



Preston Rowe Paterson

International Property Consultants and Valuers

# PRP CAPABILITY STATEMENT

Western Australia

# About Preston Rowe Paterson

Preston Rowe Paterson was founded by Greg Preston and Greg Rowe in Sydney in 1988. They set out to create a place where property valuers, analysts, advisers and consultants could come together to offer their clients a superior service in the valuation and management of all forms of real estate, infrastructure, asset, plant machinery and equipment.

More than 30 years later with 35 offices throughout Australia and New Zealand and global partnerships in China, Japan, Thailand, Philippines and Dubai, our founding business and service principles of knowledge, experience, professionalism and innovation have remained unchanged.

We know that people make the difference and that's why at PRP, we only engage the best professionals who are committed to delivering an unforgettable service.

Our aim is to always provide superior property advisory services, consulting, valuations, property and asset management, facilities management, transaction management, as well as property market and economic research to assist our clients to make better property decisions.

Our thought leadership and professional capabilities are recognised and utilised by a wide range of clients including those from Governments, ASX listed companies, public companies, private businesses, property trusts, banks, building societies, credit unions and the general public.

## PRP Vision

*"Our vision is to provide the best independent property advice by leading the way in investment, development and asset property services."*

## PRP Mission & Values

At PRP we strive for greatness every day. We work with the best people and deliver the best outcomes for our Clients by adhering to the following values:

- **Working with great people**

We value our people. We encourage their development and we reward great effort. We inspire passion and determination. We work as a team to delight our customers and to make PRP be the best it can be.

- **Innovation**

We aim for innovation in every way. We embrace a forward-thinking mindset, advanced technology and we drive positive change.

- **Doing our best**

The satisfaction of our customers is paramount. We seek to provide the best independent property advice in investment, development and asset property services. We strive to achieve greatness each and every day.

- **Acting with integrity**

We lead with ethics. We treat everyone fairly and communicate openly and honestly.

We uphold the highest standards of integrity in everything that we do. We hold ourselves accountable for delivering on our promises.

- **We aim to thrive**

We seek to create opportunities for our people and our Clients. We empower the communities we live and work in and we take action to protect our environment.



# Our WA Offices & Directors

## PRP Perth

PRP Perth has been part of the PRP group, since being established in Western Australia in February 2016 by well-known and experienced Director, Cameron Sharp.

PRP Perth has grown into a sustainable capital city office with a diverse range of clients and staff and is now recognized by many of its clients as a market leading firm with continued expansion and growth since the business inception.



**CAMERON SHARP** – PRP Perth Director

**Mobile:** 0438 069 103

**Email:** cam.sharp@prp.com.au

With some 18 years of experience in the property valuation profession, of which the last 10 years have been at a Director level, Cameron has a wealth of experience and knowledge having conducted property valuation and consultancy projects on a broad range of asset classes including commercial, industrial, retail and residential sectors in both metropolitan and regional locations. He provides a highly customised personal and boutique service to his individual and large corporate clientele.



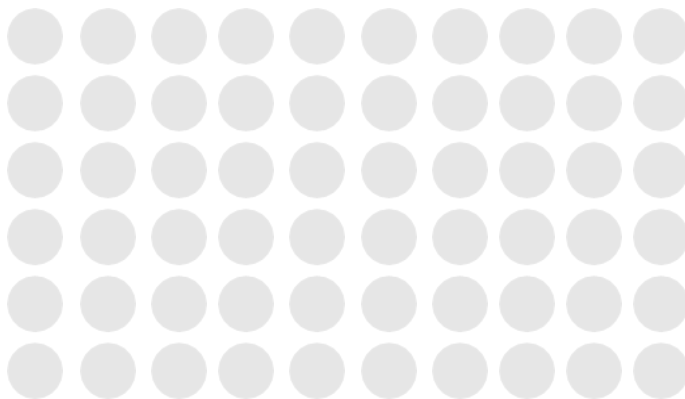
**ADAM SNELL** – PRP Perth Associate Director

**Mobile:** 0411 601 404

**Email:** adam.snell@prp.com.au

Adam is an experienced Certified Practising Valuer (CPV) specialising in Residential valuations across Perth. He is an enthusiastic, determined individual who is committed to assisting Clients and his team to the best of his ability.

