



## Our Corporate Journey

**“For many decades my personal vision  
for the Allam Property Group has  
been an ongoing focus of my life.**

**It’s very rewarding to reflect upon  
our achievements in expanding and  
bringing my vision to life.”**

# I'm pleased to welcome you to Allam's corporate journey

Founded in 1991, Allam have been building communities for over 30 years and providing quality homes and land options for thousands of families. A solid testament to Allam's client focus and ongoing commitment.

For the past 30 years we have continued to expand our exciting portfolio of projects, land acquisitions and joint-ventures. More recently we have seen expansion interstate with the launch of our first Victorian community, Alkyra in Beveridge.

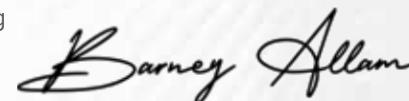
From the very beginning, Allam has been devoted to developing communities with homes for today's ever evolving lifestyle. With the introduction of Allam's first Lifestyle Community, Monterey, in 2021 we are very pleased to have broadened our product offering once again and provide a housing solution for our senior Australians.

Personally, I've always felt that buying a new home, at any stage of life, should be a very happy, easy and above all a secure and positive experience. It can be a life-changing purchase, which goes way beyond the first rush of excitement when a client finds and moves into their home. It demands a solid foundation of open communication, reliability and competence.

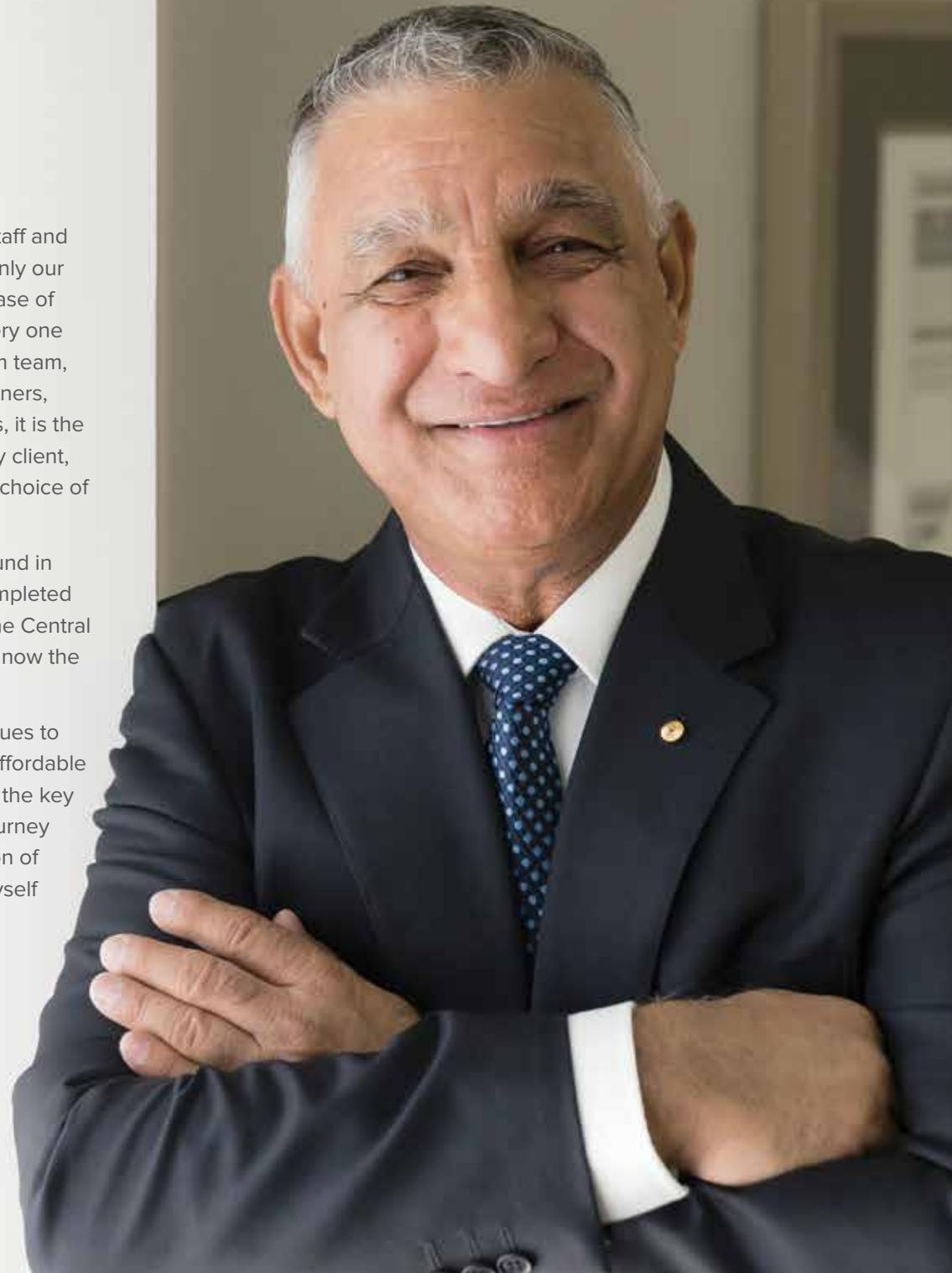
Allam values every member of our staff and the contributions they make to not only our success, but to the happiness and ease of the buying process for each and every one of our clients. Across the entire Allam team, and alongside our development partners, our focus is not just providing homes, it is the creation of communities where every client, regardless of their life-stage, have a choice of quality locations and homes.

Hallmarks of Allam's work can be found in the over 40 estates planned and completed across the Greater Sydney region, the Central Coast, South Coast, The Hunter and now the NSW Mid-North Coast and Victoria.

The evolution of our business continues to grow, guided by consistent quality, affordable land and homes close to amenities - the key features of our estates. And it is a journey nourished by the individual conviction of every member of the Allam team, myself and our development partners.



**Barney Allam OAM**  
Founder & Chairman  
Allam Property Group



## A little bit about us

The planning, building and eventual sale of a new community involves many different parties and a great deal of time, a spirit of co-operation and most importantly a positive and exciting vision for this future community. In co-operation with our many and varied partners, it is our goal to bring this vision to reality.

The transformation of a vacant site into a desirable place where people want to live often presents many opportunities but also different challenges.

Since 1991, we have worked hard and engaged with our partners, along with the community, to provide an exceptional experience for all involved. We believe that such a level of continuity and commitment is a very real advantage for us. We undertake detailed planning and then deliver every aspect of the land's development. We then individually plan, design and build, and market the homes.

We have a hands-on, agile and single point of delivery which enables us to compete with the largest of development companies across the country. Our business model has enabled us to achieve total sales of over \$3 billion and provide value and consistent quality for our clients time and time again.

