



K A I Z E N

PRESTON

Make a change
for the better

Proudly developed

by





KAIZEN

/,kaɪ'zen/

noun

The Japanese philosophy of continuous improvement
of working practices and personal efficiency.

**Make a change
for the better**



CRAMER STREET FAÇADE
Artist impression

Live the perfect Preston lifestyle in your choice
of 16 luxury park-fronting townhomes in the vibrant
new heart of Melbourne's north





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KAIZEN
74 - 76 CRAMER STREET

06

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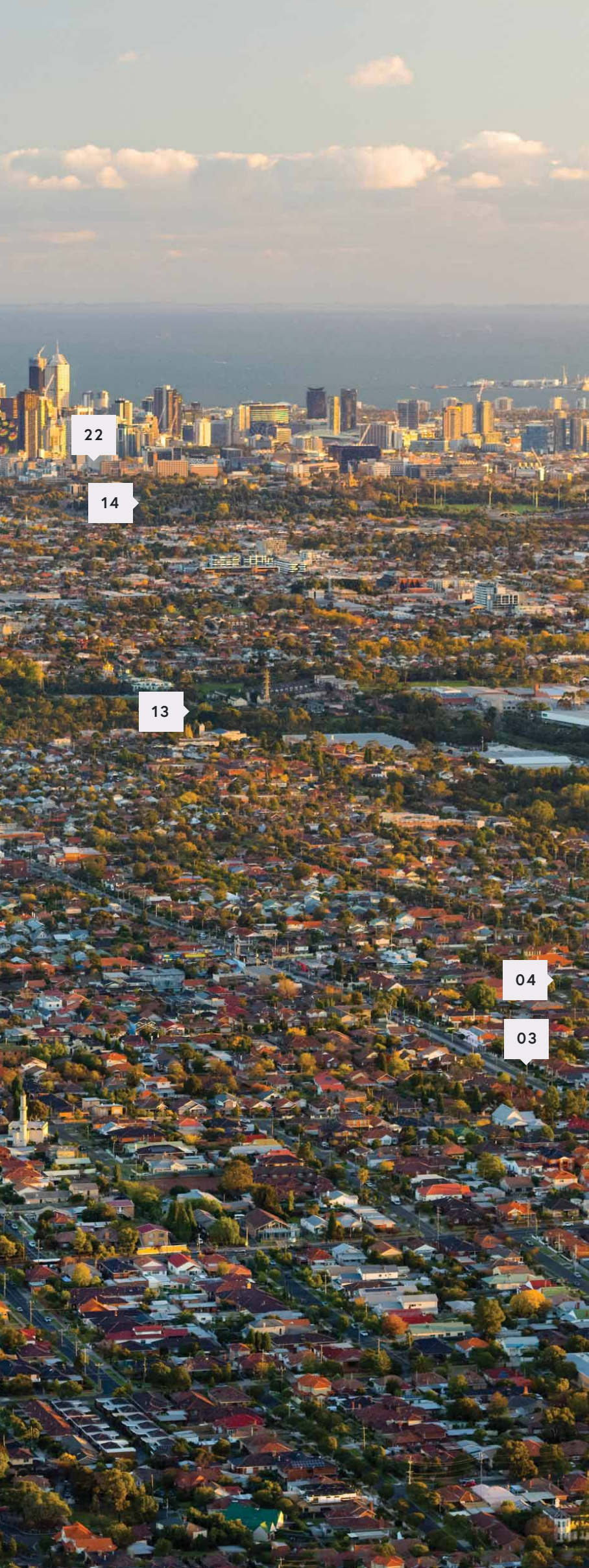
02

20

01

15

16



AMENITIES

01	Preston Train Station	800m
02	St George Road Tram Line	600m
03	Gilbert Road Tram Line	600m
04	Jackson Reserve	2.1km
05	H.P. Zwar Park	15m
06	West Preston Primary School	350m
07	High Street, Northcote	5km
08	Smith Street, Collingwood	6.5km
09	Brunswick Street, Fitzroy	5.6km
10	Lygon Street, Carlton	7.4km
11	RMIT University	9.2km
12	Melbourne University	8.7km
13	Merri Creek Trail	2.1km
14	Princes Park	7.4km

FOOD & CULTURE

15	Preston Market	800m
16	Hunter & Co. Vintage Finds	2.2km
17	The Old Fire Station Cafe	1km
18	Chumanchu Cafe	1.8km
19	Pomona Cafe	300m
20	Cornutopia	800m
21	Northland Shopping Centre	3.3km
22	Queen Victoria Market	9.7km

BREATHTAKING

Backdrops don't come more beautiful than this. Come home to a panorama of lights at night, and wake to views that stretch uninterrupted of the Melbourne CBD. Perched high on a hill in Preston, your Kaizen townhome offers space to express yourself. Stretch your legs in the expansive parkland immediately outside your door and enjoy all that cultural Preston has to offer. Shop for fresh food at Preston Market, enjoy a leisurely latte at your choice of colourful cafes, and embrace nature with a quiet walk or bike ride along the nearby Merri Creek Trail.



