Stockland Personas

## Residential

**Bob and Denise Landry – House and Land Buyers**

Mr and Mrs Landry and their two children are looking for a new home. They have an idea about the value of their place, and they’ve spoken to the bank, but haven’t set up any finance yet, not until find something. They have the buying power to get into a Stockland Estate (7-800k) and have been looking at options, including house and land packages around Brisbane, where both grew up and where their parents live.

The most stressful issue is how to manage the timing of the financials between selling their place, buying the new place, and waiting while the home is built. They might even spend a bit more if they knew how much it would all end up costing without any surprises or big bridging finance payments.

They use real estate agents, the newspaper and the internet to find options. On the internet, they use realestate.com.au and perhaps domain.com.au to find suitable lots, they list the price. They also are looking at some established homes as well. Lots of choices.

From those leads they have followed up some references to North Lakes, and discovered the North Lakes website. They are considering taking the family out to see the display village and look at houses, but there are a lot of options, and the kids will only put up with so much. And besides, there is grocery shopping, laundry, dinner with some friends and the footy this weekend as well.

* Looking at a number of competing options.
* Understands process, knows they want him to call, happy to oblige.
* Internet is one of several sources of information.
* Limited time – wants all the information up front, including price and availability.
* Limited time to inspect in person, they short list the most attractive options based upon the information available.
* Will not buy without seeing the place in real life.
* Location is primary factor.
* The house is as important as the land, perhaps more so.
* Stockland brand secondary to development. Everybody talks about the development being great. Don’t Stockland do shopping centres?
* Primary Goal: Identify likely properties to buy
* Secondary Goal: Develop short list for on-site visits.

**Tom Cash – Property Investor**

Tom retired from his import/export business 7 years ago. He enjoys his retirement, but also enjoys looking after his investments and financial interests.

Tom is looking for good property investments. He has his system, and has made money buying and selling a few over the last decade.

Tom knows that getting in early is the key. He looks at off the plan purchases of apartments, and sometimes even land, if the development looks promising, he can get a good deal. With a couple of old mates, they invested in some commercial property, and the rental returns are paying off.

Tom has the word out with a number of agents that he is in the market, and has told them exactly the kinds of opportunities he’s looking for. He’s developed a good relationship with several agents over the year, as they have really looked after him, and shown him some great opportunities. Granted, he has passed on quite a few, but they know him by now, and know what he wants.

Tom also looks around in the papers and on the internet, but most of that information is for hounds, not foxes.

Secondary Persona:  
Bob, the speculative builder. Managing his business with Stockland, but looking for the opportunities as well – feels like part of the team, predisposed towards Stockland because he’s already involved.

* Cashed up and ready to act.
* Appreciates benefit of being ahead of the game.
* Only wants the best - well informed and selective. Deals in facts and experience, persuaded by rational arguments.
* Has time, will look for extended period for right option.
* Location one part of the opportunity puzzle.
* Does online research, but also uses 3rd party agents and word of mouth.
* Land is more important than house. Corner lots, frontages, aspects, views, etc.
* Looking for unique apartments with added value. Large balconies, aspects, views, etc.
* Stockland brand a benefit – he knows they will come through with a premium product.
* Primary Goal: Locate great investment opportunities.
* Secondary Goal: get in early for pick of the options ahead of competition.

**Tina Flatly – Apartment Buyer**

Tina loves city life, the urban buzz. She has a grown son but lives alone. Tina is looking for a nice new apartment and a change of lifestyle. She has particular desires for certain facilities, a great kitchen, some outdoor space, car parking and enough room for guests or her son when he comes to visit. Most of all, she wants a lifestyle.

She has been looking in the papers, at real estate agencies and online at realestate.com.au.

A friend bought into the new Koko development, and invited her to a party the building managers were throwing to promote the place. They’re pretty fun, and she can meet the other people in the building, see her friends place and get some info on available places in the building.

Tina decided to have a look on the internet to see what she could find out about Koko. She found the website, and discovered it was a Stockland project. She knew Stockland did Shopping Centres, but didn’t realise they did Apartment buildings too.