### *And so how do we make all of this happen?*

At the heart of everything we do are our committed staff, many of whom are long-standing team members across many diverse fields. The expertise of our staff allows Allam to constantly grow, deliver exceptional communities and plan for the future.

What Allam aims to deliver is more than a home, it's an experience. An experience for our partners and homebuyers alike.

For our homebuyers, we pride ourselves on making the buying journey as easy and stress free as possible. The Allam Advantage give us an edge over other housing companies.

By offering homebuyers ready-built homes that are fixed price and ready to move in with nothing more to do we provide them with a streamlined process when purchasing their new home. All homes are individually planned so they relate to the near-by homes and the wider streetscape. This attention to detail helps create a community and is the foundation of our estates that has been tested since 1991.

When you hear us say "Come Home to Allam" it's very much an open and sincere idea, whereby we are not just focused on selling one of the homes but inviting our many clients to feel at home in one of our master-planned communities.

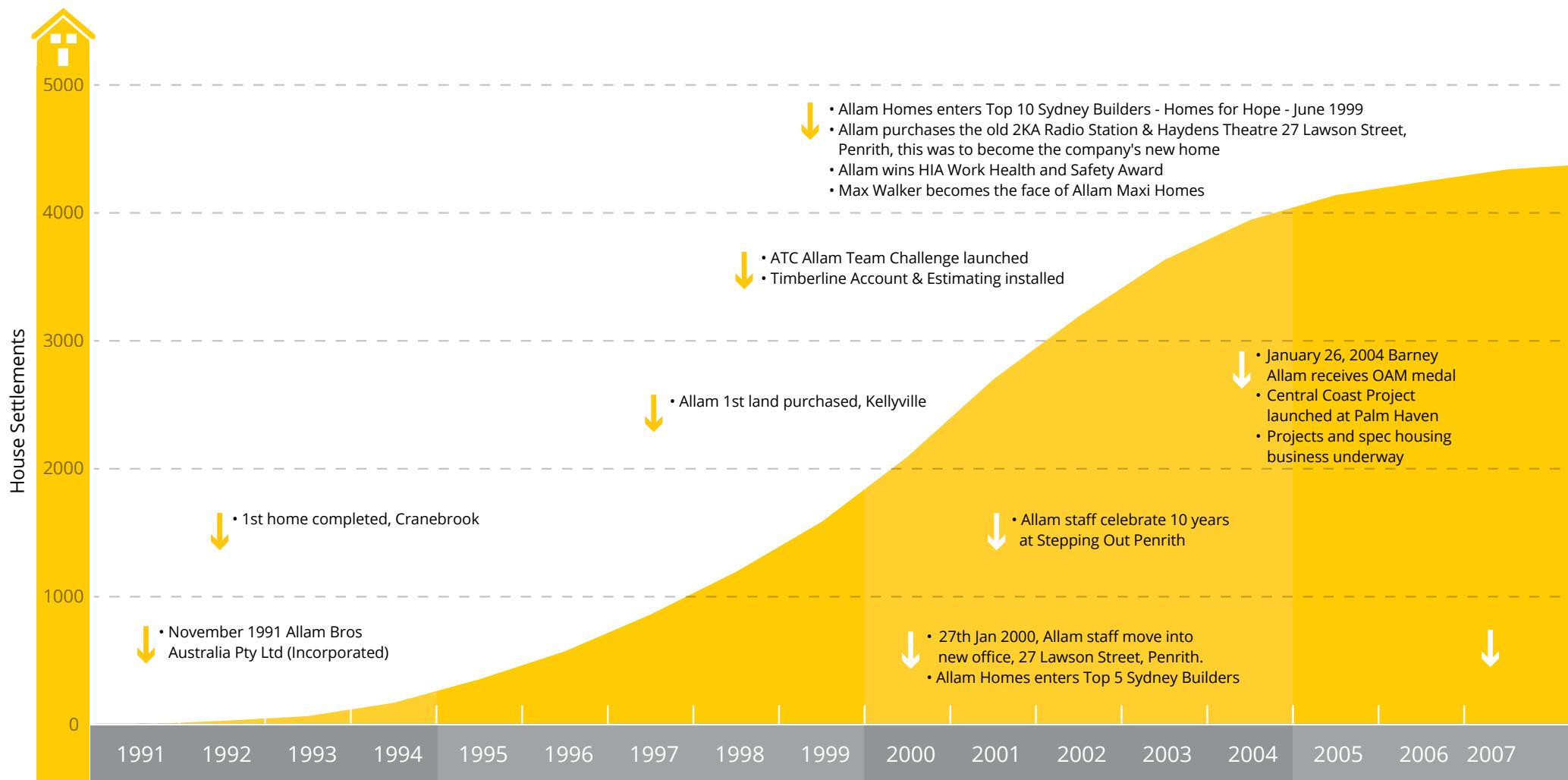


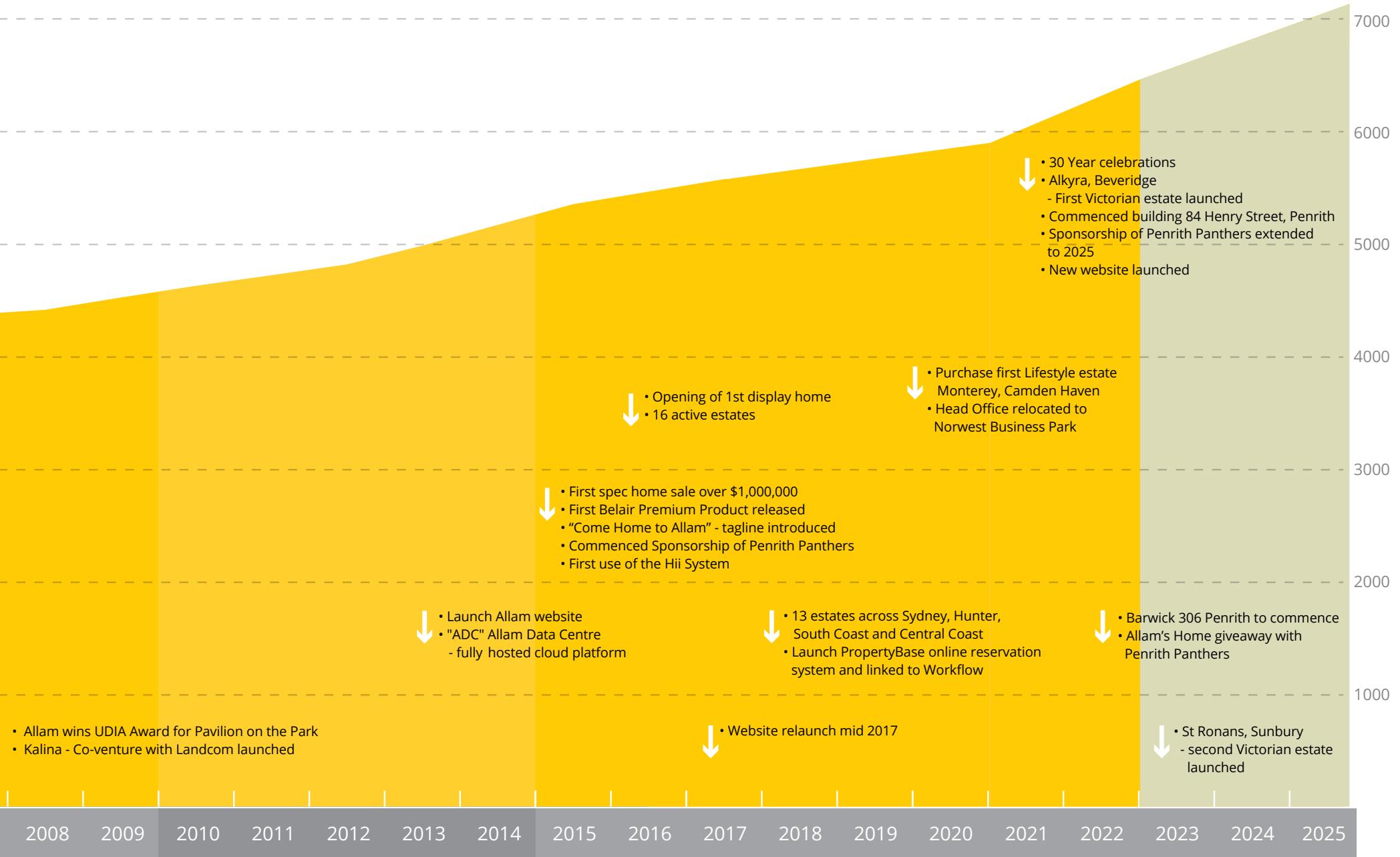
The quality and the comfort of each home we build and every estate we develop is at the heart of our engagement with our buyers and our social contract with the wider community.



## A timeline of growth and commitment

Allam has helped thousands of families buy a ready-built home or land in one of our 40 estates. We've generated sales revenue of over \$3 billion, adding to that figure daily and will continually strive to provide 400 homes annually.





# Creating communities



Not only does Allam develop communities by purchasing land holdings, we also work alongside other developers and investors through joint-ventures and partnership programs.

We primarily deliver our projects from land acquisition, through civil development to house completion. We have worked closely with private developers and investor partners, and NSW government agencies including Landcom to deliver successful projects.

Operating on a large scale with skilled staff we have the ability to deliver an entire project from inception to completion including the marketing

and sales of the estate on behalf of our partners. We also provide project management and expertise for any part of the related development process.

Our recent joint-venture and partnership projects include:

- Kalina, The Ponds
- Fernlea, Marsden Park
- Eden Fields, Pitt Town
- Killarney, Box Hill
- The Hills of Carmel, Box Hill

Allam is very familiar with the structure and ongoing detailed administration of joint-ventures. Our partners often comment how easy it is working with us.