PRESTON MARKET



EMBRACE YOUR NEW PRESTON LIFESTYLE

Only 9km from the CBD, Preston offers multicultural energy with all the amenities anyone could ask for. This includes easy access to schools, universities, health facilities, and an array of arts and cultural attractions, plus public transport conveniently nearby.

VIEW FROM KAIZEN ACROSS
H.P. ZWAR PARK



Better Position





EDWARDS LAKE

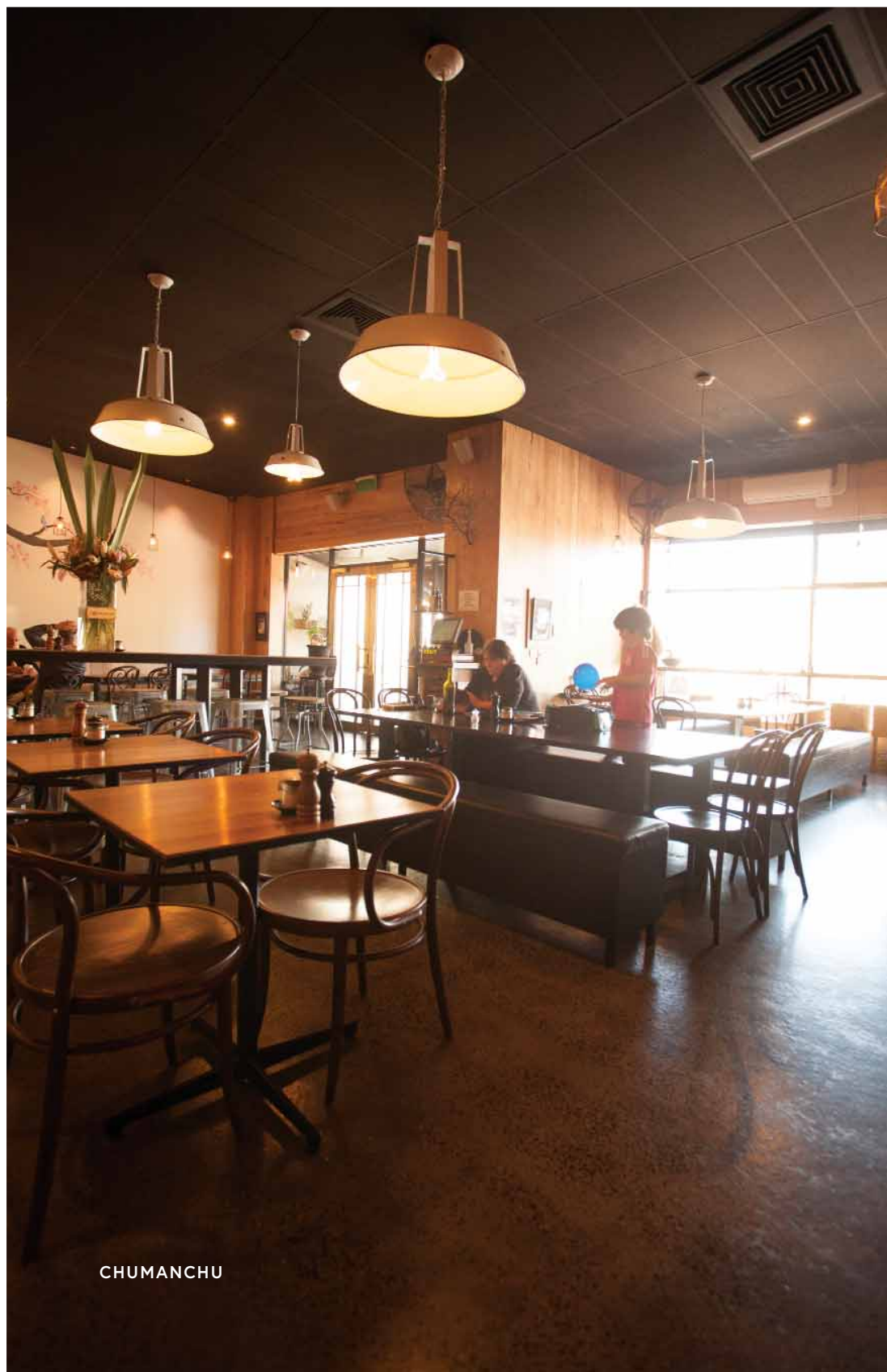


PRESTON TRAIN STATION



WEST PRESTON
PRIMARY SCHOOL

PRESTON
SCHOOL





“Selecting key sites, in existing urban areas with great existing amenities is always paramount to our selection criteria. Kaizen takes that philosophy one step further with its open space parkland opposite and city skyline views. The acquisition of this site was never even a question.”