Secondary persona:  
Tina’s older sister Elisabeth and her husband, who have both recently retired and sold their architectural practice. Looking for an active retirement and have set their sights on Allisee. They like the design, prestige setting and quality of the development, and are investing in an apartment there, but not quite ready to sell the family home on the river in Brisbane where their grown kids are still living. It will be nice to have a place on the Gold Coast.

* Smaller young family, mature empty nester(s), single parent.
* Looking for lifestyle, atmosphere and environment.
* Uses multiple resources to research market.
* Must visit location to decide.
* Doesn’t want to waste time visiting wrong place.
* Wants full story on building as part of value proposition.
* Initial entry into real estate market, or downsizer.
* Stockland brand not extremely influential, but reassured by “big” company.
* Primary Goal – Find an apartment that fits her needs and aspirations.
* Secondary Goal – Make wise choice that will appreciate.

**Monti and Mimi Olds – Retired Couple**

Monti reckons it will be the last time he marches in the Anzac Day parade. He enjoys it well enough, its just getting harder and harder to make the trip and do the march.

Its getting harder to look after the house and the missus needs to get to the hospital every week these days. The kids are living in Brisbane now, and there’s not really any good reason to stay where they are. Monti reckons it won’t be long until there aren’t many choices, and while he and the good wife are still enjoying each other and the life they worked so hard for, maybe its time to sell up, pocket a bit of cash and move into one of those retirement communities.

Monti starts using google to search for retirement living and comes up with all kinds of places. He wants to live near the children in Brisbane, and close to a good hospital for the missus and finally finds a place that fits the bill.

There’s a place they call a “resort” that interests him. Doesn’t look much like a resort, but at the same time, doesn’t look like a nursing home either. He figures its worth taking a drive out and having a look.

It seems nice enough for a place filled with old folks, and funny thing, there seems to be a bit of action around the place, might actually meet some people and make a few friends. The places are pretty small, going to have to lighten up to move into a place like this, but that’s the price you pay for less work and responsibility around the house. It will be nice to have a bit of extra cash from the sale of the house to spend as well. With the family and grandkids nearby, maybe he’ll get the chance, after all, you don’t live forever.

* Confronting issues of diminishing capability – accepting that change is necessary, however unpleasant.
* Clever, experienced property buyers – want the whole story.
* Downsizing.
* Location is critical emotive issue.
* Researching a number of sources.
* Financing not critical issue – fixed income or asset liquidation.
* Future value proposition not as critical current standards and community lifestyle.
* Intent on living, or dying but not ambivalent.
* Stockland brand not extremely influential.
* Primary Goal: Find compatible living option in the area they want.
* Secondary Goal: Enjoyable and reliable services and community.

## Office and Industrial

**Maria Power – Commercial Property Customer**

Maria is Managing Director of Power Pty Ltd. The company is growing, shareholders are happy with the returns, and she wants to keep it that way.

Its time to up-size to new premises, and she’s put her PA on it. They are talking to a number of agents, and have specified exactly what they need. Location issues like transport proximity, public transport, quality of the area and amenities are important. Facility issues such as size, floorplan, fitout, access, parking and cost are also important. Balancing cost and location is a critical issue.

Periodically she gets the brochures and a memo on a likely facility put in front of her. Most aren’t quite right, there may be a need to compromise if time runs out – not the best case scenario.

She gets a good prospective site put forward, decides to look at the website as well, looks good. Stockland is a name she knows you can trust, but is concerned about the price. Its worth a look, so they go out to meet the agent and look at the place. The deal on the table isn’t the best she thinks she can get, so there are some negotiations to do with the agent. Overall, the value proposition is good, it meet her needs and she doesn’t have all the time in the world to keep looking around.

Her ongoing relationship with the Stockland is strictly business, financial matters and occasionally maintenance. Her PA deals with that via email, or by phone with the Account manager if necessary. Action is more important than the device to get it done.

Seconday Persona:  
Maria’s younger brother Tom, who is starting an import export company and is in the market for a small commercial unit in an industrial park. It’s a big step for him and he is doing his best to make the right rational decisions. Fortunately, he has good advice from his big sister on the process and he’s doing his best to make a professional decision.