Adam worked in the UK advising on large scale residential government housing projects, prior to returning to WA in 2020. Adam holds a Bachelor of Economics from the University of Western Australia and a Graduate Diploma in Property from the University of South Australia. Adam is responsible for overseeing the Residential team within the PRP Perth office.



## PRP Geraldton & Midwest

PRP Geraldton & Midwest is the newest addition to our property consultancy group, established in October 2021, by locally based Director Glenn Cooper. Glenn has over 25 years real estate and valuation experience and his addition to the PRP WA team adds considerable knowledge and talent.

Being locally based in Geraldton has been well received by clients with immediate demand for our services given the significantly reduced turnarounds compared to alternate providers servicing the area on a FIFO basis from Perth.



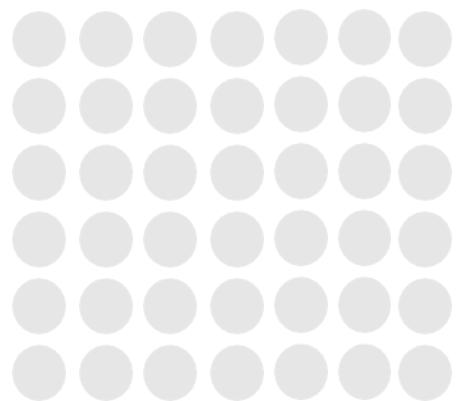
**GLENN COOPER** – PRP Geraldton Director

**Mobile:** 0414 592 975

**Email:** glenn.cooper@prp.com.au

Glenn has over 25 years valuation experience which spans across residential, commercial and rural sectors throughout Western Australia. Glenn has previously managed a team of 20 valuers, who serviced the Perth Metropolitan and surrounding areas

Glenn is also a licensed real estate agent and licensee and has been involved in a number of leasing and sales transactions and provides a differing view and insight into market dynamics. Glenn has an extensive history with the valuation industry and involvement in the governing body the Australian Property Institute (API).





## PRP Broome & North West

The PRP Broome & North West office was established in 2020, by well known locally based Director, Fraser McPhail. Fraser has lived in Broome for over 6 years, in which he has held roles as a valuer but also in a sales capacity, providing solid foundations and understanding of market dynamics within this unique and historic town.

The overwhelming growth of the Broome office since inception reflects the demand for shortened turnarounds and market knowledge from locally based operators.



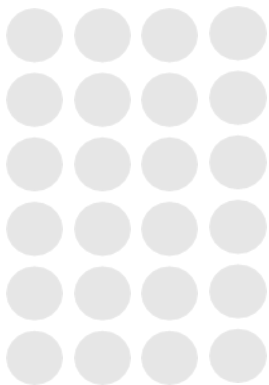
**FRASER MCPHAIL** – PRP Broome Director

**Mobile:** 0439 970 755

**Email:** [fraser.mcphail@prp.com.au](mailto:fraser.mcphail@prp.com.au)

Fraser has over 10 years' experience in the property industry. Fraser commenced his valuation career in Perth employed by Glendinning & Associates (now Acumentis) in 2012, with most of his valuation training undertaken across regional WA.

At the end of 2014 Fraser took the opportunity to relocate to Broome and take a position with Opteon where he was employed in a full-time capacity until late 2018. The four years with Opteon gave Fraser an in-depth knowledge of the Kimberley region as well as exposure to the Northern Territory and Pilbara.



