



Capability statement

Contents

Company overview	3
Site acquisition	4
Detailed site feasibility	4
Project coordination.....	5
Putting it all together.....	5
Management team	6
Key personnel	7
Project team	7
Contact details	8

Company overview

Insight Group is the privately owned property development company formed in 2001 when its two co-founding directors, Rod Colwell and Rick Wiseman, pooled their 20 years experience in the property sector to set up the Brisbane-based company.

Today the active and versatile company is recognised for its 'thinking outside the square' approach that is reflected in its spread of residential, retail, commercial, industrial and often innovative projects stretching from Queensland to New South Wales, Victoria and South Australia.

Rod Colwell's and Rick Wiseman's intuition for successful development opportunities has continued to stand the company in good stead. Insight Group's current portfolio of development sites and opportunities is extensive and its current success is testament to the fact that the two have not lost sight of the fundamentals that underpinned the selection and development of their early opportunities.

Insight Group's clearly defined operational policy and tight management structure makes for fast decision making and operational flexibility that enables the company to pre-empt competitors to market opportunities.

The company's prudent operational practices and commitment to professionalism include the policy of using exhaustive preliminary evaluation and research into every aspect of a project under consideration, including the relevant market sector, recent trends and new technologies.

Line responsibility for the company's projects is vested in the executives of the management team, who have joined the team progressively commensurate with the growth of the company, each of whom has specialist expertise in their delegated field.

In 2006, Insight Group was honoured to be invited by the property sector's peak body, the Urban Development Institute of Australia (UDIA) to upgrade its membership to Major Developer status.

Insight: *intuition, discernment, perception, awareness, understanding, comprehension, appreciation, acumen, perspicacity, judgement, acuity, vision*

(Source: Oxford Thesaurus)

Site acquisition

Our site acquisition and selection capacity investigates major development opportunities and constraints over each site to be analysed, giving consideration to all development parameters, including physical characteristics and legislative controls. The result of the analysis helps make an informed decision as to the site which is most advantageous for the intended land use.

To determine the impact of site constraints on a property, a development potential matrix is adopted to systematically identify the level of impact each opportunity and constraint places on the final yield. The matrix utilises an agreed set of assessment criteria, enabling the selection to be conducted in a consistent and objective manner. It can be applied to any site and for any use, be it residential, commercial or industrial in nature.

A detailed set of conclusions and recommendations can ultimately inform the most appropriate site for a particular development. At Insight Group, members of our team have worked on site acquisition programs for both large and small organisations. We have handled multiple programs in the past, and are cognisant of the time and budget constraints.

We strive to take the guesswork from the site acquisition process, whilst providing a robust assessment you can rely on. Of equal importance is our ability to look for solutions that reflect your specific requirements.

Detailed site feasibility

Once a possible site has been identified, it will be subject to a rigorous feasibility (due diligence) study, where the initial site selection criteria (identified during the site acquisition process) are considered in greater detail. This process is conducted through initial consultations with our project team, as well as a range of other professional consultants whom we readily work with.

In some cases, certain elements assessed in a detailed feasibility study would have already been addressed during the site acquisition process. Therefore a detailed site feasibility study is viewed more as a refinement process, designed to minimise any issues that may substantially delay, obstruct, prevent or increase financial risk for the proposed development.

We appreciate how critical it is that final suitability outcomes are produced with a very quick turnaround. Our recommendations and options will help you choose the ultimate development path that is best for your organisation in relation to both time and money.

Project coordination

- Insight Group's approach to project coordination is very different from other development managers or developers. We know what is required to achieve a smooth project delivery - fully budgeted and delivered in the required time frame. We intimately understand our client's project drivers.
- We offer clients a single point of contract. We will engage and manage all consultants on the project.
- Utilising Insight Group as your project coordinator permits site identification and acquisition to be done "anonymously" with no link to the client. Confidentiality will be preserved until the client needs to disclose its interest.
- For each development project, Insight Group selects a project team to best meet the needs of the client and the development. Insight Group has a tight knit team of consultants to deliver the project outcomes. Each consultant is experienced, nimble, effective and aware of project sensitivity.
- Insight Group has an intimate knowledge of the details and processes required to take a site from acquisition to product delivery. Our experience tells us that clients are looking for experience and planning, rather than a spontaneous, let's just wing it approach.
- We take the time to think through any dealings from all sides - yours, ours and the land vendors. We are focused on pre-empting problems and providing timely and cost effective solutions. We have designed a fresh approach, better ways and faster processes.
- Insight Group understands the client's fundamental desire to avoid risk in property transactions.
- Sound project planning, a transparent process and an experienced Insight team is the client's guarantee of a successful and timely development.