* Time poor.
* Decision maker uses filters.
* Agent is primary source of offers and primary contact.
* Needs detailed data to make most rational of decisions.
* Location negotiable – time a factor.
* Stockland brand an asset in the mix – quality and reliability – may have shares, knows them from the Financial Review.
* Primary Goal: Find location and property that meets business requirements.
* Secondary goal: ease of transition and cost management.

**Frank Knight – Commercial Property Agent**

Frank works for a large corporate real estate agency in the commercial and industrial section. His company lists a wide variety of commercial rentals and a few industrial properties for sale as well.

Frank represents a number of properties for Stockland, amongst other clients. Frank has a lot of contacts, and several customers he has helped into locations a number of times. He gets a lot of calls asking for properties that meet detailed requirements, and he tries to match these with his stock of available options.

Frank feels he is helping out the developers when he connects them with a tenant, he knows how much they are paying, and he’s happy to take the commission. Some developers even send him presents, bonuses and other recognition as well.

The biggest problem he faces is prospects going around him and dealing directly with the developers, as it does him out of his commission. He feels he plays an important part in marketing the property, and his company spends a considerable amount on that activity, and deserve the recognition of the value they add. He sometimes has trouble telling friends from enemies.

When he has a prospect looking for a particular kind of property, and he has a couple of options from different companies, he has to decide which ones go in front of the prospect.

Seconday Persona:   
Domestic agent. Dealing with more down to earth and emotionally motivated clients. He sells more properties, but at lower individual value.

* Knows industry and has contacts – it’s a competitive business, and if he’s successful, it’s because he knows the game.
* Generates prospects through marketing efforts and expenditure – publishes properties on generic property portals, like realcommercial.com.au or realestate.com.au.
* Advocates for developer as face to face salesman.
* Doesn’t like reporting and admin – his job is prospecting.
* Vested interest in maintaining role of agent in process.
* Quality of Stockland brand makes his job easier.
* Primary goal: connect prospects with property.
* Secondary Goal: get best properties and qualified prospects.

## Retail

**Susan Portman – Shop Manager, National Retail Chain**

Susan is the Manager for a well-known national retailer in the Stockland Baulkham Hills Shopping Centre. She was transferred in from another shop at Westfield Bondi Junction. She’s responsible for making sure the business flourishes. She has lots of responsibilities, one of which is managing the relationship with the centre management and coordinating with head office.

She knows head office picked this spot because they had the facts and figures that told them it was going to work, now its her job to make it happen.

Sales and monthly turnover is her major focus, anything that helps get the figures up she’s interested in. If the centre’s Marketing Manager is running a centre wide promotion, and head office is on board, she’ll make it work.

The air conditioning went out once, and customers just walked in and right back out – it was disastrous. She was glad she could talk face to face with the Centre Manager to get it sorted out.

She likes the centre, socialises a bit with a few of her colleagues from the other shops, and they swap gossip about business in the centre, and any rumours that might be circulating.

She also does most of her shopping there as well.

* National Retail manager not part of strategic decision to lease space, but manages relationship, and ultimately responsible for success of tenancy.
* Bottom line oriented, has support and resources to participate in local marketing schemes.
* Supported by own company website and customer loyalty program.
* Looks to Stockland for marketing of centre, local promotions and maintenance issues.
* Wants to know what is happening with other businesses in centre, any changes and/or construction plans that might be in the works.
* Work is fun, but its not all there is to life.
* Primary Goal: Successful business management.
* Secondary Goal: streamline support from Centre.

**Saul Indie – Independent Retailer**

Saul is proud to be a shop owner. He built his business over 20 years, and its taken a lot of hard work, and good decisions. Back in the day you just tried to get into a centre like this, and it wasn’t easy. It’s a bit easier today, there are more shops, more opportunities and more customers, but then again, the rent is a lot higher too.

He picked the Centre for his shop because he had a shop in the old retail district, and when they built the new centre, he figured it was going to be good, and more people would start coming here.