*"There's little doubt that Allam is a great joint-venture partner. The planning, development and final delivery of a master-planned housing estate is complex and at times a demanding environment.*

*"It's an area where depth of experience, aligned to a strong vision of quality, and the delivery of great service to buyers is essential.*

*"However, a joint-venture partner must also be a great communicator with strong financial credentials and a proven ability to work with relevant planning authorities; and Allam does that very professionally.*

*"The joint-venture with Allam has been very professionally run, a pleasure to be part of and also very profitable."*

A photograph of a young boy with blonde hair, wearing a white and blue striped tank top, laughing joyfully while swinging on a playground swing. Another child is visible in the background, also swinging. The scene is bright and sunny, suggesting a happy childhood moment.

*Colin Peek*

Colin Peek  
Joint-venture partner

## An impressive compilation

With a track record of delivering over 40 estates, some of which are listed here, we are currently developing communities with homes and land only options, across many areas of Greater Sydney, The Hunter, the NSW Central Coast, the South Coast, Mid-north coast and Victoria.

Allam has now extend into new developments with our Lifestyle Communities for over 55's furthering our commitment to providing quality homes for all lifestyles.





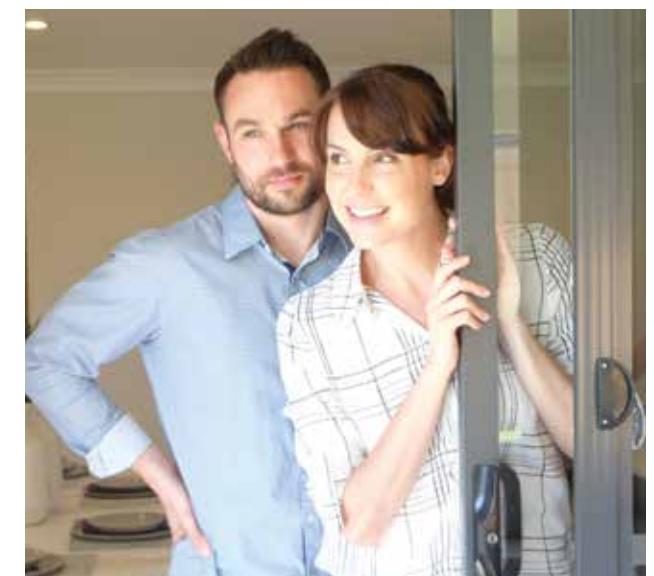
# Our current estates



We take great pride in every aspect of our estates from planning and design through to final completion. We recognise and value high quality outcomes and complement our housing with an investment in streetscapes and open spaces.

Our homes are specifically designed for each lot to deliver a consistent, integrated environment.

In all aspects the quality and durability of every home combined with detailed planning helps create great communities.





**CURRENT  
PROJECT**

HOMES 453 VALUE \$409M  
LAUNCHED APRIL 2015



Ardennes is in the heart of Edmondson Park in Sydney's South-West. Rail and major road transport links are nearby and regional shopping centres are popular features of this impressive estate.

Ardennes includes a large central park and a choice of homes and garden homes.

Edmondson Park and the entire south-west region have delivered strong growth establishing a reputation as one of Sydney's most sought-after places to live.



Covering some 827 hectares Edmondson Park will eventually house 25,000 residents. Current major facilities include the Edmondson Park Station, nearby schools and the recently opened Ed Park Town Centre. Future plans also include a number of new schools, 150 hectares of regional parklands and a network of open spaces and connected parks.

Since its launch, Ardennes has enjoyed continued and strong sales with an assured future as local infrastructure continues to be delivered.





