

Impero
Management Group

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Thank you!

Impero Management Group has just completed its first full financial year in business and our growth has been well beyond expectations. We would like to take this opportunity to thank all those people who have helped us, and we look forward to a year of continued growth and friendships.

Our core approach to business remains the provision of personal and quality property services focusing primarily on Development Management, Project Management, and Land Economics. Over the coming year you may see more of a focus on the Land Economy expertise in our business, for as markets slow long term strategic property development requires a greater level of assessment than ever before. Our business aims to back up our project management expertise with expertise and advice on the projects viability with a holistic approach.....not simply project managing the project through turbulent times, but finding the smoothest possible path.

How effective is your “Risk Analysis & Opportunity Assessment”?

In a booming market, Risk Analysis takes on a lower level of importance than time, and the need to jump on opportunities and get projects to the market. In a stalling market, a lack of proper risk analysis will be highlighted ten fold and will separate those that are property professionals, from those that are opportunistic developers. The players who stay in the market through good and bad are often described by opportunistic developers as being “lucky”. Luck is a direct factor of detailed “Opportunity Assessment & Risk Analysis”.

Impero Management Group specialises in the assessment of land & property as an economic resource and considers land and property merely as one of a multitude of inputs, into the property development process. Land & property is far from the most important input into the development equation.

Does your Risk Analysis cover the following?

Macro Economics at the time the product will be released to the market?

Micro Economics at the time the product will be released to the market?

What basis are you using to make these forward projections—gut feeling or qualitative analysis?

Capital Risks—Funding options

Intra Development Risk—The assessment of risk spread within a specific project

Sensitivity Analysis—Time, Cost, Propensity for changes in market perception

Exit Strategy—which may be a completely different scenario to the prime development objective

Portfolio Analysis—Are you an opportunistic cash flow developer, an asset gatherer, or do you see property as one of a number of investment tools that are utilised to balance portfolio risk?

Corporate Risk—Is this my core business? If not do I have the resources and expertise to complete the project successfully?

Political Risk—Community considerations, sensitivity of project to public perceptions

Delivery Risk—The project may meet all the financial considerations but can we deliver on those projections? Do we have the required expertise?

Population Trends

Market wants or needs

Availability of product—Is the product new and refreshing?

Construction trends.

This is not an exhaustive list of considerations, but they are a necessity for anyone wishing to be a long term property professional, whether developer or consultant.

John Rosel
Managing Director
Impero Management Group