It used to be you dealt exclusively with the centre manager, now days, they change more often, they are more busy, and you just don’t get the attention you used to. The old centre manager used to shout him a coffee and have a chat every week, now days, they drop off memos.

Money is tight, rents are high, customers are fickle. Saul has wasted a lot of money on promotions that haven’t worked, and is a bit wary of these big ideas that end up only helping the big shops.

Saul often drinks coffee with Susan in the shop next door, and they swap stories about the other businesses in the centre. They both agree the centre could do more to help them out - it would be nice just to sit back and collect the rent.

He likes shopping here because he knows everybody in the shops, and they look after him.

* Independent retailer makes all decisions concerning tenancy.
* Bottom line oriented. Spending own money on promotion and feels it.
* May have own website, but it takes a lot of effort and time, which he does not have in abundance.
* Looks to Stockland for marketing of centre, local promotions and maintenance issues – really likes the ones that don’t cost extra.
* Wants to know what is happening with other businesses in centre, any changes and/or construction plans that might be in the works.
* Work and life are very closely related.
* Primary Goal: Successful Business Management.
* Secondary Goal: Smooth relationship with Centre.

**Carrie Goods – Retail Shopper**

Carrie loves a bit of Retail Therapy. She’s pretty active on the web as well.

She regularly uses the local Stockland shopping centre, but not exclusively.

She’s involved in a few customer loyalty programs, for the things she uses, including coffee and goods from her favourite clothing store. They send her emails with updates, sales and offers for VIPs like herself.

What she’s most concerned with is finding and contacting the shops when she needs to, what the specials are, and opening hours. She’ll often call a shop to find out if they have the item she’s after.

She has used the map boards and electronic kiosks before, and was extremely frustrated by one that didn’t work right. These things are supposed to be easy to use!

She accidentally stumbled on the centre website while searching for movie times at the local cinema.

* Happy to receive email from the stores that she likes.
* Likes customer loyalty schemes.
* Uses web, mostly for products she wants.
* Likes electronic kiosk, a web version could be useful.
* Low awareness of shopping centre websites – more product/retailer oriented.
* Picks up the phone more readily than using web.
* Social aspect to shopping.
* Stockland centres are always good facilities - the bathrooms are clean.
* Primary Goal: Get some great stuff and capture a bargain.
* Secondary Goal: A bit of enjoyment and ‘Me time’. Maybe share some time with a few friends.

## Capital Partners

**Simon Sayers – Financial Consultant**

Simon works as a licensed Financial Planner, he spends a good bit of his time on the internet, looking at products and companies as part of his research.

He only sells products that have been vetted by his dealers group, and associated 3rd parties appearing on the “Approved Products List,” his shortlist of products he sells. He often discusses them with other advisors and the dealer group. He attends “training days” when representatives from these funds come in and give them complete product presentations.

He regularly meets individually with the relationship manager to find out how they can help him, and if it all falls into place, he’ll sell the products.

When it comes to managing his clients, he may refer them to the page on the website that details the fund. Also wants them to know about the company, the current funds they are selling, and historical performance figures. He needs PDSs from the funds, and they do their own Statement of Advice (SoA) when they recommend an investment.

Many of the sites owned by the funds he sells have an extranet he can log into and get valuable information concerning his clients and their holdings with that company. He likes that because it saves him time and makes his job easier.

* He doesn’t like answering all the same questions over and over again, and thinks FAQs are quite useful.
* Time Poor – wants easy access and simplicity.
* Likes to use the phone for the personal attention.
* Only sells off Approved Products List from the dealer group.
* Knows about Stockland from several sources – gets to know companies who’s products he recommends as part of his process.
* Sustainability – not top of mind.
* Receives a lot of subscription email.
* Not sure anybody really reads annual reports. Bells and whistles versions might bring people in, but plain text B&W printed versions would be a lot easier to manage.
* Stockland brand represents the security he needs to see.
* Primary Goal: make sound, justifiable investment recommendations to his clients that pay off.
* Secondary Goal: streamline management of his client base.