

## AN ONLINE *off-the-plan* SALES PLATFORM FOR B2B

A **POWERFUL**, transparent business-to-business off-the-plan property sales platform, Investorist may be set to transform the way developers, real estate advisors and sales professionals do business.

Unlike companies such as realestate.com.au or domain.com.au that market properties from the business to consumer, Investorist promotes and distributes investment properties to people in Australia and around the globe through real estate agents, financial planners, accountants and advisors. This innovative platform facilitates direct communication and removes existing barriers between sellers and network partners; enabling them to have instant, transparent and streamlined transactions for the first time ever.

Jon Ellis, founder of Investorist, has worked closely with developers, agents and other property professionals for many years and he started to see impediments within the industry that were hindering all involved, and the industry on the whole. There was no central location for the aggregation of off-the-plan property, no place for sellers and network partners to connect directly, no place for developers to share and showcase their projects and no place for Network Partners to compare and manage stock. Most importantly, there was no place for transparent, direct and instant transacting between parties.

With the market now global, Jon saw it as essential for the industry to have one platform the whole world could use to trade off the plan property. As it turns out Jon's digital marketing expertise and the technical know-how of his two companies, Extension and Lettuce digital, were able to provide him with the resources and knowledge needed to build exactly this.

Since its launch in late July, Investorist has hit milestone after milestone, launching with an impressive 90 national projects

from sellers such as CBRE, Australand, Knight Frank, 94 Feet, BPM, AFX Group, Salvo Property Group and Crown Group. Investorist now boasts more than one-third of Victoria's off-the-plan projects with over \$2.6 billion dollars in stock. It has secured support from the industry's leading developers and real estate companies with a membership base of over 1200 agents, planners, accountants, brokers and advisors. Investorist empowers sellers by putting the control in the hands of its users, but still supplying it with enough tools and reporting systems to allow them to achieve great results.

Developers are able to invite the property professionals they want to access their stock based on feedback ratings, transaction history, geography and commission. The platform will only deliver the sellers' properties to their target markets, based on the sellers' preferences at registration. The website is user friendly being easy to navigate and connect to from any place at any time. Users are enjoying the platform's low-cost and intuitive pricing structure with there being no hidden costs.

This global platform is completely accessible all the time from anywhere in the world. In order to cater to many of its international network partners and some domestic partners, Investorist has gone bilingual by translating the website into Mandarin. Accurate translations are ensured as people, not a machine, have translated each of its 110 featured projects. In addition Investorist is hosted on the Microsoft Azure platform, ensuring the content is delivered interruption-free globally, including into China. Subject to demand, the website will be releasing more translations in the coming months to accommodate the preferences of international and local members. This international platform enables complete transparency for all those involved in the transactions and in the most convenient format.

[www.investorist.com](http://www.investorist.com)



Jon Ellis

## A TRUE YOUNG *professional*

**RECOGNITION** is critical to development - both personal and professional; people thrive on acknowledgement of a job well done which builds morale, provides a sense of self worth and can often be the motivation to strive for bigger and better.

Realising this, the UDIA has in place an array of awards that acknowledges the work of individuals in the industry. Of particular importance to the UDIA is the Outlook & Peet Limited Young Professional Award. This longstanding award recognises the achievements of young property professionals who have made a positive contribution to the Victorian property development industry.

Candidates can be nominated or self nominate for the Young Professional award, with a range of criteria that needs to be addressed as part of the submissions. The unique aspect of this award is that the criteria look at the person holistically, rather than only in regards to their professional situation. Personal interests and activities rate as one of the criteria as well as self development and personal goals over the next five years.

It was a very pleasing situation that this year's judges - which included last year's Young Professional Award recipient, David Bock - had the difficult task of selecting from nine candidates. All entrants brought a very unique set of skills to the awards this year. Following receipt of applications and interviews with the short-listed candidates, Max Shifman was named as UDIA Young Professional for 2013.

Nominated by UDIA Outlook's Chairperson and fellow committee member, Niki Hendriksen (also a past winner of the Award) Max is clearly a committed and dedicated participant of the industry.

Learning aspects of the industry at an early age from a family-run builder/developer business, Max finished university and entered into a forensic and safety engineering career, which lasted approximately six years before he re-entered the industry through his role as Development Manager at Intrapac. Max explains his permanent entree into the industry:

Thrust immediately into the deep-end, but using all of my background knowledge and the skills developed during my business experience, my primary responsibility became the successful project management and delivery of Somerfield, Keysborough - Intrapac's largest, and arguably most-successful estate to-date. My work on Somerfield has seen me managing a vast consultant team, from engineers, environmental assessors and auditors, landscape architects and contractors, right through to our successful sales and marketing teams.

Since joining Intrapac I have been intensely involved in the delivery of over 20 stage releases at Somerfield alone - representing in excess of 600 residential lots in a relatively quiet period in the property market...My role quickly expanded as I became further embedded in the business, also taking on the management of some of our other Victorian projects, such as Cardinia Village in Officer and Meadow Springs in Truganina, and on our new, soon-to-be-launched, project in Alfred Rd Werribee.

This has now more recently expanded to overseeing all of Intrapac's projects across the country, with direct reports in Southern QLD, the Northern Territory, and also working on a smaller project in Perth.

If three current roles - all directly related to the industry - aren't evidence enough of Max's passion for property development, he is also a member of Outlook, UDIA's Young Professional Chapter and set up Skyline, a networking group for young Jewish people in the property industry. His work sets him in good stead to one day mentor those considering the challenges of the industry.

"I've been privileged to have been recommended on a number of occasions as an advisor for younger people looking for a career in the property industry. Whilst informal in nature, I've been able to provide clear information on the great opportunities, and some of the pitfalls, of working in development, and have helped guide these people along their journeys," Max comments.

Does Max use his down time to relax and unwind? As Max himself admits "Even in my spare time, I am an avid follower of all things relating to property development. I subscribe to

over 15 news sources which provide me with regular updates on all aspects of the property industry, from policy discussion, market analysis, new projects and even green/eco-building. RSS feeds are my main companion in this endeavour."

His sport of choice is CrossFit, which entails high-intensity, constantly variable, multi-modal training methods. Training between three and five days per week, Max includes running, rowing, gymnastics, Olympic weightlifting and powerlifting as part of his training regime. He is also keen to stay up to date on the latest technology and his keen knowledge of gadgets and applications has led to the dubious title of "tech geek" with friends and family.

Max's goal over the next five years is to continue to foster a successful, long-term career in the Australian development industry, which he acknowledges involves a lot of formal and informal learning and continued positive engagement with government, private sectors and his own project team.

"Though my achievements to-date have been on the back of two great family businesses, it is extremely important to me to carve out my own legacy in the industry. I'm not yet sure how this will play out, but doing so will remain a major priority."

Max Shifman

