acquires further projects into its development pipeline.

2011-2014



Red Dog Capabilities.

Project Acquisitions

Red Dog has a highly experienced team sourcing and securing projects for our own and others development pipeline. With dedicated personnel actively locating, negotiating and securing prime opportunities we position our business at the forefront of the industry. The team run every project through a stringent analysis process to ensure our pipeline is loaded with high yielding, high quality well positioned projects. Once initial analyses have taken place strong communication and negotiation methods are utilized to ensure a mutually beneficial acquisition.

Project Management

Having an experienced construction arm in the Group ensures we can provide extensive, skilled and diligent Project Management to all of our projects. With accurate design and costing our objection is always to minimize cost and time while maximizing quality of finish and ROI. Many view our projects as a huge success, chalking the success up to great promotion. Promotion essentially while important is not what we rely on to complete a successful project. It comes down to great design, planning, cost and project management. We understand without these even the best projects won't get off the ground.

Project Sales/Marketing

In the past Red Dog have marketed our own projects alongside specialists in this field. Our focus has progressively been to market and promote our projects in house, our team of skilled promotional people know exactly how to generate massive interest in our projects. Having great projects helps. Following our marketing we work closely with our external sales and marketing partners to ensure efficient, fast, high returning exits from projects.

Some Key Projects

Completed.



Huth st, Labradore

This renovation development consisted of 12 units, all 2 bedrooms and in very poor condition. The building had an interesting past having been a hostel then serviced apartments then rentals.



Castlebar St, Kangaroo Point, Brisbane

This renovation development property came to us in a very poor state of repair. It is surrounded by million dollar buildings and deserved some serious work. Red Dogs team completely transformed the building within a very slim time frame and budget.

Some Key Projects

Under Construction.



14 Rosemary St, Bellbird Park

Over 4000m² of beautifully wooded land just 25km from Ipswich CBD and 5 mins in the car from the heart of Redbank and all its amenities such as large road and rail networks. The property benefits from great growth in Ipswich and further afield the surate basin is a short distance away. We are proposing approximately 7 New dwellings in this site, comprising of Duplex's and Single Homes with a view of completion late 2014.



Townsville, North Queensland Region

We are creating a stunning local development, currently we are negotiating with council to create a mix of Duplex's and Single free standing homes on this site. Inline with our focus on urban renewal and infill sites we have selected this well positioned piece of land in very close proximity to all amenities complimented by gold class design and delivery of the finished dwellings. The site is less than 5 mins in a car to local shops and great schools and is 10 mins to the CBD and Townsville's infamous Strand.

Townsville has grown from strength to strength over recent years, with the main drivers being in the Resource Industry and the Military presence. The Townsville North Queensland Region has a population of approximately 236,000, projected to grow to 346,000 by 2031. Townsville embraces 87 new residents each week – with an annual population growth of approximately 2.4%. Townsville was ranked as the seventh fastest and largest growth region in the State between 2010 and 2011.



Mort St, Toowoomba

An ideally located development situated just 5 minutes from Toowoomba CBD. This project comprises of 4 Townhouses each with 4 bedrooms and 2 bathrooms. The homes will set the benchmark in Toowoomba for town house design. Spacious and well presented set among a mature area of the city, residents of these homes will benefit from great schools, shops and Toowoomba's famous parks within walking distance, they will also enjoy the strong growth of the greater Surat Basin region with easy access to other parts of South and South East Queensland the city is expected to grow from 150,000 to 250,000 over the next 15 years making it Australia's 2 biggest inland city next to Canberra.

...and many more in the pipeline.



In over 12 years of service...

Our integrated set of services – construction, development and management – has been constantly evolving to keep up with modern requirements.

Our intention is to expand the Red Dog Capacity to become the dominant supplier of Real estate products throughout the East coast of Australia the UK and other markets internationally.



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