BEN ATANASOVSKI
Branson Group, Director

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for the better**

JESSIE STREET FAÇADE
Artist impression





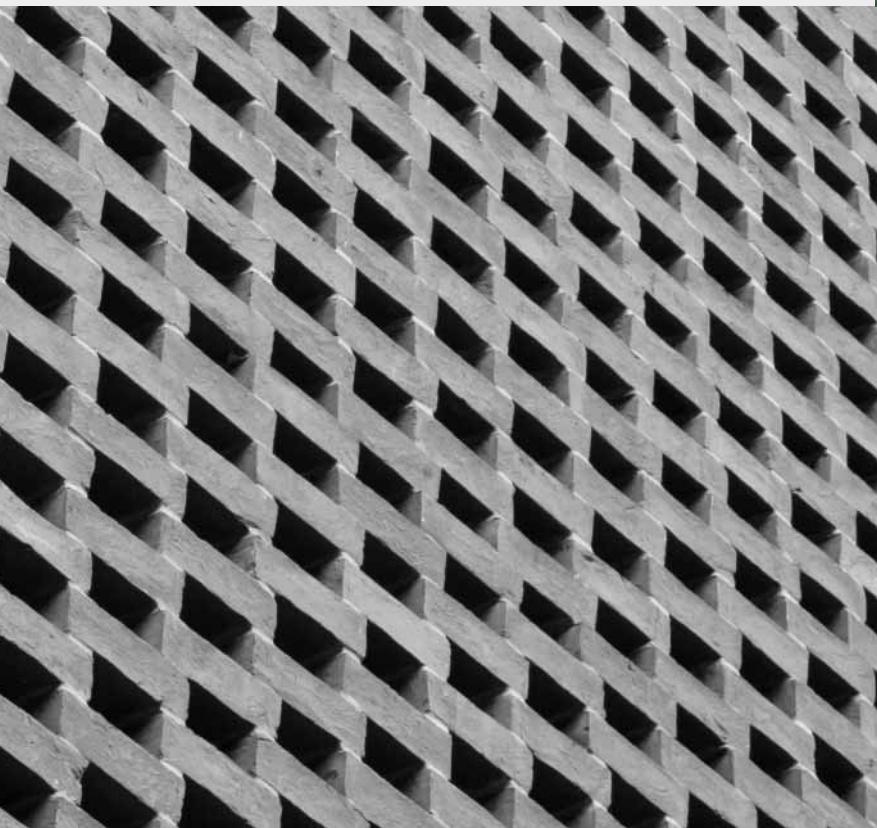




Better Design

AESTHETIC APPEAL

Distinctive architecture is all part of the picture at Kaizen. Strikingly designed inside and out, the contemporary façades of each townhome bring an authentic sense of style to the surrounding streetscape.



ARCHITECTURALLY SUPERIOR

Thoughtful and generous use of airflow brickwork is used to create dimension and encourage natural ventilation. Landscaping along the property frontage unifies the overall ensemble and emphasises the idea of communal living that is integral to every Branson project.





BEDROOM
Artist impression



Better
Living





VERSATILE INTERIORS

Come home to Kaizen and step into a modern, low maintenance space that suits your lifestyle and is sure to impress. Ample space and light are signatures of townhome living on every Branson project, as is an interior design palette that highlights luxury and leaves plenty of opportunity to express your own unique sense of style.

TEXTURES & MATERIALS

Quality materials help set the right tone, with features like European oak flooring, and stone benches in kitchens and bathrooms. All perfect for unwinding and entertaining, depending on your mood.







