



Corporate Profile 2024

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The Griffin Group Team

# INTRODUCING GRIFFIN GROUP

Griffin Projects Group Pty Ltd is a privately-owned, boutique private investment and development group headquartered in Perth and Singapore with team members in Melbourne, Brisbane and Adelaide.

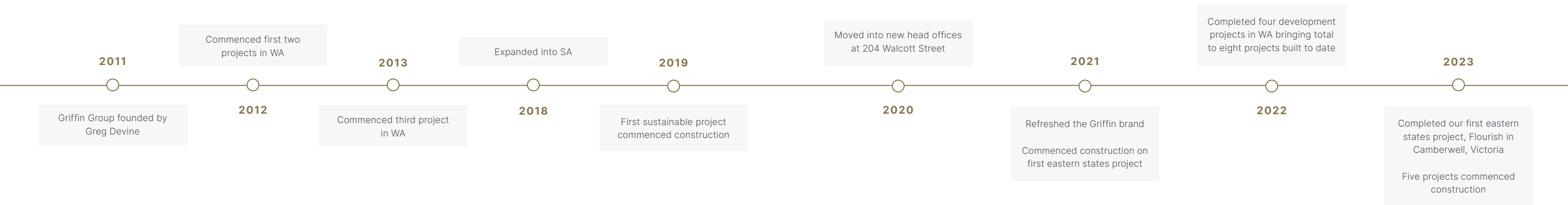
Founded in 2011 by Greg Devine, Griffin Group specialises in wholesale sophisticated investment products supporting boutique small-to-medium urban infill residential and commercial developments.

Over the past 13 years, Griffin has built a strong and loyal client base throughout Australia and Asia. Our structured investment offerings provide the opportunity for qualified clients to expand their investment portfolio and invest in property development projects without the financial outlay and risks generally associated with the traditional property development.

The success of Griffin's project model is founded on the ability to source development land that meets our rigorous property criteria. Each site is assessed on liveability factors including proximity to transport and amenities such as cafes, restaurants and hotels that are close to major places of work. Each project creates an opportunity for downsizers looking to move from large family homes into quality apartments and townhouses in their local area.

Griffin has authorisation in a Wholesale Australian Financial Services License (AFSL No. 480476) through our partly owned Australian company, SMATS Consortium Pty Ltd. The company currently has approximately \$400 million of assets under management and a project portfolio of approximately \$500 million.

## TIMELINE





# GRIFFIN'S PURPOSE

As a family-based business, our vision and mission aren't just words; they form the foundation that underpins how we operate and manage our business. Our values are weaved throughout the whole organisation and guide everything we do.

## OUR VISION

Our vision is for all people to experience a fulfilled life through financial freedom.

## OUR MISSION

Our mission is to create opportunities for financial freedom to enhance the quality of life of our people, partners and communities through property investment and ownership.

A common set of shared values shapes our company culture and ensures our team consistently deliver the level of quality our clients, partners and investors have come to expect. Guided by our values, we deliver a high level of customer service throughout each project, with the client always being at the forefront of everything we do.



### Building Trusting Relationships

We encourage each other to contribute  
We are transparent in our decisions



### Growing Together

We offer and support individual growth  
We embrace journey  
We share without fear



### Creating Sustainably

We make a difference  
We are agile

# FOUNDER & CEO GREG DEVINE

“ We’ve built a strong investment model that delivers exceptional results to our clients.”

Greg Devine has played an integral role in the financial planning industry for over 40 years, with his career beginning in the banking industry before leading him into the property market.

With an unfaltering passion towards capital raising and business development, Greg comes from an impressive background in building and managing several respected financial service companies. He has held executive positions with Bain & Company, Growth Equities Mutual, Deutsche Bank Private Banking, NAB Private Banking, MLC, Macquarie Bank and Godfrey Pembroke Financial Services.

Greg established the national H&R Block Financial Services, Portfolio Planning Services, Financial Partnership Group and Deutsche Bank Financial Services; this business managed over 600,000 retail clients. He also established the Financial Planning Association, was its inaugural President, Chairman, Life Member and is inducted into the Financial Planning Association Hall of Fame.

