



Preston Rowe Paterson

Valuation, Advisory & Property Management Intelligence



Gregory Preston AM

Chair & Managing Director

Investment Valuation & Capital Markets Advisory



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Career Overview

Gregory has in excess of 40 years' experience in real estate and infrastructure valuation, advisory, asset management, acquisition, disposal and leasing.

Gregory's experience covers all classes of real estate including commercial office, industrial (manufacture and office/warehouse), retail shops and shopping centres, hotel and leisure property (business and resort accommodation hotels, pubs and motels), as well as residential developments.

He has provided services to Institutional, Corporate, Government, Real Estate Investment Trusts (REITS) and Banking clients, where properties are existing assets, or alternatively future development projects.

He has also acted for a range of clients in relation to major infrastructure asset classes including airports, maritime and shipping ports and other infrastructure investments and developments.

Key Expertise

- Experience working with all classes of real estate including commercial office, industrial, retail, shopping centres, hotels, motels, leisure property, resorts, pubs, residential developments, airports, and shipping and port infrastructure;
- Experience acting for all types of clients including Institutional, Corporate, Government, Real Estate Investment Trusts (REITs) and Banking clients;
- Investment valuation and development valuation advisory for all real estate classes;
- Real estate capital markets;
- Strategic corporate real estate occupation analysis and planning;
- Acquisition strategy, negotiation and due diligence;
- Complex cash flow based investment and development modelling;
- Property investment and capital markets advisory;
- Property, asset and facilities management advisory; and
- Expert witness assignments in major property litigation matters.

Education

- Bachelor of Commerce
- Master of Applied Finance
- Associate Diploma in Real Estate Valuation
- Real Estate Practice Certificate
- Real Estate Auctioneers Certificate
- Stock and Station Agents Certificate
- Graduate of the Australian Institute of Company Directors Course and Boardroom Mastery Course

Memberships & Certifications

- President of the Property Funds Association
- Australian Property Institute, Life Fellow (Member No. 67861)
- Royal Institution of Chartered Surveyors, Fellow (Member No. 6532618)
- Certified Practising Valuer
- Specialist Retail Valuer NSW
- Registered Real Estate Valuer QLD (Registration No. 1769)
- Valuers License WA (No. LV45021)
- Real Estate License - Licensed Real Estate Agent and Stock and Station Agent (No. 217394)
- Australian Institute of Company Directors (Member No. 2377310)

Business, Corporate & Governance

Since establishing Preston Rowe Paterson in 1988, Preston Rowe Paterson’s valuation and advisory business has grown from one office to 30 national offices. Gregory has developed comprehensive business, corporate and governance skills through his involvement in Preston Rowe Paterson, the Australian Property Institute (API) and the Property Funds Association of Australia (PFA).

In a business setting, he has participated in the growth of Preston Rowe Paterson from a start up business in Sydney in 1988, to 36 offices nationally across Australia, 4 offices in New Zealand, and relationship partners in China (China Appraisals) and Japan (Daiwa Real Estate Appraisal), providing all property services.

Along with his fellow directors, he has driven the business’ strategic planning and considered all aspects of the business from planning to implementation, to policy setting, staff development and training and marketing.

As the inaugural and current Chair of Preston Rowe Paterson, Gregory has developed comprehensive corporate and governance skills including financial management and legal governance.

He has further developed and honed these skills through his involvement with the Australian Property Institute (API) in sitting on and chairing various boards and committees including the roles of NSW State President and National President and Chair of the API Limited. Gregory is also a graduate member of the Australian Institute of Company Directors and sits on the executive of the Property Funds Association of Australia (PFA). He currently chairs the PFA Communications and Conference committees.

He has significant board and governance skills, as well as business diplomacy skills developed through his involvement in these boards and committees. Greg also represented the API in its dealings with both the Australian Securities and Investments Commission (ASIC) and the Australian Prudential Regulatory Authority (APRA).