“The concept of Cramer St draws upon ‘Biophilia’ and our need to maintain a close relationship with our environment. The interiors of Kaizen reflect the tangible and natural surroundings with a mix of materiality, texture and layering to create a series of spaces connected to nature that aim to alleviate feelings of stress and improve well-being”

MICHAEL DRESCHER
DKO, Director

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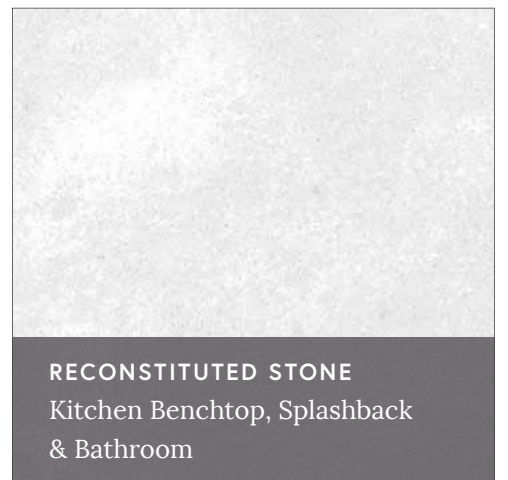
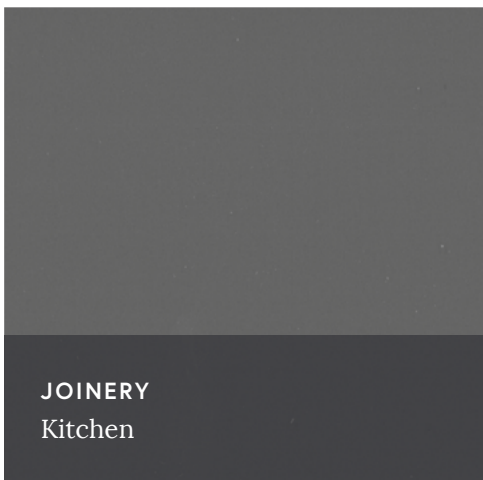


ENSUITE
Artist impression



Finishes





CAREFULLY CONSIDERED

A selection inspired by natural surroundings that combine layers of colour and texture to create an ambience that brings the outside in.

Fixtures



FORM & FUNCTION

With form and function in mind, the fitting and fixtures that are offered are not only complimentary to the space but continue the focus on exceptional design and quality.



KITCHEN
Miele Oven



KITCHEN
Miele Cooktop



KITCHEN
Miele Range Hood



KITCHEN
Sink, Undermount Single Bowl



KITCHEN
Miele Dishwasher



KITCHEN
Sink Mixer



BATHROOM
Pheonix Waste System



BATHROOM
Toilet Suite, Wall Faced,
Soft Close Seat



BATHROOM
Pheonix Wall Mixer



BATHROOM

Pheonix Shower Rose & Arm



BATHROOM

Pheonix Robe Hook



BATHROOM

Pheonix Basin Wall Outlet



BATHROOM

Pheonix Toilet Roll Holder



BATHROOM

Pheonix Shower Shelf



BATHROOM

Flush Plate, Black



BATHROOM

Basin, Wall Hung, White



BATHROOM

Pheonix Towel Rail



BATHROOM

Free Standing Bath, White



THE OPPORTUNITY

Embrace an exceptional opportunity. Live in your choice of 16, two and three bedroom luxury townhomes sitting proudly on a hill with uninterrupted city views that can never be built out. Such substantial developments are very rare in Preston, especially when 10 townhomes come with street frontage.

This unique development on Cramer Street is being realised by the Branson Group – visionary creators of 16° North, Kaizen's companion development on nearby Murray Road.

**Make a change
for the better**



Better
Investment





KITCHEN
Artist impression

PRESTON ADDS VALUE

Preston is the latest gentrifying area of northern Melbourne, with a remarkable range of local amenities that directly influence investment return. The suburb's proximity to the CBD and direct public transport connectivity makes it ideal for securing long-term rental and overall asset growth. Easy access to educational institutions, health facilities and arts and cultural attractions also make purchasing in Preston a decision for the future.

INVEST IN THE NEW NORTH

Purchasing in Preston is your chance to invest in your future. This jewel of the north has plenty of assets to encourage capital appreciation and rental security. Preston is one of the most sought after family-friendly suburbs within immediate reach of the city, which makes Kaizen an investment opportunity not to miss.

10 reasons to invest in Preston

1

MELBOURNE'S BEST LUXURY DESIGN COLLABORATION



2

VALUE

Outstanding
value in
booming market

3

VIEWS

Park frontage and hilltop location with spectacular city views



4

DESIGN

Best considered plans in the market combined with highly regarded interiors from DKO