# Capability, Clients & Coverage

## Property Types and Purpose of Engagement

Preston Rowe Paterson has expertise in a range of property types and purposes for engagement including but not limited to:

### Property Types

- Commercial office
- Retail development
- Industrial, office/warehouses & factories
- Residential including prestige property
- Residential unit development
- Residential land development
- Rural broad acre and market gardens
- Rural lifestyle holdings
- Short stay accommodation/serviced apartments
- Infrastructure including rail, airport and roads

### Purposes

- Acquisition & disposal advice
- Rental assessments & determinations
- Litigation support
- Expert witness
- Compulsory acquisition & resumption
- First mortgage purposes
- Insurance assessments
- Taxation & estate purposes
- Fair Value - Financial Reporting
- Family Law
- Receivership, insolvency & liquidation advice/support
- Portfolio advice

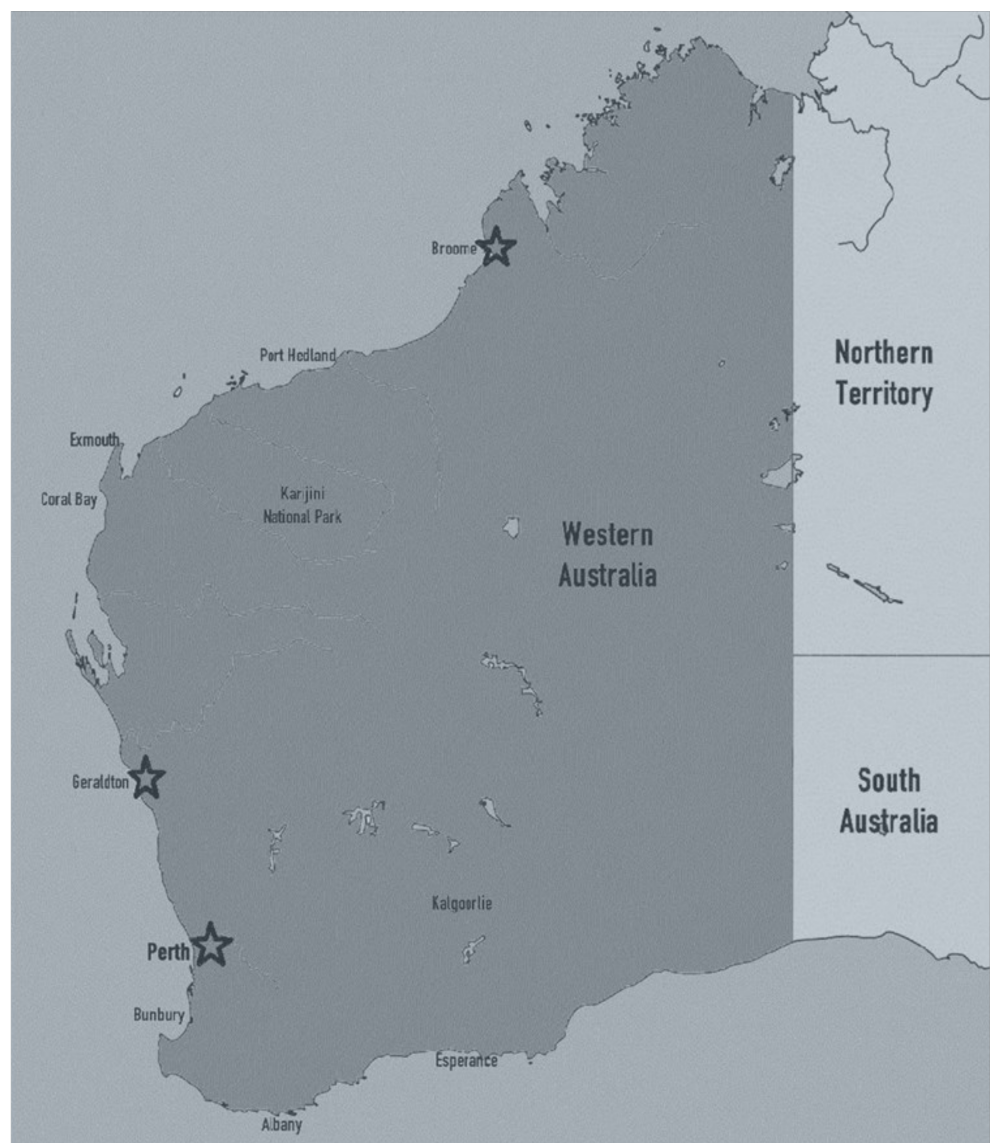


## Coverage

Preston Rowe Paterson has one of the largest networks in Australia. Although we have substantial coverage in Capital Cities, we also focus strongly on regional Australia.