Appointments (Accomplished & Current)

Preston Rowe Paterson Australasia Pty Limited
Chair & Board Member, Current

Property Funds Association of Australia
President, Current

API Governance and Structural Committee
Committee member, 2014-2017

Australian Property Institute
NSW Divisional Councillor, 2001-2017

Australian Valuation Standards Board
Board Member, 2006-2014

Australian Property Institute
National Councillor, 2003-2010

Australian Property Institute
National President, 2007-2008

Australian Property Institute
National Finance Board
2006-2007

Australian Property Institute National Professional Board
2004-2006

Australian Property Institute PI Insurance Sub-committee
2003-2006

Australian Property Institute
NSW State President, 2003-2004



Notable Achievements

- Life Fellow, Australian Property Institute;
- Meritorious Service Award recipient, Australian Property Institute;
- Outstanding Performance in Valuation Award recipient, Western Sydney University;
- Colonel Alfred Clifford Catt Award recipient, Australia Property Institute;
- Member of the Order of Australia (AM) 13 June 2022 for services to the real estate valuation profession.
- Founded Preston Rowe Paterson and participated in the growth of the company, expanding the business all around Australia, New Zealand and throughout Asia.

Employment History

1988 - Present

Preston Rowe Paterson Sydney

Chair and Managing Director, Investment Valuation and Capital Markets Advisory

Greg Preston is a founder of Preston Rowe Paterson, who provide professional services in valuation, advisory, and property, asset and facilities management.

Today, Greg is working with his fellow directors and team to grow Preston Rowe Paterson our professional services offering.

1987 - 1988

Stanton Hillier Parker, Sydney

Investment Agency and Consultancy

During Greg's time at Stanton Hillier Parker, he worked on the acquisition of some significant Sydney CBD properties such as the Wynyard Centre (including surrounding hotels, car parks, retail concourses, Wynyard Station) and the Shangri-La Hotel.

Greg's responsibilities included:

- To serve trust, institutional and private investors and developers in acquisitions and disposals; and
- Investment strategy and negotiation.

1983 - 1987

Colliers International Property Consultants, Sydney

Valuer Investment Agency and Auctioneer

Greg's joined Colliers as a Valuer, Advisor and Consultant. In 1986, he was seconded to Colliers International Investment Agency Division as Auctioneer to the Colliers Sydney offices and investment division.

Greg's responsibilities included:

- Valuation and consultancy for all property types;
- Developing computerized spreadsheet modeling for property development feasibilities, investment discounted cash flows, term and reversion and regression analysis;



Employment History

1979 - 1983

○ **Knight Frank (Formerly Hardie & Gorman), Sydney**
Property Investment Manager

At Knight Frank, Greg managed many prominent Sydney CBD properties such as: 60 Margaret Street, Sydney; 17-19 Bridge Street, Sydney; 89 York Street, Sydney; 32 York Street, Sydney and 175 Macquarie Street, Sydney as well as a number of other regional and suburban office, retail and industrial assets.

Greg's responsibilities included:

- Property management and leasing for metropolitan retail, commercial and industrial investment properties.

Conference Papers & Presentations

Paper	Organiser	Location	Date
Leaders in Property	Australian Property Institute	Melbourne	06-May-26
State of the Economy & Markets	Property Funds Association	Podcast	11-Nov-25
Rent Determinations & Submissions	Preston Rowe Paterson Australasia		
State of the Economy & Real Estate Markets	Property Funds Association	Podcast	04-Mar-25
A Perspective on Valuations	Core Property Funds Forum	Queenstown, NZ	15-Oct-24
Market	Australian Unity	Sydney	06-Nov-24
Investment Valuation Masterclass	Preston Rowe Paterson Australasia	Sydney	05-May-24
Opportunity Meets Dynamic Change	Property Funds Association	Gold Coast	28-Apr-24
A Conversation in Valuation	TAFE NSW	Sydney	20-Jul-23
Sydney Next Generation Event	Property Funds Association	Sydney	31-May-23
Commercial Marina Rental Analysis	MA Financial Funds	Sydney	18-May-23
The Economics of Real Estate and Development	Mirvac	Sydney	04-May-23
Challenging times for valuations	Core Property Research Conference 2022	Noosa	23-Oct-22
API Proptech Symposium	Australian Property Institute	Sydney	19-Aug-22
NSW Young Property Professionals Careers Graduation and Beyond	Australian Property Institute	Sydney	12-Aug-22
Structural changes or cyclical challenge	Property Funds Association	Cairns	1-May-22
Correlating Environmental, Social, and Governance & Property Valuation	Australian Property Institute and University of Technology Sydney (UTS)	Sydney	29-Mar-22
API Market Update Conference - Valuations during COVID-19 in 2021	Australian Property Institute	Sydney	02-Sept-21
PFA Conference 2021 - Has COVID-19 changed property permanently?	Property Funds Association	Cairns	18-20-Jul-21
PFA Masterclass - Valuers Interpretation of the Post (or continuing) Covid Valuation Scenario	Hall & Wilcox	Melbourne	06-May-21
PFA Masterclass - Valuers Interpretation of the Post (or continuing) Covid Valuation Scenario	Perpetual	Sydney	28-Apr-21
Creating Safe Workspaces Webinar: The impact of PropTech on Valuations from Greg Preston	PFA (Property Funds Association), IACC (Australian Chamber of Commerce) and Hall & Wilcox	Sydney	13-Apr-21
PropTech Association Webinar: The Secrets to Selling and Buying PropTech for Commercial Property	PropTech Association	Sydney	16-Mar-21
How Material Change is affecting specific asset classes in the Covid economy?	Preston Rowe Paterson Sydney	Sydney	16-Mar-21