5

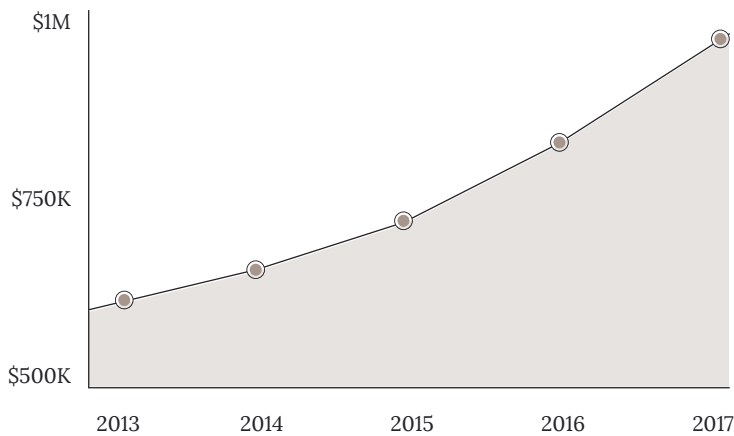
LOW VACANCY RATE

1.2%

High rental demand

6

CAPITAL GROWTH



Preston has experienced 66.94% capital growth over the past 5 years

7

WALKABILITY

Close walking distance to the Preston Market, local cafes and both the St Georges Road & Gilbert Road tram lines

8

LOCATION

Only 25min from Melbourne CBD

9

LIFESTYLE

Low maintenance living

10

BRANSON

A developer proven to deliver on promise

Population & Infrastructure

FORECAST POPULATION OF MELBOURNE BY 2031

6 Million

Source: Invest Victoria

NEW RESIDENTS

149,000

New residents were recorded for Greater Melbourne over 2016-2017, this was more than Sydney and Brisbane.

Source: Australian Bureau of Statistics

GOVERNMENT PLANNING FOR FUTURE GROWTH

\$37 Billion

In infrastructure investments across five major projects.

Source: Plan Melbourne

\$6 BILLION

M80 Ring Road and North East Link

\$4.1 BILLION

Regional Rail Link connecting West Melbourne

\$1.6 BILLION

Expansion of the Port of Melbourne

\$17 BILLION

East West Link

\$9 BILLION

The Metro Rail Capacity Project

Branson delivers on capital growth



RENDER



FINAL PRODUCT



FLOOR PLAN



Ground Floor

Level 1

Owner settled in Feb 2016
Property was sold in Nov 2017

OVERVIEW

Property	TH8
Address	24 Park Street, Moonee Ponds
Contract Price	\$630,000
Contract Date	2015
As Is Valuation at time of purchase	\$645,000
Sold Price	\$740,000
Capital Gain	\$110,000

Capital Growth

17.5%
Over the period of 21 months



Building property, delivering lifestyles.

One of Melbourne's prominent luxury townhome developers, the Branson Group has a solid industry reputation for delivering stylish, high-quality properties. At Branson, we understand that great design is the foundation for an amazing property that supports your lifestyle and investment growth. In addition to our core values of quality, luxury and style, we integrate sustainable design principles into every project, and pride ourselves on delivering on our promise to provide service that is second to none.

**Make a change
for the better**



DKO

DKO Architecture has over 170 design professionals working out of multiple offices in Australia, New Zealand and Asia. While the practice has expanded, so too has the breadth of projects undertaken, from landmark mixed-use developments to bespoke residences. At the core of DKO's design philosophy, admirably conveyed in the projects that follow, lies a commitment to an architecture that serves people, respects place and stands the test of time.

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for the better**

Promise of delivery

16° NORTH - PRESTON



PARQUE - MOONEE PONDS



BRANSON'S PROMISE

Strong relationships are founded on trust. This understanding is at the core of the Branson Group's promise – to deliver precisely on the design we initially present to you, our client. That means exemplary quality and attention to detail, all conveyed through close and clear communication with you throughout the process. So the finished home we provide is entirely aligned with the outstanding quality you expected from the outset.

SAINTLY PLACE - FLEMINGTON





TESTIMONIAL
SAINTLY PLACE

“...Saintly Place would have to be the most satisfying settlement inspection I have had in all of the developments we have been involved in. The actual apartment was an incredible design, the hallways are spacious, the front on the building is stunning in the way it has changed that street and the wow factor of the views from the balcony towards the City and the Dandenong’s is something that will get a tenant with ease as well as give the apartment good appreciation benefits. Well done and these clients are certainly keen to look at any other developments Branson Group will be offering.”

ANDREW WESTBLADE
Finance Consultant

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TESTIMONIAL
16° NORTH

“Thank you to the Branson Group, you’ve been amazingly responsive and helpful. I’m enjoying the townhouse immensely and the many compliments received from my visitors. I particularly like the landscaping at my place, and needless to say, the amount of storage is an absolute dream. I felt my townhouse was finished very nicely, so I consider myself very lucky! I love the architecture - it’s something quite radically different to the area but it’s a nice sort of difference.”