### Preston Rowe Paterson WA

More specifically our presence in Western Australia has progressively grown since the opening of our Perth office in 2016 and subsequent regional offices, with locally based Directors in Broome (servicing Kimberley & Pilbara regions) and Geraldton (Serving the Midwest region). In addition, PRP offers coverage across the whole state of Western Australia, with the Director of the Perth office - Cameron Sharp, raised in Regional WA and having extensive regional experience during previous Director roles.

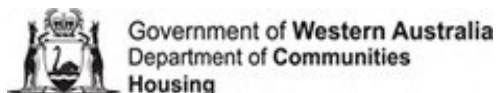




# Clients

*"We don't believe in just taking instructions - we believe in developing quality relationships that add meaningful value to our clients".*

Preston Rowe Paterson WA represents a variety of clients nationally and has the pleasure of working with a range of Financial, Government and Corporate sector clients, some of which are shown below.



# PRP's Commitment to Social Responsibility

*"Preston Rowe Paterson was founded on the principles of working with great people, innovation for the greater good, doing our best, acting with integrity and ensuring that our people, company and communities continue to thrive."*

At PRP we recognise that we have a responsibility to make our world a better place. We start by helping the people we work with and the communities we work in gain access to opportunities and long-term, sustainable development. We know that what will be good for people and our environment, will also be good for business.

To maximise our positive impact on the social and environmental systems in which we operate, PRP has developed the following Corporate Social Responsibility (CSR) strategies.

## Our People

PRP recognises that our success depends on empowering our people to reach their full potential and thrive in their work and in their lives. We have built a culture of innovation and positive change. We work as a team to make our customers, our partners, our company and our communities better by encouraging excellence, accountability and integrity. We work with the following organisations to improve our service to our people:

- **Diversity Council Australia (DCA)** is the independent not-for-profit peak body leading diversity and inclusion in the workplace. PRP is proud to partner with the DCA to ensure we uphold the principles of workplace diversity. We advocate for inclusivity for all, notwithstanding cultural background, gender, faith, age, LGBTIQ+, persons with mental health conditions, disability and accessibility.
- **Australian Network on Disability (AND)** is a national membership-based, for-purpose organisation that supports organisations to advance the inclusion of people with disability in all aspects of business. PRP is actively committed to the inclusion of people with disability as employees, customers and stakeholders.
- **The Women's Empowerment Principles (WEPs)** are a set of principles that promote gender equality and women's empowerment in the workplace, marketplace and community. At PRP we recognise that we have a stake in and a responsibility for gender equality and women's empowerment.

WE TAKE OUR ROLE  
IN IMPROVING OUR  
COMMUNITIES SERIOUSLY

# PRP's Commitment to Social Responsibility (continued)

## Our Communities

PRP is committed to the greater good of our society and are aware of the social and economic impact we make in the communities we work in and around the world. That's why we're proud to work with the following organisations to create the change we want to see in the world.

- **UN Global Compact.** Preston Rowe Paterson is proud to have been the first property firm in Australia to sign up to the UN global compact with the aim of mobilising a global movement of sustainable companies and stakeholders to create a world that responsibly deals with human rights, labour principles, environment, anti-corruption and gentle gender equality. We also undertake strategic actions to advance broader societal goals with an emphasis on collaboration and innovation.
- **Reconciliation Action Plan 2019 to 2024** – This admirable initiative from the Australian Government Department of Industry, Innovation and Science aims to turn good intentions into positive actions, by helping to build higher trust, lower prejudice, and increase pride in Aboriginal and Torres Strait Islander cultures.

Preston Rowe Paterson is proud to have implemented our Reconciliation Action Plan and continue our commitment to achieve reconciliation and create respectful and collaborative partnerships with Aboriginal and Torres Strait Islander people in their organisations, businesses and communities.