Since founding Griffin in 2011, Greg has established a strong foundation for the company both in Australia and in international markets. Greg is well-respected for his professional advice within the financial services and capital raising markets. He now empowers and supports his team to raise capital while building successful projects and establishing valuable client relationships.



**GREG DEVINE**  
Founder & CEO



# OUR TEAM



**Greg Devine**  
Chief Executive  
Officer



**Brooke Devine**  
Chief Operating Officer



**Michael Devine**  
Chief Investment Officer



**Philip Raff**  
Business Director - Asia



**Stephen Smith**  
Chief Product and  
Innovation Officer



**Anthony Rizzacasa**  
Project Manager



**Laurie Torpstrom**  
Project Designer



**Chloe Tornow**  
Marketing Manager



**Maegan Farrow**  
Investment Executive



**Grace Whitehead**  
Marketing and Sales  
Coordinator



**Cameron Higbid**  
Chief Asset Officer



**Brett Garrett**  
Chief Project Officer



**Leanne Shadbolt**  
Head of Accounts



**Christian Woodall**  
Head of Investment



**Stefanie Peskett**  
Head of Operations



**Scott Salaipaew**  
Accounts Administrator



**Jaimee Devine**  
Client Services  
Administrator



**Cathy Rademeyer**  
Corporate Structure and  
Compliance Advisor



**Kim Baker**  
Tax Advisor



**Layla Wallace**  
Head of Sales



**Hollie Gardner Cera**  
Head of Marketing



**Shane Woewodin**  
Head of People, Culture  
and Head of Assets



**Terry Culley**  
Project Manager



**Lucille Klopper**  
Project Manager

# OUR TEAM



# THE GRIFFIN MODEL

Griffin Group is a proud Australian company with a proven track record of delivering successful projects. Backed by a dedicated team of proficient professionals, we specialise in sourcing high-quality undervalued assets, creating and marketing risk reduced investments and developing property assets.

At the core is the ability to source development opportunities that meet Griffin's model criteria. Our team then undertake due diligence to gauge the site's suitability for development. A detailed financial model is constructed, including an assessment of the project for lending purposes. If the stringent requirements are met, we make an offer to purchase the site with the vendor. This offer is made through a Special Purpose Vehicle (SPV) that is set up for each project.

Once the offer is accepted, a project plan is activated to manage the process from local government development approval (if not already received) through to contract documentation and finally construction.

Griffin's external project financiers provide term sheets for construction funding, and equity raising is undertaken by an offer to wholesale clients under an Information Memorandum. Project equity is raised through the SPV company set up by Griffin, which enters into a finance agreement for construction purposes, providing the lender with a first mortgage over the project site.

Once construction is underway, our development management team oversees all facets of the build, including managing the appointed builder. Our marketing and sales team develop the project marketing collateral for property sales and external real estate agents are engaged who work alongside our in-house sales team.

A successful project sees the build finish on time, to an expected standard and within budget. Sales of the dwellings are finalised shortly after the completion of the build and issue of titles. At this stage, the funding facility is paid out, investors receive their capital and investment return and Griffin receives its share of the profit.\*



\* Investment returns and the return of capital is not guaranteed. The repayment of investment returns and capital is dependent on the success of the project.





# INVESTMENT

Griffin Group offers investment products to sophisticated and wholesale investors over the short-to-medium term which provide above average returns and an opportunity to diversify their investment portfolio.

## SECURED PRIVATE LENDING

Secured Private Lending (**SPL**) is an attractive option for sophisticated investors to access higher than average returns over a short-to-medium term in a world of low interest rates. Put simply, SPL is a collective of people who come together to create something that may not have been possible individually. The private loans are made to boutique property development projects throughout Australia which are operated, controlled and managed by Griffin and its partners.

Griffin brings together the right development land, the expertise of a project management team who can manage the process, a design team capable of maximising the site potential and a group of capital investors and funders to ensure the project has sufficient funds to realise profit potential while minimising the risk for all parties.

By combining investors with an experienced asset and development manager, the prospect of excellent returns is enhanced in an environment where risk is identified, managed and reduced to maximise the opportunity.