Providing park and ride facilities the Metro North-West Station at Kellyville, just 2km from Bellerive Rise, runs up to 15 trains per hour in peak times.



## CURRENT PROJECT

HOMES 158 VALUE \$188.7M  
LAUNCHED MARCH 2015



Bellerive Rise is located on Foxall Road, Kellyville in one of North-West Sydney's most popular growth regions, offering residents select housing options across a carefully planned neighbourhood.

Kellyville is a favourite residential area with an appealing bushland setting with many parks and reserves and impressive facilities. These include regional shopping centres at Rouse Hill and Castle Hill complemented by a range of new local centres in North Kellyville.

Bellerive Rise offers easy access to the Norwest Business Park, and Sydney Business Park at Marsden Park, Parramatta CBD is only 40-minutes away, and Sydney's CBD just 50-minutes via the M2. Nearby features include Parklea Markets, a variety of recreational fields and a great choice of primary and secondary schools.



WINDSOR RD

HEZLETT RD

ROUSE HILL  
TOWN CENTRE

FOXALL RD

NORTH KELLYVILLE  
SQUARE

ROUSE HILL  
METRO STATION



Woolworths

**CURRENT  
PROJECT**

HOMES 167 VALUE \$143M  
LAUNCHED OCTOBER 2016

# FERNLEA

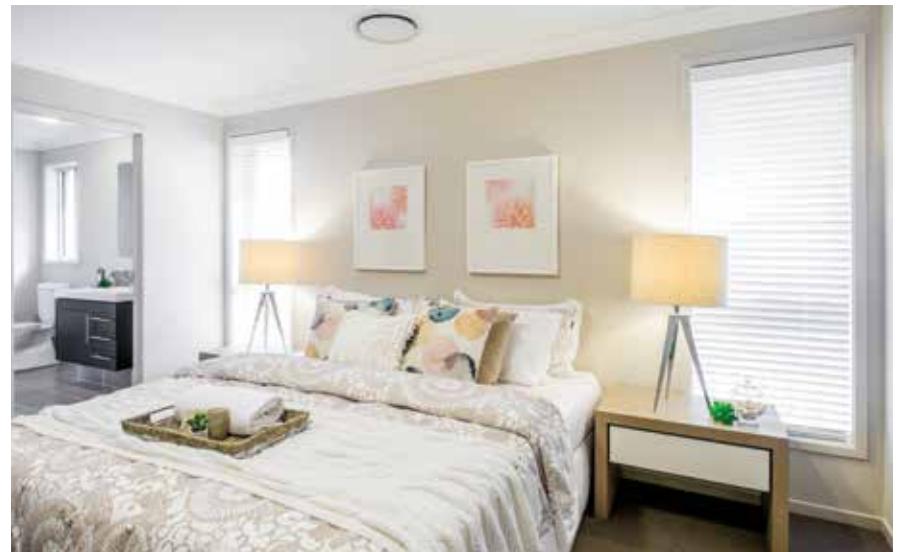
Marsden Park



This boutique neighbourhood enjoys a commanding position in Marsden Park. Fernlea is a popular estate and features some of Allam's most popular home designs with attractive streetscapes.

Local neighbourhood facilities include college schools with primary and secondary classes, a full-range local shopping centre, cafés, a community centre and parks with 25 hectares of open space, walking paths, playing fields and cycleways.

Marsden Park is a key area in the north-west Schofields Regional Precinct with extensive infrastructure plans including the proposed 40,000 sqm Marsden Park Town Centre and Transport Interchange.



Access is convenient via the M7 with connections to the M2 and M4. Fernlea also has several easily accessible links to the Metro North West at Cudgegong Road just 15-minutes away and also at Rouse Hill.



Fernlea is 10-minutes from Schofields Station, 1 hour from Sydney CBD and 20-minutes from Rouse Hill Town Centre. Westpoint Blacktown and Norwest Business Park are 15-minutes away and Parramatta CBD 30-minutes away. Sydney Business Park is close by including IKEA, Lindt Factory Outlet, Home Hub and over 30 speciality shops. Bunnings, ALDI and Costco are also close by.

## CURRENT PROJECT

HOMES 219 VALUE \$208M  
LAUNCHED APRIL 2018



Rouse Hill Town Centre – a town square offering outdoor dining and a mix of indoor and outdoor venues, plus Metro North West Station Rouse Hill – only a short drive from Killarney



As Sydney's North-West continues to grow development is well-advanced through the Box Hill region. Located north of the very popular Rouse Hill, Schofields and Marsden Park precincts, the Box Hill development region has an extensive land-bank currently under development.

Killarney is located central to and fully-integrated with this master-planned community. In a parkland setting only 15-minutes from The Rouse Hill Town Centre in the Hills Shire and just 42km north-west of Sydney. The Rouse Hill Town Centre includes a Metro North West Station with direct links to Chatswood and Sydney CBD.

Plans for the area include a modern new Town Centre and 3 local village centres, new schools, 50 hectares of open space to enjoy and 59 hectares designated as conservation areas.



Killarney has proved to be a very popular location and is part of the area's development being well positioned to take advantage of demonstrated demand in the area.





## CURRENT PROJECT

HOMES 175 VALUE \$117M  
LAUNCHED APRIL 2020



Woongarra is located on the Central Coast of New South Wales, about halfway between Newcastle and Sydney. Madison Rise marks Allam's return to the Woongarra region after the successful completion of our estate Woongarra Waters in 2013.

Madison Rise enjoys an elevated location with regional views adjoining integrated parklands, and in the immediate neighbourhood includes MacKillop Catholic College. Madison Rise also has easy access to local and regional shopping centres, Warnervale train station, major medical facilities, the Pacific Motorway (M1), and is close to an endless choice of near-by coastal beauty-spots.



Madison Rise has been planned to create an immediate impression and all homes have been individually selected and offer an impressive bundle of features that appeal to a wide range of buyers.



## CURRENT PROJECT

HOMES + LAND 448 VALUE \$271M  
LAUNCHED AUGUST 2019



Mirragan, Silverdale is a major new estate offering a wide range of homes and land options, in this desirable and elevated 'semi-rural' location in Sydney's West. Immediately adjoining the Burragorang State Conservation area, this is one of the few remaining greenfield residential sites to be developed in the region.

Already home to many new residents and showcasing a range of Allam's quality homes, it is a master-planned estate of distinctive character. Reflecting its bushland setting there are extensive parklands, playgrounds, ornamental waterways and adjoining open, natural reserves.

Western Sydney International (Nancy Bird Walton) Airport at Badgery's Creek is just 20km away and will influence demand and values across the region. Mirragan's location and its accessibility to the Blue Mountains, combined with a quality, well-established but limited housing stock makes this an area of unrealised potential.



