Financial IQ
Envision your tomorrow with
VISION ASSET GROUP

CAPABILITY STATEMENT · PROJECT MARKETING & NEW DEVELOPMENT SALES

A dedicated sales channel to Sydney's Korean and Asian buyer communities

Vision Asset Group partners with residential developers to sell off-the-plan apartments, townhouses and house-and-land packages — from launch to settlement — through seminars, multilingual digital campaigns and a managed buyer database.

Prepared for developer and builder partners · 2026-09-08 · Version 1.3
Vision Asset Group Pty Ltd · ABN 50 638 846 661 · NSW Corporation Licence No. 10096327 · Suite 213, 4 Columbia Court, Norwest NSW 2153 · visionasset.com.au

AT A GLANCE

Vision Asset Group in numbers

540+

off-the-plan sales recorded since our first year, 2020 – Sep 2026 (company registers)

$372.4M

contract value on priced sales, 2021–2026 YTD*

102

sales in calendar 2025 · median price $869,990

3,700+

buyer enquiries captured since Feb 2024 · ~240 new per month

2,700

subscribers on our Korean-language property channel · 498,000+ views

10

licensed team members across Sydney and Melbourne · English · Korean · Chinese

WHERE WE SELL

428 of the recorded sales were in New South Wales and 109 in Victoria. Our core buyer catchment is Sydney's **North West** (Hills District, Rouse Hill, Box Hill, Marsden Park) and **West / South West** (Parramatta, Blacktown, Penrith, Liverpool, Oran Park), with an established Melbourne house-and-land channel.

WHAT WE SELL

Apartments 346 · House-and-land and townhouses 135 · Commercial/strata units 24 (recorded 2020–2026 YTD; 2020 register lists units only).

HOW BUYERS FIND US

About 52% of 2025–26 sales with a recorded source came from referrals and existing clients — the rest from seminars, Meta and YouTube campaigns, channel partners and walk-ins. Repeat and referral demand is what lets us commit to a project's absorption schedule.

* Contract values are taken from our sales registers; the 2020 register and some 2023–2024 entries record the unit without a price, so the value figure understates the total. All figures are company records as at 2026-09-08.

WHO WE ARE

A multilingual project-marketing agency founded in 2020

Vision Asset Group was established in 2020 in Norwest, in the heart of Sydney's Hills District. We are a full-service agency — residential and commercial sales, project marketing, property management and buyer education — built around one idea: **make new property accessible to families and investors who are under-served by mainstream channels.**

Our clients are predominantly Korean-Australian and wider Asian-Australian households: first-home buyers using government schemes, upgraders, and investors buying through personal names, companies and self-managed super funds. We speak their language, run our seminars in Korean and English, and stay with each buyer from reservation to settlement.

COMPANY FACTS

- Vision Asset Group Pty Ltd · ABN 50 638 846 661
- Head office: Suite 213, 4 Columbia Court, Norwest NSW 2153 · 0493 109 166
- Offices: Sydney (Norwest) head office · Melbourne branch
- Licensing: NSW Corporation Licence No. 10096327 · Class 1 Licensee in Charge; written supervision procedures since July 2024
- Languages: English · Korean · Chinese

LEADERSHIP

Lydia Kim — Principal. Leads the group's project partnerships, buyer-education program and Financial IQ seminars.

> *"My journey in real estate began over a decade ago, driven by a passion for understanding and leveraging property investments. Starting with the purchase of my first home, I quickly realized the potential of real estate to build financial security. This passion led me to help others achieve the same success."*

OUR TEAM — as listed on visionasset.com.au, 2026-09-08; bios available on request

Tommy Bae
Sales & Operations Manager

Kate Kim
Sales & Business Development Manager

Eugene Leigh
Melbourne Branch Manager

Soo Hwang
Sales Team Leader

Gina Im
Senior Sales Consultant

Olivia Bang
Senior Sales Consultant

Leah Choi
Sales Consultant

Paul Lee
Head of Property Management

Jessica Park
Operations Administrator

WHAT WE DO FOR DEVELOPERS

Launch-to-settlement sales, run as a channel partnership

1 · LAUNCH & POSITIONING

Korean/English collateral built from your brochure and price list, project explainer video for social and YouTube, and a buyer FAQ tailored to scheme eligibility (Help to Buy, first-home concessions, SMSF and company purchases).

2 · DEMAND GENERATION

Community seminars (Sydney and Melbourne), Meta and YouTube campaigns run in-house, a monthly market report to 1,400+ subscribers, and our managed lead database of 3,700+ enquiries with a callback SLA.

3 · SALES & CONVERSION

Licensed consultants handle display visits, EOI and holding deposits through our trust account, contract exchange with buyer solicitors and brokers, and weekly pipeline reporting to your sales team.

4 · SETTLEMENT ASSURANCE

Settlement kit per buyer, finance and valuation follow-up, progress-payment tracking for house-and-land, and post-settlement property management for investors — reducing fall-overs between exchange and completion.

ENGAGEMENT MODELS

- **Channel / conjunction agreement** — non-exclusive allocation of stock to our buyer base under your standard conjunction terms.
- **Project marketing mandate** — dedicated campaign, seminar series and reporting for a release or building.
- **Community launch events** — VIP and seminar launches co-hosted with the developer's sales team.

Commission and marketing contributions are agreed project by project. We work alongside, not instead of, your existing sales agency.