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Wholesale / Sophisticated HNW  
Clients, Individuals or Family Offices

\$400m

Assets Under Management

## RETAIL INVESTMENT SOLUTIONS

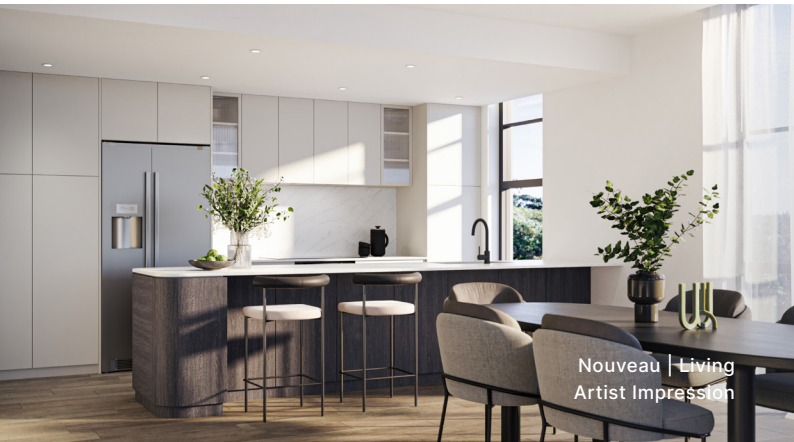
Griffin, in conjunction with its retail license partner Primary Securities Ltd, creates unique investment options that provide Australian based investors with access to financial products that provide interest payments on a regular and reliable basis whilst offering access to investments generally only the domain of wholesale and institutional investors.

# LICENSING REACH

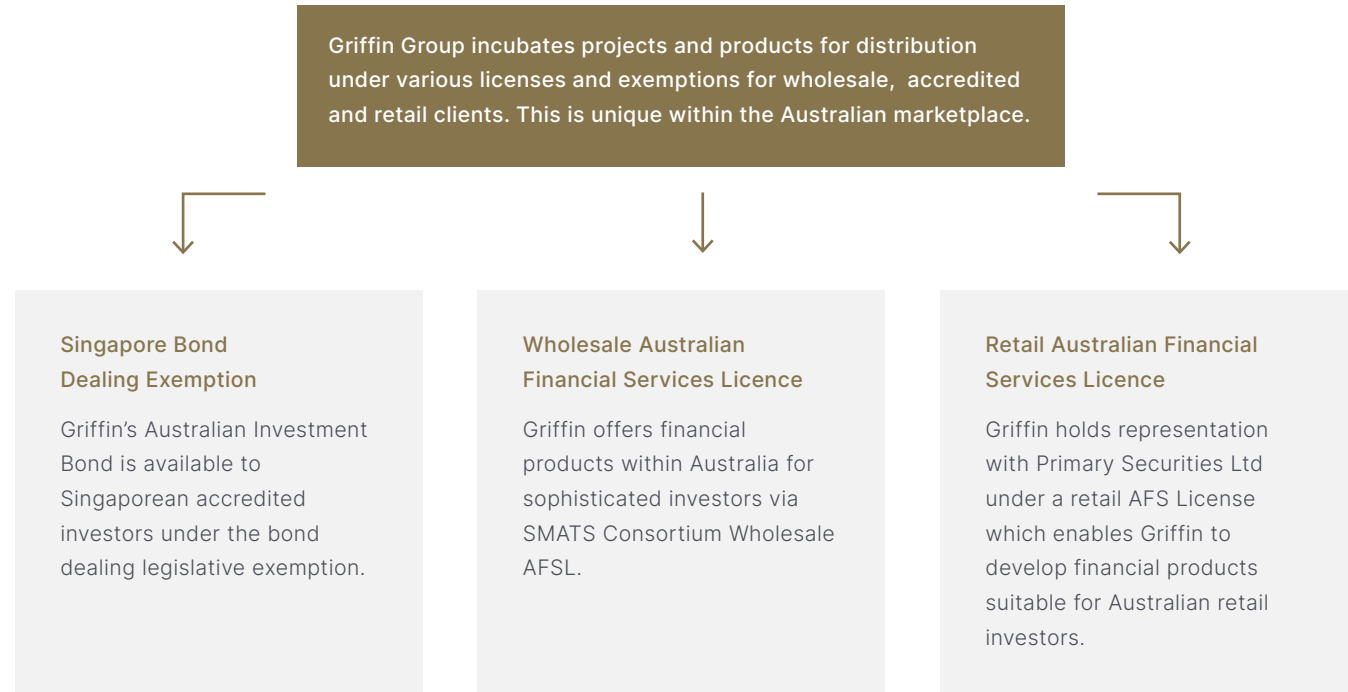
Over the past 12 years, Griffin Group has established a strong network of licences to offer attractive investment options to Australasian investors.