Representative image only



Silverdale and the adjoining community of Warragamba are located 26km from Penrith and 32km from Narellan. The estate is well placed to cater for extensive demand in the region that would otherwise only be met in more densely developed areas.



**CURRENT  
PROJECT**

HOMES + LAND 402 VALUE \$261M  
LAUNCHED FEBRUARY 2017



Ravenswood, Tullimbar is centrally located on the picture-perfect South Coast of New South Wales right in the heart of the Illawarra and close to Albion Park and Shellharbour.

This popular and rapidly expanding area, adjoins already established homes and has outstanding shopping, sporting and medical facilities.

Nestled on a prime gently sloping location at the base of the Illawarra Escarpment, Ravenswood is 100km south-east from Sydney and 20km from the centre of Wollongong. The estate is only a 10-minute drive to Shellharbour Square, one of the region's major retail centres. It enjoys the convenience of recently up-graded roadways and direct rail connections to Sydney and nearby regional centres.

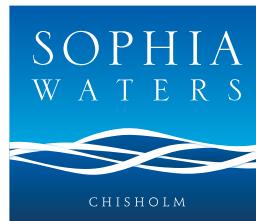
Since its release, the estate's extensive range of contemporary single and double storey homes, garden homes and land options, has attracted strong sales.

Ravenswood is surrounded by natural beauty with some of the finest coastal and lakeside beaches and national parks on the South Coast and Southern Highlands.



## CURRENT PROJECT

HOMES + LAND 611 VALUE \$250M  
LAUNCHED MAY 2018



Sophia Waters is located in the midst of the Hunter Valley between Raymond Terrace and Maitland. The area's popularity continues to rapidly transform with a range of new residential estates.

It's a region with major growth potential and economic significance for the housing market.

Sophia Waters enjoys a commanding position with an appealing range of site-views to the south-east towards the Hunter River valley. The estate has major frontages to Raymond Terrace Road and McFarlanes Road, Chisholm.

Master-planned; Sophia Waters is already delivering a number of distinctive neighbourhoods. Extensive on-site landscaping, walking and bike trails, lakes and a major area of multi-purpose sports playing fields, and open space all combine to create a wonderful community.





Sophia Waters is 40-minutes from the main Newcastle CBD, and 17-minutes from Stocklands Green Hills Regional Centre. While access to Sydney is via an easy connection to the Hunter Expressway and M1 or by train on the Hunter Line from Thornton Station 2km away or Metford Station which is less than 5km.

Sophia Waters is being delivered in stages and is already home to many new residents.







## CURRENT PROJECT

HOMES + LAND 192 VALUE \$47M  
LAUNCHED APRIL 2021

# ALKYRA

BEVERIDGE

Alkyra is Allam's first Victorian project launched in mid-2021. Located in Beveridge, Alkyra is included in Melbourne's northern growth corridor which is currently undergoing enormous transformation, and presenting an exciting opportunity for Allam to develop a vibrant new community.

Alkyra offers an elevated location and an affordable relaxed lifestyle just 40km from the heart of Melbourne's CBD. Alkyra is seamlessly connected to its surrounding areas via easy access to the Hume Highway, a proposed Outer Metropolitan Ring Road transport corridor, the Melbourne-Sydney railway line and future plans include the Beveridge Railway Station.

Alkyra enjoys proximity to a wide range of amenities, attractions and local services. These include the future Beveridge Town Centre, newly constructed Beveridge Primary School and Mandalay Early Learning Centre.



An aerial photograph of a suburban landscape. In the upper right, a developed residential area with numerous houses and streets is visible. To the left of this, there is a large, undeveloped land area with some cleared plots and a small construction site. A diagonal graphic element consisting of a yellow top band and a white bottom band runs from the top right towards the bottom left.

Future estates

**FUTURE  
PROJECT**

HOMES 168 VALUE \$200M  
ANTICIPATED LAUNCH EARLY 2022

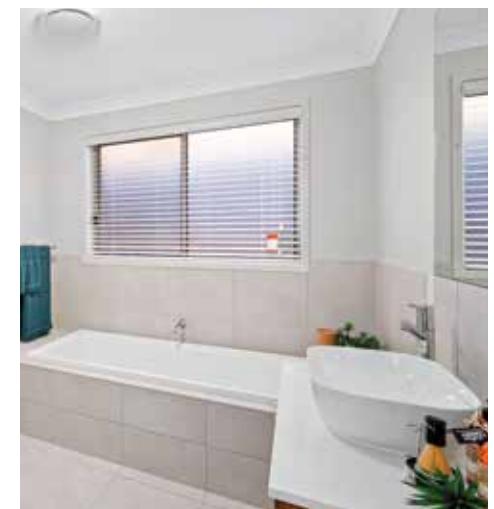


Karinya, Oakville is a future estate located in the beautiful Hawkesbury Region north-west of Sydney. In a bushland setting bordering the expanding area of Box Hill this estate will be one of the first new developments in this attractive area.

Oakville is under 5-minutes from the Box Hill region where extensive plans are progressing for a Town Centre, local village style shopping, new schools, and an employment zone and extensive open space and parklands.

Rouse Hill Town Centre is also close by and within 15-minutes of Karinya. From Rouse Hill there is Metro North West access to the city and beyond.

There are additional facilities and employment opportunities at Riverstone Industrial Precinct along with Mulgrave and McGraths Hill all within 10 minutes of Karinya. Across the rapidly growing region there's anticipated demand for housing. Allam plans to develop ready built homes at Karinya with a diverse range of designs catering to a full range of households.



**FUTURE  
PROJECT**

HOMES 205 VALUE \$240M  
ANTICIPATED LAUNCH EARLY 2022



**McKENZIE**  
VINEYARD

McKenzie, Vineyard is a future estate located in the beautiful Hawkesbury Region north-west of Sydney.

McKenzie will form part of Stage 1 within the broader Vineyard Precinct that will include approximately 2,400 new homes for around 7,400 residents.

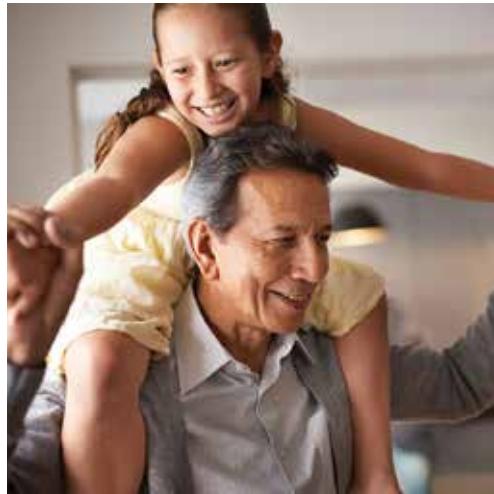
Advanced plans for this new precinct include a village centre, a new school, bus network and extended road networks. While lifestyle amenities will include easy walking and cycling connections along existing creek lines and new open space areas, including four new sporting fields.