- **International Ethics Standards** is a global coalition that develops and reinforces professional ethics in real estate. Recognising that real estate is integral to societies and economies, shaping and influencing the world we live in, it's essential that professionals uphold the highest ethical standards.

## Our Planet

PRP recognises that to sustain our success we must first protect our greatest resource, our planet.

That's why we're committed to minimising our environmental impact and working with experts to improve our world. We're proud to be involved in the development and continued growth of the following initiatives:

- **'Growing the Seeds Tour'** – (Previously known as 'The 2020 Vision') is a national initiative that brings together businesses, government, community groups and the green industry to make sure that as our cities and towns grow, so too do our green spaces.
- **PRP's Online software system** is designed to reduce the requirement for paper and printing. It's estimated that the average office worker uses about four dozen sheets of paper per day, of which about half is considered waste. By using less paper, we aim to reduce our impact on forests, cut energy use and reduce climate change emissions. Less paper means less water wastage and results in less overall pollution and waste.



United Nations  
Global Compact

**IES** INTERNATIONAL  
ETHICS  
STANDARDS  
[www.ies-coalition.org](http://www.ies-coalition.org)

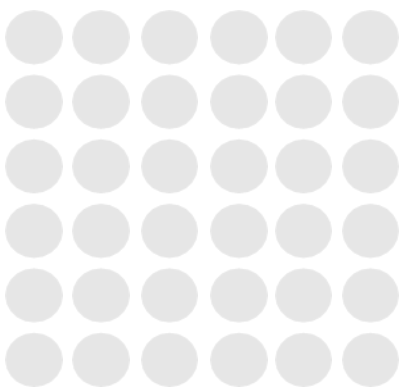




## PRP's Commitment to Social Responsibility (continued)

PRP also actively participates in supporting and improving the service offerings of the following organisations:

- The Australian Property Institute (API) is a professional industry body that represents property valuers, analysts, fund managers and lawyers, all of whom are bound by a code of ethics, rules of conduct, and professional practice standards;
- The API's Young Property Professionals, (also known as YPP) helps to create future leaders by creating, networking and educational events that are run by enthusiastic and ambitious API members;
- The Property Council of Australia is an Australian national lobby group that represents property developers and property owners. It has campaigned on a broad range of property-related issues, for example opposing land tax increases and reducing stamp duty;
- The Property Funds Association (PFA) promotes property investments in Australia, representing members' interests to governments and regulators and improving the commercial operating environment;
- The Real Estate Institute of Australia (REIA) is the national professional association for Australia's real estate sector. REIA is a politically non-aligned organisation that provides research and well-informed advice to the Federal Government, Opposition, professional members of the real estate sector, media and the public on a range of issues affecting the property market;
- The Royal Institute of Chartered Surveyors (RICS) delivers confidence through respected global standards adopted and enforced by professionals across the built and natural environment.



# PRP's Technology and Innovation

*"Preston Rowe Paterson is proud of our ability to think outside the box. We aim for innovation in every way. We embrace forward-thinking, advanced and innovative technology and we drive positive change."*

Preston Rowe Paterson prides itself on providing innovative solutions for our clients. Doing things "the same old way" stifles innovation and leaves little room for improvement. The team at PRP work hard to provide tailor-made solutions to assist our Clients in their property decision making in order to achieve the best possible outcome. Our market-leading web-based IT platform, PRP Online, ensures seamless and transparent communication for all parties involved in the valuation process and reduces unnecessary paper consumption.

In 2020 PRP was awarded ISO 27001 certification and we are the proud recipients of the RICS Innovation Award for our Covid-19 Occupier Assisted Inspection Technology. Our data systems are protected by Tier4 Data Centres located in Australia ensuring absolute data security.

## PRP Online

PRP's market leading PRP Online software system is an advanced web services-based system which was designed to significantly enhance connectivity between clients and PRP's service offerings. It covers residential real estate, commercial, retail, industrial, hotel and leisure, special purpose and plant and machinery. It is continually evolving and improved to ensure consistency and gain further efficiencies. By continually innovating, we ensure our team is equipped to harness the power of data to achieve the very best outcome for our clients.