Conference Papers & Presentations

The Western Parklands City & Sydney Aerotropolis: The green-inspired multi-billion new Airport city	Preston Rowe Paterson Sydney	Sydney	02-Feb-21
Retrospective 2020 & What Lies Ahead in 2021	Preston Rowe Paterson Sydney	Sydney	22-Dec-20
Rental Valuation Chapter for the new edition of Valuation Principles and Practice Third Edition for the Australian Property Institute	Australian Property Institute	Sydney	10-Dec-20
Infrastructure and Compulsory Acquisition Rolls On	Preston Rowe Paterson Sydney	Sydney	12-Dec-19
2019 has had its challenges – What will 2020 bring?	Preston Rowe Paterson Sydney	Sydney	12-Dec-19
IVSC Standards Updated from 31 January 2020	Preston Rowe Paterson Sydney	Sydney	12-Dec-19
Capitalisation Rates and Yields – Where to in 2020	Preston Rowe Paterson Torquay Conference	Melbourne	15-16-Nov-19
Commercial Leasing and the Role of Incentives Webinar	Australian Property Institute	Sydney	19-Sept-19
Navigating Statutory Valuation to improve investment returns	Property Funds Association	Sydney	1-Aug-19
Navigating Statutory Valuation to improve investment returns	Property Funds Association	Melbourne	25-Jul-19
Lending for Property Development – Risks, Challenges or Opportunity	Australian Property Institute National Conference 2018	Gold Coast, QLD	2-Nov-18
Temp est Argent – A New Investment Valuation Modelling Tool	Preston Rowe Paterson Sydney Pty Limited	Sydney	12-Dec-18
Property Funds Association May 2018 Conference	Australian Property Institute Conference 2018	Adelaide	8-May-18
Complexities of Contemporary Multi-Tenant Investment Valuation Series 1	Preston Rowe Paterson Sydney	Sydney	8-May-18
Financial Reporting Valuation Series 1 – AASB 13 Fair Value Measurement	Preston Rowe Paterson Sydney	Sydney	8-May-18
GST on the Margin Scheme Impact of Recently Announced Changes Developer Payment Methodology	Preston Rowe Paterson	Sydney	8-May-18
Contemporary Issues in Investment Valuation Modelling	Preston Rowe Paterson Annual Conference 2017	Queenstown NZ	27-Oct-17
Contemporary Issues in Investment Valuation Modelling	Core Property Research Conference 2017	Coolumb QLD	17-Oct-17
Sustainability and the Built Environment Front of Mind	Preston Rowe Paterson	Sydney	18-Jul-17
Tenant Wellness front of Mind in Driving Investment Returns	Preston Rowe Paterson	Sydney	18-Jul-17
Tracking Yield and Discount Rate Compression	Preston Rowe Paterson	Sydney	18-Jul-17
Preparing and Presenting Expert Valuation Evidence	University of Technology	Sydney	16-Jul-17