CINDY WONG
Purchaser & Owner Occupier at 16° North

**Make a change
for the better**

McGrath

14th February 2018

Branson Group Pty Ltd
Shop 4,
533 Mt Alexander Road,
MOONEE PONDS VIC 3039

Dear Sir,

Re: 74-76 Cramer Street, Preston

Thank you for the opportunity to have McGrath Northcote to discuss the Leasing and Management of your property. We have demand from prospective tenants for well presented properties and most seek a security of tenure by having a 12 month lease.

Upon viewing the properties, I believe the homes will achieve in the vicinity of:

- Townhouse 1-8 \$620.00 per week
- Townhouse 11-15 \$550.00 per week
- Townhouse 9, 10 & 16 \$580.00 per week

I should also qualify my opinion by emphasising that I have taken into consideration recent comparable rental evidence, together with other relevant factors such as character, condition, accommodation and location.

Should you have any queries or require further clarification, please do not hesitate to contact me at any time.

Yours faithfully,
McGrath Northcote



Janelle De Iesi
General Manager of Property Management
janelledeiesi@mcgrath.com.au

This opinion of value has been prepared solely for the information of the client and not for any other third party, although every care has been used in compiling the foregoing information, it is only an opinion and not to be taken as a certified valuation.

NORTHCOTE

318-320 High Street
Northcote VIC 3070
T +61 3 9489 9422
F +61 3 9486 2614

Northcote Realty Pty Ltd ABN 77 097 957 116 t/as McGrath Northcote



Indicative Tax Depreciation Schedules

3 Bedroom + 2 Bathroom
74-76 Cramer Street, Preston

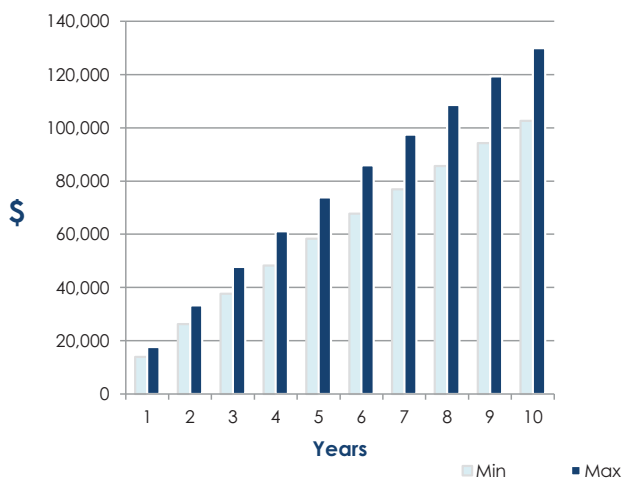
Minimum

FINANCIAL YEAR	DIVISION 40 DEPRECIATING ASSETS	DIVISION 43 CAPITAL WORKS	TOTAL DEDUCTION
1	6,495	7,418	13,913
2	4,976	7,418	12,394
3	3,968	7,418	11,386
4	3,184	7,418	10,602
5	2,568	7,418	9,986
6	2,081	7,418	9,499
7	1,692	7,418	9,110
8	1,380	7,418	8,798
9	1,128	7,418	8,546
10	925	7,418	8,343
Remainders	4,423	218,204	222,627
TOTAL	32,820	292,384	325,204

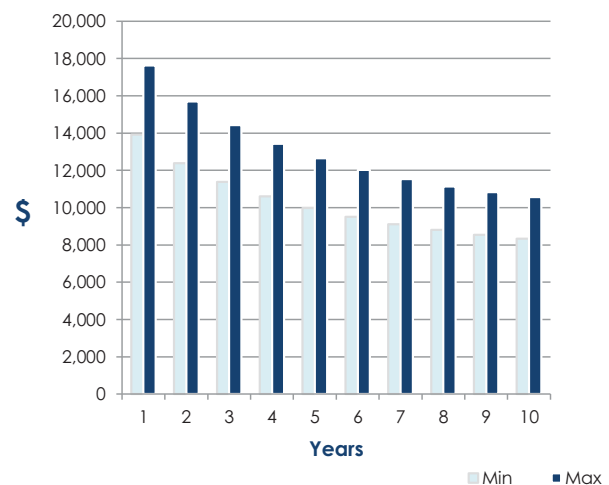
Maximum

FINANCIAL YEAR	DIVISION 40 DEPRECIATING ASSETS	DIVISION 43 CAPITAL WORKS	TOTAL DEDUCTION
1	8,227	9,396	17,623
2	6,303	9,396	15,699
3	5,026	9,396	14,422
4	4,033	9,396	13,429
5	3,253	9,396	12,649
6	2,636	9,396	12,032
7	2,143	9,396	11,539
8	1,748	9,396	11,144
9	1,429	9,396	10,825
10	1,172	9,396	10,568
Remainder	5,603	276,391	281,994
TOTAL	41,573	370,351	411,924

