

Service Makes The Difference



Two Month Search For Premises Ends On A High

Enigma Business Products' search for premises for their first Victorian base took more than two months. The moment they found the Hallmarc Business Park, Clayton their search stopped. But the attraction wasn't merely the building...

For 10 years Enigma Business Products has prospered in the ultra-competitive IT products and office consumables market, competing against national and multi-national firms.

Their point of difference, according to director Katrina Garner, has always been service and it was service above all else that attracted the firm to Hallmarc.

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Clayton Enigma's New State Headquarters

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"They could not be more helpful. Compared to W.A. and Brisbane they're streets ahead," Katrina said.

"As a company we have always worked hard to offer service; to make sure we go the extra mile for our clients and Hallmarc is the same.

"The way they offer their services is pretty much in line with the way we do. You just make sure the client's happy and if they want anything they get it quickly rather than having to call back. It's personalised service and we try and make sure we offer that where no one else can," Katrina said.

She said that the Hallmarc Business Club was a good example of this approach by Hallmarc in that it's a value-added service that stands the company apart for tenants.

"The opportunity the club affords us to network with other Hallmarc tenants, particularly in our own business park, is a brilliant one given that our company

services small businesses direct and does not advertise."

Enigma's Victorian Manager, Nick Dunnet, said 80% of the new branch is given over to warehousing with the showrooms and offices making up the remainder. The company carries more than 5000 lines and can source almost any brand of hardware.

Nick, who joined Enigma from commercial real estate, particularly asset management, said that the Clayton development was as good as anything he had seen and was admirably suited to Enigma - suited in every way from building quality and presentation to the location's convenience.

Enigma's team made no fewer than four trips over two months from Sydney to Melbourne in the search for premises to complement their office showroom and warehouse configurations in Sydney, Brisbane and Perth.

"We looked at quite a few different ones but as soon as we saw Clayton we stopped looking.

It was streets above what we had looked at. We were really happy when we saw it," Katrina said.

"They were well built, on all of the main roads, close to a lot of our clients and, the big draw card for us - there's a café in the business park."

Katrina admits that, buildings aside, the Hallmarc people played no small part in the decision.

"It's always nice to like and get along with the people who are looking after you and the service has been really good, anytime we had a query it was answered promptly."

The Hallmarc Business Centre, Clayton is located on the corner of Westall and Centre Roads with 100,000 cars a day passing. It is soon to be joined by the largest Homemaker Centre in the southern hemisphere, a centre that will house Harvey Norman, Ikea and 15 other big brand retailers.

Hallmarc

is widely regarded as one of Australia's leading commercial, industrial and residential property development, construction and management companies.

Hallmarc's total property development approach encompasses the following in-house functions:

- Development Site Selection and Feasibility
- Design and Planning
- Construction (Residential and Commercial)
- Sales & Leasing (Residential and Commercial)
- Asset Management (Incl. Owners Corporation Management)

Hallmarc's unique approach of combining all divisions to offer a seamless approach to property development that ensures efficient construction and management to maximise return on investment.

OUR TOTAL SERVICES APPROACH COUPLED WITH THE VAST YEARS OF COMBINED STAFF EXPERIENCE AND SKILLS BRING THE HALLMARC MISSION ALIVE.

Technology Precinct A Perfect Fit For W.A. Firm Mount Waverley Base For Gas Projects Expansion

When you're one of the leading service providers to most of the nation's gas pipeline projects and based in W.A., the choice of the first South Eastern seaboard office location is a critical one. A whole range of factors have to be considered. So how do you choose?

For Electro80's newly appointed Victorian State Manager Mike Farnsworth there were criteria to meet.

As the location was to be his base not only to service existing clients and projects, but to develop new business from NSW to Tasmania, the premises had to present as befits a regional headquarters. There had to be room for growth and easy access to major arterial roads in a precinct that smacked of technology.

Mount Waverley ticked all of the boxes and internet searches brought up two prospective business parks with the Hallmarc Office Park winning out as a result of Hallmarc's proactive, professional approach.

"They were certainly keen for our business and were extremely pro-active throughout," Mike said.

The Hallmarc leasing approach differs greatly from the norm. Our client-first service ethos goes way beyond site selection and in the case of inter-state or intra-state clients even extends to recommendations on everything from carriers to personal accommodation.

Established in 1987, Electro80 provides Control Systems Engineering and consultancy services to the mining, oil and gas, manufacturing, materials processing, power generation and infrastructure sectors, specialising in industrial automation systems, turnkey project engineering and industrial IT systems.