TRACK RECORD

Sales by year (company registers)

Year	Sales	Contract value	Median price	By state	By type
2020	57	n/a*	n/a	NSW 57 · VIC 0	Apt 43 · H&L 7
2021	91	$65.8M	$745,000	NSW 88 · VIC 2	Apt 80 · H&L 7
2022	78	$59.3M	$737,400	NSW 44 · VIC 32	Apt 38 · H&L 36
2023	90	$39.8M	$660,250	NSW 85 · VIC 5	Apt 60 · H&L 7
2024	77	$60.4M	$794,400	NSW 38 · VIC 39	Apt 25 · H&L 44
2025	102	$102.6M	$869,990	NSW 76 · VIC 26	Apt 64 · H&L 28
2026 (YTD Sep)	45	$44.5M	$1,050,000	NSW 40 · VIC 5	Apt 36 · H&L 6

Sales = contracts exchanged or settled in the year (holding deposits and cancellations excluded). Contract value covers entries with a recorded price only.

ROUSE HILL — FIVE PROJECTS, 159 APARTMENTS SOLD

Project	Developer	Builder	Architect	Sold by VAG	Status
On Hills Central	Ecospective Property	Binah Constructions	COX Architecture	95 units	Completed 2023
Village Quarter	DASCO	DASCO	Visionata Architects	23 units	Completed 2024
Babylon	Denvell Group	Binah Constructions	Rothelowman	21 units	Settling from 2026
Verset (Stage 2)	Mayrin Group	Westbourne Constructions	DKO Architecture	9 units	Completed 2024
Evergrand	Jasara Constructions	Jasara Constructions	Lexis Design	11 units	Completed 2020

PROJECTS WE HAVE SOLD, 2020–2026

Project	Location	Type	Developer	Sales
On Hills Central	Rouse Hill NSW	Apartment	Ecospective Property	94
Senso	Epping NSW	Apartment		33
Oak Grove	VIC	House & Land		26
Vue	Blacktown NSW	Apartment	Ventus	25
Chatham	West Ryde NSW	Apartment		25
MADE Marrickville	Marrickville NSW	Commercial		24
Evoke	Blacktown NSW	Apartment		23
Village Quarter	Rouse Hill NSW	Apartment	DASCO	23
Babylon	Rouse Hill NSW	Apartment	Denvell Group	22

DEVELOPERS AND BUILDERS WE HAVE WORKED WITH

DASCO · Changfa Group · Aqualand · Ecove Group · Ventus · Ecospective Property · Denvell Group · Mayrin Group · Jasara Constructions · Bathla · Starhomes · Frasers Property · Creation Homes · Kincaid · Billbergia

References from developer channel managers available on request.

BUYER BASE & MARKETING ENGINE

Demand we can bring to your project

3,700+
buyer enquiries in our CRM since Feb 2024

2,900+
new enquiries in the last 12 months

1,400+
monthly market-report subscribers

2,700
YouTube subscribers (Vision Asset TV, Korean)

2,200+
owner contacts for upgrader campaigns

4
Meta ad accounts run in-house (Sydney & Melbourne)

CHANNELS

- **Seminars** — regular buyer-education seminars in Sydney (Chatswood, West Ryde, Waterloo, Epping, Norwest) and Melbourne, plus VIP launch nights with developer partners.
- **Video & social** — in-house studio producing Korean and English project videos, YouTube explainers and Meta/Instagram campaigns; every campaign lands in our lead system with same-day follow-up.
- **Database marketing** — monthly market report, project e-books and targeted SMS/e-mail to segmented buyers (first-home, investor, SMSF, upgrader).
- **Referral network** — accountants, mortgage brokers, solicitors and existing clients; referrals and repeat buyers are our largest single source.

BUYER PROFILE

Predominantly Korean-Australian and Asian-Australian owner-occupiers and investors, typically purchasing in the **$600k–$1.5M** apartment range and **$900k–$2M** for house-and-land and townhouses, with SMSF and company purchase structures supported by our accountant and solicitor network.

COMPLIANCE & ASSURANCE

Licensed, supervised and settlement-focused

LICENSING & SUPERVISION

- Licensed real estate agency under the NSW Property and Stock Agents Act 2002 · NSW Corporation Licence No. 10096327 (granted 18 March 2020 · valid to 17 March 2031)
- Licensee in Charge (Class 1) supervises all agents; agent licence register and annual CPD plan maintained
- Written supervision and compliance procedures (identity verification, non-compliance register) in force since July 2024

TRUST ACCOUNT & DEPOSITS

- Holding and 10% deposits receipted through the agency trust account, banked daily and reconciled monthly
- Deposit refund and EOI procedures documented for every project
- Separate Melbourne trust arrangements for Victorian sales

BUYER DUE DILIGENCE

- Identity and ownership verification before any agreement
- Foreign-buyer and FIRB guidance; SMSF purchases coordinated with accountants and bare-trust solicitors
- Privacy-compliant data handling and customer data request procedures

REPORTING TO DEVELOPERS

- Weekly pipeline: enquiries, EOIs, holdings, exchanges, settlements
- Buyer source and finance status per contract
- Settlement risk flags raised early (finance, valuation, visa)

WORKING WITH US

Next steps

1. **15-minute introduction call** — your project, price points, release timing and the buyer segments you want to reach.
2. **Allocation & terms** — stock allocation, conjunction or mandate terms, marketing contribution and reporting cadence.
3. **Launch plan** — Korean/English collateral, seminar date, campaign schedule and lead-handling protocol agreed with your sales team.
4. **Sell & settle** — weekly reporting, exchange support and settlement follow-through.

CONTACT

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