Cumulative Depreciation Comparison



Annual Depreciation Comparison



This indicative schedule is based on purchase price of \$925,000 and estimated site value of \$290,000. The figures above are indicatives only and **should not** be used for taxation purposes. The Division 40 has been calculated by using Diminishing Value Method and the first year is based on 365 days. The effective life depreciation rates have been adopted from Taxation Ruling 2017/2.

Northwind has prepared this indicative schedule for marketing purposes and does not give any warranty or accept liability for loss and damage as a result of use of this schedule for any other reasons.

To obtain an actual report for taxation purposes, please call Northwind on 1300 388 088



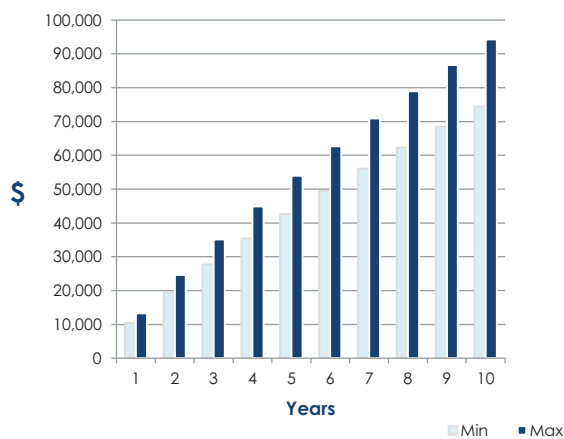
Indicative Tax Depreciation Schedules

2 Bedroom + 2 Bathroom
74-76 Cramer Street, Preston

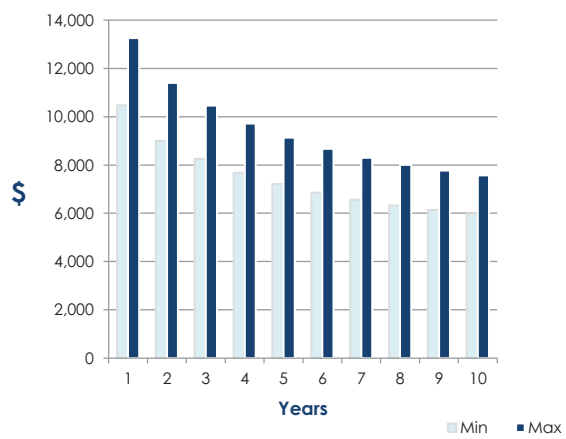
Minimum			
FINANCIAL YEAR	DIVISION 40 DEPRECIATING ASSETS	DIVISION 43 CAPITAL WORKS	TOTAL DEDUCTION
1	5,184	5,282	10,466
2	3,722	5,283	9,005
3	2,976	5,283	8,259
4	2,393	5,283	7,676
5	1,932	5,283	7,215
6	1,566	5,283	6,849
7	1,274	5,283	6,557
8	1,038	5,283	6,321
9	849	5,283	6,132
10	695	5,283	5,978
Remainders	3,283	155,372	158,655
TOTAL	24,912	208,201	233,113

Maximum			
FINANCIAL YEAR	DIVISION 40 DEPRECIATING ASSETS	DIVISION 43 CAPITAL WORKS	TOTAL DEDUCTION
1	6,566	6,690	13,256
2	4,714	6,691	11,405
3	3,770	6,691	10,461
4	3,031	6,691	9,722
5	2,448	6,691	9,139
6	1,984	6,691	8,675
7	1,614	6,691	8,305
8	1,315	6,691	8,006
9	1,075	6,691	7,766
10	880	6,691	7,571
Remainder	4,159	196,804	200,963
TOTAL	31,556	263,713	295,269

Cumulative Depreciation Comparison



Annual Depreciation Comparison



This indicative schedule is based on purchase price of \$725,000 and estimated site value of \$290,000. The figures above are indicative only and **should not** be used for taxation purposes. The Division 40 has been calculated by using Diminishing Value Method and the first year is based on 365 days. The effective life depreciation rates have been adopted from Taxation Ruling 2017/2.

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Frequently asked questions



WHY BUY OFF THE PLAN?

Buying off-the-plan is exactly that, purchasing a property before it has been built using images, plans, drawings and documentation as a guide. The benefits of buying property this way are many and may include:

Brand New Condition

In a brand new property, as opposed to an existing dwelling, all structure, services, finishes and appliances will be in brand new condition.