Offering a diverse housing mix designed to cater to a range of buyers, Allam's plans for McKenzie will include our ready built homes.



## FUTURE PROJECT

HOMES + LAND 446 VALUE \$113M  
ANTICIPATED LAUNCH EARLY 2023



St Ronans, Sunbury is often described as providing country charm with urban convenience combined with family-friendly facilities. The location for Allam's continued expansion into Victoria, Sunbury is 35km north-west of Melbourne CBD and is positioned within close proximity to the Melbourne to Bendigo railway line.

Sunbury has established itself as a popular commuting region. Local facilities include library, supermarkets, restaurants and attractive parks and walking trails. Water Gardens shopping centre is only 15-20 mins away.

Given the area's easy access to the CBD with improved housing affordability, St Ronans provides the perfect balance of city and country lifestyle. The area's housing market is a good match for Allam's development goals with its strong appeal for families, retirees and professionals.



# Past estates



## A solid track record

Every one of our estates and individual homes are developed and built with the assurance of quality and value. It is the fundamental and the essence of what we do.

There is perhaps no better testament to the longevity and success of any business than its track record of past projects.

Our past projects cover a wide range of estates and locations, and they demonstrate our long-term commitment to quality and marketing expertise via processes that are both proven and always improving.

Past and current estates have been undertaken in many of the most successful and popular growth regions of Greater Sydney, the NSW Central Coast, the Illawarra and the Hunter Valley. More recently we have expanded to the NSW Mid-North Coast and Victoria.



Allam's ability to deliver successful estates across a great diversity of locations and size also enables us to capitalise on a wide range of opportunities. The diversity of our estates covers in-fill locations, greenfield opportunities and large lots within significant master-planned communities.

The choice of locations is often very competitive, and a number of key attributes drive which locations we undertake both independently and with joint-venture partners. These include the availability of either current or soon to be completed facilities such as schools, shops, medical services and transport access.

Our projects also clearly demonstrate how we align our planning with varied demographics and locations with solid proven demand for housing or land. This gives each project the necessary foundations for commercial success.

**PAST  
PROJECT**

HOMES + LAND 103 VALUE \$99M  
COMPLETED OCTOBER 2021



Mid-way between The Entrance and Terrigal, Ocean Mist is located in the heart of the Central Coast. The estate represented a rare opportunity to purchase residential land and new homes close to a choice of nearby surf beaches.

In addition to the Pacific Motorway M1 there is commuter train access from Gosford to Sydney. A key appeal of the estate was its flat topography making all blocks easy to build on and providing ease of maintenance. These attributes were keenly sought after by many buyers including retirees.



Several major reserves and national parks are nearby with access to major town centre facilities at Westfield Tuggerah, Erina, local shopping at Bateau Bay, Terrigal and Forresters Beach.

**PAST  
PROJECT**

HOMES + LAND 40 VALUE \$36M  
COMPLETED DECEMBER 2018



Eden Fields is a boutique estate of 40 rural residential lots covering 17.85 hectares. The estate features an entrance statement, post and rail fencing and tree-lined streets. A key focus is the 3-hectare native reserve.

Located in Pitt Town, 20-minutes from Rouse Hill and 40-minutes from Parramatta and Penrith, Eden Fields encompasses the best features of the Hawkesbury region. The Sydney CBD is an hour away and there's access to the Metro North West via stations at Rouse Hill and Cudgegong Road.

Eden Fields successfully delivered a superb combination of location, lifestyle and facilities within easy reach of a range of major centres, golf courses, national parks and reserves.



## PAST PROJECT

HOMES + LAND 503 VALUE \$249M  
COMPLETED MID 2019



Kalina is a master-planned community in Sydney's rapidly expanding and popular north-west, located adjacent to the Rouse Hill growth corridor. Developed as a co-venture between the Allam Group and Landcom (UrbanGrowth NSW), Kalina secured a reputation as a leading residential estate in Sydney's North-West.

Kalina has easy access to Windsor Road and T-Way services, the M7 and M2 and the Metro North West Cudgegong Road Station. Kalina is convenient to the Norwest Business Park and Sydney Business Park at Marsden Park.

Kalina comprised of 503 lots; home and land packages, land only and a selection of medium density homes. Facilities include varied neighbourhood parks, lakes, walkways, cycleways, sporting fields, modern community shopping centre and new schools.



**PAST  
PROJECT**

HOMES 30 VALUE \$32M  
COMPLETED APRIL 2020



A successful boutique estate of only 30 homes, Lilyvale is located in a much sought-after neighbourhood in Kellyville in Sydney's North-West.

Central to an entire range of established facilities; schools, shopping, medical and recreation, appealing to discerning buyers looking for a well-established neighbourhood. The Lilyvale collection featured a handpicked selection of 4-bedroom homes.

Located just off Memorial Avenue with connections to Old Windsor Road and the M2 and via Sunnyholt Road to the M7. There is also immediate access to the Metro North West, two major regional shopping centres, Norwest Business Park and an array of sporting facilities.





The estate features an impressive streetscape with deep frontages, interesting topography and extensive landscaping together with a range of both single and double storey homes, many of which overlook the adjacent wetlands.

## PAST PROJECT

HOMES 197 VALUE \$100M  
COMPLETED SEPTEMBER 2013



A 26-hectare master-planned community located on the Central Coast of NSW, Woongarrah Waters established a new and proven benchmark for quality across the region.

Featuring a unique natural environment and centred around 3 hectares of reclaimed wetlands, comprehensive design guidelines were established to preserve this outlook.

Woongarrah Waters is close to many natural features including beaches and lakes and is adjacent to a school and established regional facilities at Westfield Tuggerah. There is easy access to Sydney via the M1 Motorway and from the nearby Wyong Station.



**PAST  
PROJECT**

HOMES 112 VALUE \$54M  
COMPLETED NOVEMBER 2009



Completed in 2009, Pavilion on the Park is an award-winning estate in Prestons. Located close to Sydney's South-West regional growth corridor, a key feature of the estate are the private resident's 'club-style' facilities.

Transport to the Sydney CBD is also a feature with freeway access via the M5 and M7, and trains from Edmondson Park Station to the city and Sydney Airport. The local area is also well-served by established local and regional shopping centres, respected schools and recreational facilities.

Pavilion on the Park is an environmentally-friendly community estate centred around a range of private recreation facilities for the exclusive use of residents. Major landscaping throughout the estate, first established as part of the development, has helped to create attractive streetscapes and an appealing neighbourhood.