Putting it all together

Insight Group offer a full range of development management services, from site acquisition to design development and planning approvals, which can be tailored to your project.

Our role is to help you envision what may be achieved, and then make sure that you get the best possible outcome.

That's our insight.

Management team

The management team is focused on excellence, bringing together a range of skills and expertise in property development, project management, investment, construction and sales and marketing.



Rod Colwell
Founding Director

Rod Colwell is the co-founding Director of Insight Group. Rod is responsible for the strategic direction and management of the company's industrial, commercial, retail and residential portfolio. He has invaluable experience in site identification, acquisition, feasibility and due diligence drawn from a long career in the real estate industry. Rod has the proven ability to build sound relationships with industry leaders and his particular ability to seek out and negotiate "off the market" transactions has proved invaluable to the company. Rod co-founded Insight Group in 2001



Rick Wiseman
Founding Director

Rick Wiseman is the co-founding Director of Insight Group. Rick is responsible for strategic direction and management of the company's commercial, retail and residential portfolio. With more than twenty years experience in the property industry, he has the proven ability to identify opportunities in the market and bring them to fruition through acquisition, planning, marketing and selling. Rick has experience with need identification, leasing, trading and eventual investment sale of retail developments, commercial and industrial property design and construction, and land subdivisions. Rick co-founded Insight Group in 2001.



Peter Rosengren
Chief Executive Officer

Peter Rosengren is the Chief Executive Officer of Insight Group. Peter is responsible for strategic planning, project structuring, and the overall performance of the company's activities. With twenty years experience in the legal profession, he has particular expertise in construction contracts as well as invaluable experience with all legal aspects of property development including risk management, contract formation and administration and financing. Peter has earned a reputation as being results focused and bringing a refreshingly practical, fair and commonsense attitude to achieving those results. Peter joined the company in 2008.

Key personnel

Zaid Latif, Chief Financial Officer

Zaid Latif is the Chief Financial Officer of Insight Group. Zaid is responsible for preparation of debt/equity finance proposals, negotiating finance structures, preparation of feasibility studies, financial risk management, asset protection and due diligence. With a Bachelor of Business in Accounting and Legal Studies and a Diploma in Project Management, as well as over eleven years experience in the accounting and finance industry, Zaid has invaluable experience in preparation and evaluation of business plans, capital raising, corporate structuring, contract negotiations and systems development. Zaid joined the company in 2008.

Stephen Gassman, National Development Manager

Stephen Gassman is the National Development Manager for Insight Group. Stephen is responsible for managing the "development life cycle" of the company's industrial, commercial, retail and residential projects. This includes design development, applications to statutory bodies, and liaising with industry partners in all aspects of design and construction. With an Associate Degree in Surveying, a Graduate Diploma in Urban and Regional Planning and over twenty years experience, Stephen adopts a hands-on approach to projects to ensure they are completed on time and on budget. Stephen joined the company in 2008.

Alison Ward, Planning and Environment Manager

Alison Ward is the Planning and Environment Manager for Insight Group. Alison is responsible for site due diligence, management of town planning approval process for developments, environmental approvals and any associated legal issues. With a Bachelor of Laws (Hons) and a Bachelor of Environmental Science (Hons), as well as over ten years experience in the legal profession, she provides invaluable knowledge and extensive experience in litigation. She is a member of the Urban Development Institute of Australia, Queensland Property Council and the Queensland Environmental Law Association. Alison joined the company in 2007.

Project team

As well as experienced key personnel, for each development project, Insight Group selects a project team to best meet the needs of the client and the development.

We carefully select individual consultants based on their past experience within their respective fields, their region and their relationship with relevant authorities. Each consultant is experienced, nimble, effective and aware of project sensitivity.

Insight Group is very much a "team player" and as such has built effective working relationships with a core of alliance partners with whom it prefers to work based on mutual respect for attitude and performance. Such consultants, services and suppliers have continually demonstrated the value of the contribution they make to projects.



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