Large Choice

Buyers will have the opportunity to customise their property through the selection of floor plan, colour scheme, finishes and in some cases townhouse layout and design.

Depreciation Benefits

Investors have an opportunity to claim the maximum amount of building and plant depreciation for new properties, significantly improving their cash flow position.

Fixed Price

Purchasers are committing to a fixed price at the time of signing the contract which won't change at settlement and there are no progress payments.

Time to Save

Purchasers will have time to save and plan for their investment.

New Appeal

Investors benefit from having the most 'desirable' product in the market place when complete and attracting higher rent yields.

ARE THERE ANY OTHER COSTS ASSOCIATED WITH BUYING OFF THE PLAN?

A deposit equal to 10% of the total contract price will be applicable at the time of signing, with the 90% balance due on completion.

There are no progress payments during construction.

Buyers will also need to plan for stamp duty charges at settlement.

Normal lending and conveyancing fees would apply.

HOW DO I BUY A KAIZEN TOWNHOUSE?

You can purchase a Kaizen townhouse directly from Branson Group or a registered agent. A deposit equal to 10% of the total contract price will be applicable at time of signing with balance due on completion. There are no progress payments. Bank guarantees are also accepted by Branson Group.

DO I NEED A CONVEYANCER OR LAWYER?

This is a personal decision. Either a conveyancer or lawyer can represent you at settlement for conveyancing, however only a lawyer can advise on legal matters relating to the contract of sale.

IS MY DEPOSIT PROTECTED?

Yes, your 10% deposit will be held in a trust account until the settlement date.

WHAT NAME CAN I BUY THIS PROPERTY UNDER? CAN I BUY IN A COMPANY NAME OR A NOMINEE?

You can purchase a Kaizen property under a personal name, company, trust or superannuation fund.

WHAT HAPPENS AFTER SIGNING THE CONTRACT?

Branson Group will keep you up to date on construction progress in the lead up to settlement. More detailed information on the settlement process and moving-in procedure will follow as the date of practical completion approaches.

For investors, Branson Group will be able to arrange for your property to be offered to the rental market weeks before the settlement date.

WHEN SHOULD I START PREPARING FOR A LOAN?

If you will be requiring a loan to fund your property purchase it is advisable to start planning for this event 3 to 6 months prior to the settlement date to ensure you are in a financial position to settle on time. Your Client & Administration Manager will be in frequent contact with you in the lead up to settlement to guide you through this process.

WHAT IS A BODY CORPORATE LEVY AND WHAT DOES IT COVER?

Each owner will pay a body corporate levy, which will go towards maintaining all common areas around your townhouse. The amount will depend on the townhouse and will need to be paid on a quarterly basis.

HOW ARE GAS, ELECTRICITY AND WATER METERED?

Gas, electricity and hot water will be metered individually to each townhouse.

WHAT TYPE OF HEATING AND COOLING IS PROVIDED TO THE TOWNHOUSES?

All townhouses will be fitted with split system heating and cooling to the central living space and main bedroom.

WHAT TYPE OF LIGHTING IS BEING PROVIDED?

LED downlights will be provided to the entire dwelling. Common lighting to the basement and garden entrance.

WHAT SECURITY IS BEING PROVIDED?

A coded pedestrian gate entry and remote control to car park entrance.

WHO WILL MANAGE THE BUILDING AFTER THE TOWNHOUSES HAVE SETTLED?

Branson Group have appointed The Knight Owners Corporation to manage Kaizen. With over two decades worth of experience, The Knight provides exceptional body corporate strata management services to Owners Corporations throughout Melbourne and the broader community. The Knight also have an excellent track record on Branson Group projects, such as recently completed 16° North and Saintly Place.

WHAT SHOULD I DO IF I WANT TO RENT OUT MY TOWNHOUSE?

If you are an investor within Kaizen, we suggest you engage a property manager 2-4 weeks prior to the estimated time of settlement. Branson Group are more than happy to assist in recommending a suitable agent for your property and arrange for it to be offered to the rental market weeks before the settlement date.

Historically, projects developed by Branson Group have achieved strong rental demand due to their premium locations, good design, abundant amenities and quality build.

All images, views and diagrams are indicative or artist impressions only. Dimension areas, fittings specifications, landscape and paved areas are indicative and subject to change without notice. Furniture and white goods are not included in the price. Estimated floor area is measured to the outside face of all external enclosing walls and the centreline of all shared walls. Purchasers should check the plans and specifications included in the terms of the contract of sale carefully prior to signing the contract.

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