A photograph of two senior men on a tennis court. The man on the left is wearing a white polo shirt, white shorts, and a white cap with sunglasses resting on it. He is smiling and looking towards the right. The man on the right is wearing a white polo shirt, white shorts, a white cap, and dark sunglasses. He is also smiling and looking towards the right. They are standing on a tennis court with a net visible behind them. The background shows some trees and buildings.

# Lifestyle communities

## Communities that say - “Welcome Home”

Allam's new Lifestyle Communities are distinctive communities offering an attractive and secure form of home ownership. They provide affordable housing solutions for over 55s via a land lease model whereby Allam retain ownership of the land. The homebuyer purchases one of our quality homes and pay land rental, thus keeping cost to the homebuyer down.

These communities allow homebuyers to live independently in quality, yet affordable homes while also giving access to exceptional facilities and amenities within well-located and selected communities.

Future growth plans include desirable locations along the Eastern Seaboard including NSW North Coast & Mid North Coast and South Coast along with other Victorian and Queensland sites.

For buyers considering the purchase of a home in one of our Lifestyle Communities there are a number of advantages: no stamp duty, exit fees or council rates. Importantly, when a resident decides to move, they retain 100% of capital gains.

In combination these benefits help our buyers to lower entry costs and help to reduce financial distress while securing quality homes, in beautiful locations.



**No** stamp duty



**No** exit fees



**No** council rates



**Retain** capital gains





The town of Kendall provides tennis courts, community pool, general store, post office, community centre, and nearby Kew Country Club offers golf and bowls.

## CURRENT PROJECT

HOMES 198 VALUE \$83M  
LAUNCHED JUNE 2021

# M

## MONTEREY

CAMDEN HAVEN

Allam's first Lifestyle Community, Monterey is a Land Lease development on the mid-north coast of NSW providing a new community for over 55s in a beautiful setting close to both the coast and hinterland.

Monterey is located in Camden Haven and is 30km from the major regional centre of Port Macquarie. While less than 20-minutes away are North Haven Beach, Dunbogan Beach and Pilot Beach with national parks, bushwalks, lookouts and picnic areas.

Monterey has been carefully planned with an internal community garden, caravan and boat parking, and general parkland. Homes are designed to suit the local climate and individual blocks of land. The architect designed residents clubhouse will include a games room, cinema, library, lounge, bar and kitchen, multipurpose rooms, gym, pool, and more.





Representative image only



Representative image only



Representative image only



Representative image only



Representative image only

A photograph of a modern commercial building featuring a combination of grey panels and large glass windows. The building has a clean, industrial aesthetic. In the bottom right corner, there is a graphic element consisting of two diagonal stripes: a thick yellow one and a thinner white one.

# Commercial projects

## **COMMERCIAL PROJECT**

COMMERCIAL 1,952 m<sup>2</sup> GFA  
COMMENCED APRIL 2021

# **84 HENRY**



84 Henrry Street is a major commercial development for Allam and we are pleased to be located in Penrith as the city is on the cusp of a major period of expansion.

The project will deliver a total 1,950 sqm over 3-levels of commercial and office space, the available space will average 430 sqm, and include basement parking with 18 secure spaces.

Now under construction with completion due mid 2022, the building is well located in the heart of the Penrith CBD and will feature a large modern lobby.



## **COMMERCIAL PROJECT**

COMMERCIAL + RETAIL 4,840 m<sup>2</sup> GFA  
ANTICIPATED COMMENCEMENT  
MID 2022

# **BARWICK 306 PENRITH**

The project has development approval and will be retained by Allam.

Barwick 306 is located at 304-306 High Street Penrith covering 6-levels of office and retail space totaling 4,840 sqm, each level averaging approximately 800 sqm. Basement parking will be provided for 108 cars and 46 bikes.

Located in the heart of Penrith, Barwick 306 has access to all surrounding amenities, facilities and transport links and will commence construction in mid 2022.

# Allam Advantage

Every Allam ready-built home comes with the unique benefit of the 'Allam Advantage'. A bundle of features selected for their quality and value. Combined with our 30-year tradition of detailed planning, leading designs and quality construction, they all encompass the Allam Advantage.

The Allam Advantage also gives peace of mind by providing a clear-cut and easy path to purchase. It all starts with EasyBuy, the no fuss way to buy a home, but includes much more, so that every home is in an appealing community, helping to create long-term value.

It's a combination of advantages which have stood the test of time, so when our homebuyers "Come Home to Allam" they know they've made the right choice.



## EasyBuy - Easy Steps

Allam's EasyBuy is the easy way for homebuyers to purchase one of our homes in just 5 easy steps, with a fixed price, secure contract, and no progress payments. Buyers simply pay their deposit and the balance at settlement.

### Step 1 Contact

Homebuyers speak to one of our Sales Consultants about the requirements for their new home and budget.

### Step 2 Choose

Homebuyers choose a new ready built home from either one that is finished, under construction or even one that is still on the drawing board. They then pay a \$1,000 reservation fee.

### Step 3 Review

Homebuyers will review their contract and specification and pay the remainder of the deposit less the \$1,000 reservation fee.

### Step 4 Inspect

When the home is completed, our building supervisor will proudly conduct the final inspection with the homebuyer and explain how everything works.

### Step 5 Move

The homebuyer then pays the remainder of the purchase price and settles the property. They then receive the keys to the home and move in... it's that easy.

That's how EasyBuy works: No progress payments. No interest payments while the home is built. No contract variations. And best of all no worries.



## Turnkey Homes

Our new ready built homes are all-inclusive with nothing more to do. We include the lot, from air-conditioning to the letterbox, and what homebuyers see displayed is what we always deliver. There is nothing to do but for the buyer to move in. All Allam homes come with an extensive list of quality inclusions and finishes.





## Move Now or Later

We understand that there's a lot to consider when homebuyers look for a new home; timing is usually very important, and sometimes complex, so flexibility is important. Within each estate, buyers have a variety of new home designs at various stages of construction to choose from.



## Choice of Designs

Allam have a range of homes to suit varied homebuyers. Our homes are always evolving, and planned to suit a growing family, a first-time buyer or empty nester, in fact anyone.

Homes feature designs, finishes and materials planned to the smallest detail. A mix of ingredients which all combine to create homes that are functional, sturdy, easy to maintain, inviting and modern. Incorporating new trends, we always strive for constant improvement.



## Popular Locations

Allam has estates located in many of the most popular and connected growth regions in NSW and Victoria. Our communities are located close to local amenities, in appealing neighbourhoods, helping to protect investments and creating long-term value.