The licensing structure outlined below shows the reach of our investment products offered to wholesale accredited and retail clients in Australia, Singapore and Hong Kong.\*

At the centre of our operations is a culture of compliance with regulatory authorities across the regions where we interact with investors. We hold and access several financial services licences across Australia and Singapore and work with expert legal firms in these countries to ensure our compliance with regulations. Our licences enable us to provide attractive investment options to Australasian investors for Australian-based projects.



## GRIFFIN LICENSING REACH



\* Retail offers are only available for Australian based clients.



# DEVELOPMENTS

With an unwavering passion for property, we thrive on sourcing and developing boutique-sized developments in highly desirable locations across Australia. Our underlying mission is to improve living standards and positively impact the local communities.

We value building relationships with partners, clients, investors and suppliers to work towards a common goal of delivering quality property developments throughout Australia. We invest the time and resources to ensure that every project is delivered within budget and on time. We maintain clear communication throughout each step of the process.

At Griffin, our development approach is far from the traditional one-size-fits-all model. We research our locations and target markets very carefully and then design and build high-quality, environmentally sustainable properties that seek to serve the local community's needs.

We design every development to be desirable, affordable, and sustainable. As a result, our end products are not only extremely popular, they also offer exceptional value and meet the lifestyle needs of its residents while also respecting the surrounding community.

The extensive initial planning, combined with well-considered design and a quality build are the set of factors that truly sets us apart. Griffin manages the complete development cycle from project selection, acquisition, through to the build phase and sale of the finished asset.

32

Property Projects

\$100m

Mandates for New Projects



# DEVELOPMENTS



## COMPLETED

- Butler Medical Centre, Butler WA
- Parkview, Como WA
- Hamilton Hill Medical Centre, Hamilton Hill WA
- Loft Haus, Leederville WA
- Embankment, Martin WA
- 204 Walcott, Menora WA
- Reside on Money, Perth WA
- The Residence, Scarborough WA
- One54 Tuart, Tuart Hill WA
- Flourish, Camberwell VIC
- 191 Mill Point Rd, South Perth WA
- 193 Mill Point Rd, South Perth WA

## IN DEVELOPMENT

- Abode, Como WA
- Lucida, Como WA
- Coastal Edge, North Coogee WA
- Howard St, Paddington QLD
- Nouveau, Nedlands WA
- Calibre, Glenelg SA
- Hastings, Hawthorn East VIC
- Beach Road, Coolum QLD

## COMING SOON

- Manhattan, Applecross WA
- Cube on Canning, Attadale WA
- Coterie, Como WA
- Evergreen, Como WA
- Musgrave St, Mosman NSW
- Westwood, Nedlands WA
- Liberty, Perth WA
- The Henry, Plympton SA
- Sukha, Scarborough WA
- Stone St, South Perth WA
- 97 South Perth Esplanade, South Perth WA





Nouveau | Exterior  
Artist Impression

# STRATEGIC PARTNERSHIPS

Griffin Group values building long term relationships based on respect, communication and results with investors and buyers.

We have built an extensive network of funding, licensing and referral partners with established and reputable companies throughout Australia and Asia.

These partnerships work seamlessly by leveraging complementary skill-sets that have resulted in strong growth for all parties throughout the years.





# GRIFFIN

## **Griffin Projects Group Pty Ltd**

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[griffin-group.com.au](http://griffin-group.com.au)

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