The new Hallmarc Office Park regional headquarters will initially service existing oil and gas industry clients (Electro80 is currently working on most of Australia's gas pipelines)

but will ultimately service the full spectrum of industry sectors.

"The location is ideal for us, particularly its proximity to the Monash Freeway, the Princess Highway and Ferntree Gully Road," Mike said.

"The entire precinct is a perfect fit with our company. It's a prestigious new business park located almost alongside the CSIRO and Monash University's Science and Technology Park.

"Given that we will not only be relocating engineering staff from W.A. but will be recruiting locally to build our presence initially to seven or eight engineers alone, we couldn't be better placed."

As the office has only been open since January 10, Mike is currently the sole occupant of the 130m² twin unit premises but that will change rapidly.

"Most of the engineering staff will be in place by mid-year and the numbers will double by the end of the year so at least that will get rid of the echoes," he quipped.

With more than 90 staff, Electro80 is one of the largest companies in its field. The eastern states expansion started in 2006 with the opening of a Brisbane office and Mike is confident that the move to Victoria will result in dramatic growth, particularly given the growing emphasis on both natural gas and coal seam gas as power sources.



Hallmarc

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Ongoing Tenant Service a Hallmarc of Excellence

Hallmarc offers a unique experience for tenants, being the owner, designer and builder of each of its business parks. The in-house asset management division offers comprehensive, professional and responsive property management services to all its tenants ensuring a trouble free tenancy and a high quality of accommodation at all times.

Renting commercial space isn't just about signing a lease and moving in. Tenants need to be confident they have someone to turn to if they need help. Even if it's not necessary, it's great to know that help is at hand if required.

According to one of Hallmarc's Property Managers, Jillian Kellett, Hallmarc is strongly committed to an ethical code of conduct that includes providing ongoing service to tenants in their business and office parks.

"After sales service is an important part of our company's philosophy. We see it as not only benefiting the client but also the company, because it enhances our prestige and standing in the commercial property market," Jillian said.

"Once our Leasing team has secured a new tenant it becomes the responsibility of one of our Property Managers to follow through, ensuring the tenant receives all the help they need to move in.

"However, the service doesn't stop there. It is then the Property Manager's responsibility

to make sure the tenant is satisfied. If they have any ongoing issues it is the Property Manager's role to address those issues and make sure they are resolved," she said.

"As a rule, our first duty is to make sure the new office is ready for the tenants to occupy, but we then also keep in regular contact."

Jillian said she usually visited all the properties in her portfolio on a periodic basis but is often on-site each week.

"I take the opportunity to not only visit each tenant, but to also walk through the business park to see if any maintenance needs to be done. Hallmarc prides itself on the presentation of all its business and office parks. For many of our tenants, presentation is most important and we strive to maintain the business parks immaculately, making sure they are not only clean but the lawns and gardens are beyond reproach.

"The relationship we have with our tenants is very close. According to the feedback we get from them they're very pleased with the way we manage the parks," she said.

"We also offer networking services through the Hallmarc Business Club. That's an initiative we set up last year which has been well received by all our tenants. They can join the club online for free."



If you want to lease premium office space through a company that you know will offer you first-class ongoing service, contact Hallmarc. Our team will show you all the advantages offered by our office and business parks.

Business Club A Booming Success

Hallmarc has value added to our Business Park tenants in a unique way by introducing a Business Club that not only creates a unique networking opportunity for more than 175 businesses, but opens up a world of discounts and special offers.

Since the Hallmarc Business Club's launch free memberships have been welcomed enthusiastically by clients in our Business Parks throughout Melbourne.

Hallmarc Marketing Manager, Melissa Koraus, said the club benefits members in many ways.

"Each month members can access offers from organisations both within and outside the Hallmarc network; offers of real value that benefit the businesses and their employees.

"Integral to this initiative is Hallmarc's commitment to securing great new cost saving initiatives and opportunities on an ongoing basis on behalf of its tenants.

"The club provides members with opportunities to tap into Hallmarc's extensive network of clients to build relationships and grow business opportunities through regular functions and communications.

"Club members can showcase their products or services to the diverse mix of 175 businesses and receive regular E-newsletters that keep them abreast of current events, news and the current discounts and offers" he said.

"It is completely free to join the Hallmarc Business Club so if you have not already done so, join the club and enjoy all the great benefits that are available."

For more information about the club contact Melissa Koraus on 9660 9000 or email mkoraus@hallmarc.com.au