## Value and Service

Every Allam home delivers outstanding value and benefits. Purchasing direct from the developer gives homebuyers control, they get the best value and personal service, and that's important. Construction, sales and marketing are managed internally, and this further enhances and streamlines communications during the buying process.



## Planned Estates

Allam's estates are individually planned home by home to be family friendly, delivering exceptional neighbourhoods. Every detail is thoroughly considered to help protect homebuyers' most valuable investment and lifestyle.

Working with local and regional planning controls, our estates are planned and constructed to complement each individual home. Each neighbourhood aims to have a strong relationship to the site, seeding long-term value and quality within an integrated local environment.

## Quality and Detail

Allam's quality covers every aspect of each new home, with trusted materials, suppliers and contractors, all backed by our maintenance and warranty.

We work with many long-term respected suppliers, many of whom have partnered with us over our 30-year journey. When entering new markets, we engage with locally respected suppliers. Together, these relationships help us guarantee quality and control regardless of location.



## Display Centres

We have a dedicated sales team and on-site sales centres including display homes to assist the homebuyers' journey. Our internal and external colours and luxury inclusions can be viewed at any phase of build. Each sales centre is also supported by leading-edge technology giving buyers the option of a virtual experience of our homes and surrounding community.



## Allam's Success

Established in 1991 Allam has been building homes for over 30 years helping thousands of families find their forever home. We're fully Australian owned with a very proud family heritage. Today, three generations of the family are working in the business. We also have a solid foundation of long-term staff, continuing to drive the business well into the future

## Supporting the Panthers and our community

For many people, following ‘their team’ creates a bond across families, friends and the wider community. Barney Allam OAM and his immediate family have been part of the Penrith community since 1972 and during that time have always supported the Penrith Panthers.

Barney’s personal memories of the team includes the 2003 Grand Final when Scott Sattler tackled Todd Byrne. A lock running down a winger created one of the greatest memories of all time. And the 1991 Grand Final at the Sydney Football Stadium with 40,000 people, when the Panthers, in the second half, came from behind for a hard-fought win.

Allam’s sponsorship is now an essential element of the group’s culture which runs through the entire business. Rugby League and supporting the local community are strong passions in both the Allam family and the business, our sponsorship has now been extended to 2026 continuing Allam’s long and valued relationship.

The majority of employees are Panthers fans, looking forward to sharing in the success of the team now and well into the future. For Barney Allam OAM, the aim has always been to help nourish the business with inspiration from successful and motivated people, organisations, and other businesses together with strong ties to the local community. Barney Allam OAM is no stranger to this family tradition.

*“I like to think that we provide stability and security that extends beyond selling houses,” said Mr Allam.*

Allam have just extended sponsorship out to 2026, as Panthers Group CEO Brian Fletcher recently acknowledged.

*“Everyone at Panthers is thrilled to have Allam Homes extend their major partnership for another five years,” Panthers Group CEO Brian Fletcher said.*

*“Over the last three decades Allam Homes has forged a reputation for excellence in all areas of their business and we’re proud to share such a strong association with them.”*





"We have always been great supporters of the Panthers, given the Allam family's long-standing involvement with the Penrith community, and we look forward to continuing that tradition."

*Ben Allam, Director.*

## An opportunity driven future

Allam has an exciting future ahead as we broaden our aptitude in creating both inclusive communities for all stages of life along Australia's Eastern Seaboard, and a new generation of commercial projects.

Since 1991 we have worked in many different locations and during many contrasting, and at times challenging markets. We've also experienced periods of rapid change and transformation as we continually improve our estates and evolve our homes.

Being informed by Allam's 30-year tradition of quality planning, design and construction, has enabled us to deliver well-targeted projects which offer our clients a secure home and lifestyle.

Our projects have withstood the test of time, of changing lifestyle demands and of economic conditions, to provide wonderful homes within wonderful communities.

This same promise and long-term view extends to our investors and development partners and allows us to continue to plan and grow with confidence. To help grow this spirit of commitment Allam recently moved to a new corporate office at Norwest Business Park.

As we expand and head in exciting new directions, while never forgetting the individual commitments to our clients, Allam remains on a firm foundation of family values, a strong team, committed partners and future leaders.

Always inventive and resourceful, we look to the future as we work to create opportunities for our clients, our staff, our partners and business.



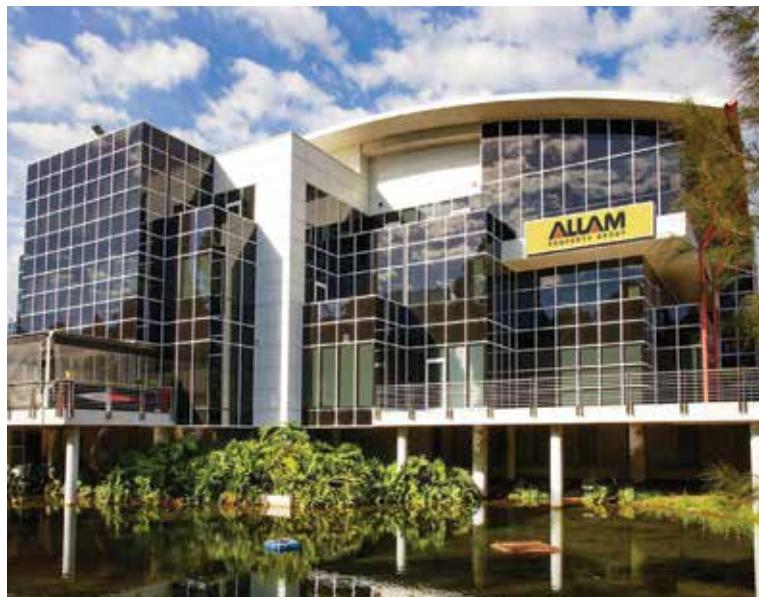


Let's grow  
together

## Head Office

Level 3, 11-13 Brookhollow Avenue,  
Norwest NSW 2153

PO Box 7385,  
Baulkham Hills BC NSW 2153  
  
02 47 322 422  
allam.com.au



DISCLAIMER – IMPORTANT INFORMATION. The information contained in this brochure is presented as general information only and no representation or warranty is expressly or impliedly given as to its accuracy, completeness, or correctness. Computer generated images used are artist impressions and are indicative only. All images and illustrated contents are indicative only, and subject to change at any time without notice. Interested persons should verify all the details. Allam Homes, their agents or employees will not be liable for any loss or damage resulting from any form of statement or other information relied upon or contained within any content of this brochure. While enough care was taken by Allam Homes to ensure that information in the brochure was up to date at publication (September 2021), accurate and correct, all persons should make their own independent enquiries. It does not in any form constitute or imply part of any legal offer or contract. ©All rights reserved. No part of this publication may be reproduced without Allam Homes written permission.

2950521

**Come Home to Allam**