Conference Papers & Presentations

Collaborating a Valuation Strategy in 2017	Preston Rowe Paterson Sydney Confine	Leura	30-May-17
Analysing CBD Development Suites	Preston Rowe Paterson Sydney Conference 2017	Sydney	13-Apr-17
Green Square School Financial Options – A Case Study	City of Sydney, Council Conference	Sydney	15-Nov-16
Multi Tenant Investment Valuation	Preston Rowe Paterson Conference 2016	Cairns	30-Oct-16
Town Hall Square Redevelopment Case Study	City of Sydney Council Conference	Sydney	20-Oct-16
PNG Ports Corporation – Portfolio Valuation Case Study	PNG Port Corporation Conference	Port Moresby, PNG	18-Feb-16
Marketing Valuation Services in Two Worlds	Preston Rowe Paterson Conference 2014	Cairns, QLD	17-Oct-14
API Annual General Meeting – 5 Year Strategic Plan	Australian Property Institute Annual General Meeting	Canberra	29-May-14
The Future of Commercial Valuation for Finance purposes	Australian Property Institute – Sydney Kiparra Conference	Sydney	9-Aug-13
Emerging Issues in Investment Valuation AASB13 Adoption	Property Funds Association Conference	Hunter Valley	29-Apr-13
Valuers Perspective of Investment Market	PIR Funds Conference 2011	Coolum, QLD	16-Oct-11
Green Buildings – Justifying the Capital Outlay	API Country Conference 2011	Coffs Harbour	5-May-11
Green Buildings – Green Lease	API/ADPIA	Sydney	15-Apr-11
Property Fraud in Mortgage Lending	Veda Advantage	Sydney	7-Apr-11
Fraudulent Property Market Activities	CPA Forensic	Sydney	20-Mar-11
Asset Valuation for Financial Reporting – 2011 & Beyond	Preston Rowe Paterson	Melbourne	12-Nov-10
Property Valuation – How it Needs to Change to Meet User Needs	PIR Property Funds Forum	Coolum, QLD	15-Oct-10
343 George Street, Sydney – Acquisition Case Study	City of Sydney Council	Sydney	18-Jun-10
Site Design Study – Alfred, Pitt, George Street, Sydney	City of Sydney Council	Sydney	4-Mar-10
Valuing Investment Property in the Global Financial Crisis	Australian Property Institute	Sydney	2-Mar-10
Incentive, Face & Effective Rents – Smoke Screens & Mirrors	Grant Samuel Conference	Sydney	4-Nov-09
Risk Analysis in Commercial, Retail, Industrial & Hotel	Australian Property Institute	Gold Coast	30-Oct-09
Valuation	Australian Property Institute	Gold Coast	30-Oct-09

Conference Papers & Presentations

Don't Doubt the Downturn – Survival or Opportunistic Strategies	Australian Property Institute	Sydney	26-Mar-09
Property and the Global Financial Crisis	Preston Rowe Paterson Annual Conference 2008	Sydney	29-Nov-08
Tale of Two Values	API/FINSIA	Sydney	5-Nov-08
Strategies for Challenging Times – NTA Back in the Front Seat	PIR Property Funds Forum 2008	Coolum, QLD	10-Oct-08
Discounted Cash Flow	NSW Department of Lands	Sydney	18-Jul-08
China Working Mission – Parallels and Differences - China & Australia Property Markets	API/China Appraisal Society	Beijing, China	19-Mar-08
Horizons in Property	PINZ	Lake Taupo, NZ	22-Jun-07
Financial Reporting & Corporate Real Estate	PINZ	Sydney	24-Oct-06
Commercial Marina Capital Valuation and Rental Appraisal	NSW Maritime	Sydney	6-Sept-06
Horizons for Valuation	PINZ	Auckland, NZ	22-Jun-06
Shopping Centre Valuation	University of Western Sydney	Sydney	15-Apr-05
Risk Assessment in Valuation	Roads & Traffic Authority	Sydney	5-Apr-05
Valuers PI Insurance	API	Townsville	26-Jul-04
PI Insurance – Where is the Market Headed?	API	Gold Coast	5-May-04
Accommodation Hotel Valuation	University of Western Sydney	Sydney	23-Sept-02
Valuers PI Insurance – The Lender, The Valuer and the Insurer	MFAA	Gold Coast	1-May-02