## ISO 27001 Certification

Preston Rowe Paterson has been awarded ISO 27001 certification. Recognised as the international standard for best practices in information security management systems (ISMS), ISO 27001 certification clearly demonstrates PRP's commitment to providing their customers with the highest level of information security management. ISO 27001 certification recognises our impeccable security standards and continues to reassure our customers, shareholders and business partners that we prioritise protection of their data.



# PRP's Technology and Innovation (continued)

## Innovation Award's

For two years in a row, Preston Rowe Paterson have been recognised by both of Australia's leading property professional bodies for their Innovation.

In 2020, PRP were the proud winners of the (Royal Institute of Chartered Surveyors) 'Innovation' Award for our Occupant Assisted Inspection App in response to the COVID-19 pandemic and finalists in the API (Australian Property Institute) 'Innovation in Property' award. 2021 saw PRP become a finalist in the RICS 'Innovation' Award again for Speak-Val™.



## Speak-Val™

Preston Rowe Paterson have developed this new innovative product, especially designed for busy end users of our valuation products.

Speak-Val™ allows you to hear key findings, warnings and alerts about a property directly from the Valuer in a 2-3 minute video presentation, in addition to your valuation, that you can watch or listen to at your convenience.

# SPEAK-VAL™

## Yardi Voyager

Yardi Voyager is a web-based IT platform that enhances the Preston Rowe Paterson Property, Asset and Facilities Management Division. As a world leader in best-practice property management

and business intelligence software, Yardi is a fully integrated platform that incorporates property management, lease management, accounting and reporting functions.

All key property and tenant information is securely stored and accessible through real-time dashboards. It provides improved lease document management, financial reporting with detailed analytics as well as current activity and status reports for efficient compliance management and in accordance with all regulatory requirements.



# PRP's Commitment to Quality and Risk

*"Preston Rowe Paterson is committed to delivering a quality service that exceeds customer expectations and we continually focus on improving our processes and our services to our Clients and our community. We continually monitor our performance against pre-established objectives and continue to strive for improvement whilst minimising any potential for risk."*

Preston Rowe Paterson's quality-controlled processes are integrated into all of our key business processes and are backed-up by market leading insurance coverage. We are committed to a disciplined risk management strategy and our contemporary reporting conforms to the prescribed International Valuation Standards.

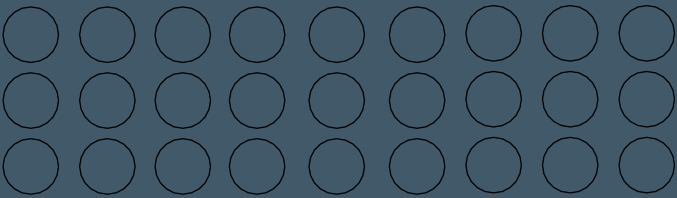
At PRP, we promote the use of thought leadership and risk-based thinking to ensure that risks and opportunities are identified and acted on. We created our PRP online software system to improve property market data and allow full transparency in the valuation process whilst safeguarding our Client's data.

We are Property Industry Quality Assurance PIQA certified for business quality assurance demonstrating that we consistently meet best practice compliance requirements. PRP customers and stakeholders can have complete confidence we have accredited policies and processes in place to support industry best practice.

We have invested in a full time Quality & Compliance department.

We are active members of the following international and domestic professional associations and initiatives. We know that our involvement with these professional bodies helps us to continue to gain knowledge and insights while helping to shape public policy and continue to improve our offering and the industry standards for quality and risk management:

- Australian Property Institute
- Real Estate Institute of New South Wales
- Property Institute of New Zealand
- Real Estate Institute of Victoria
- Royal Institution of Chartered Surveyors (RICS)
- Real Estate Institute of Queensland
- Property Council of Australia
- PIQA-Property Industry Quality Assurance
- International Property Measurement Standards





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