

Quality and Care  
in every little detail

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**THE MIRVAC DIFFERENCE**

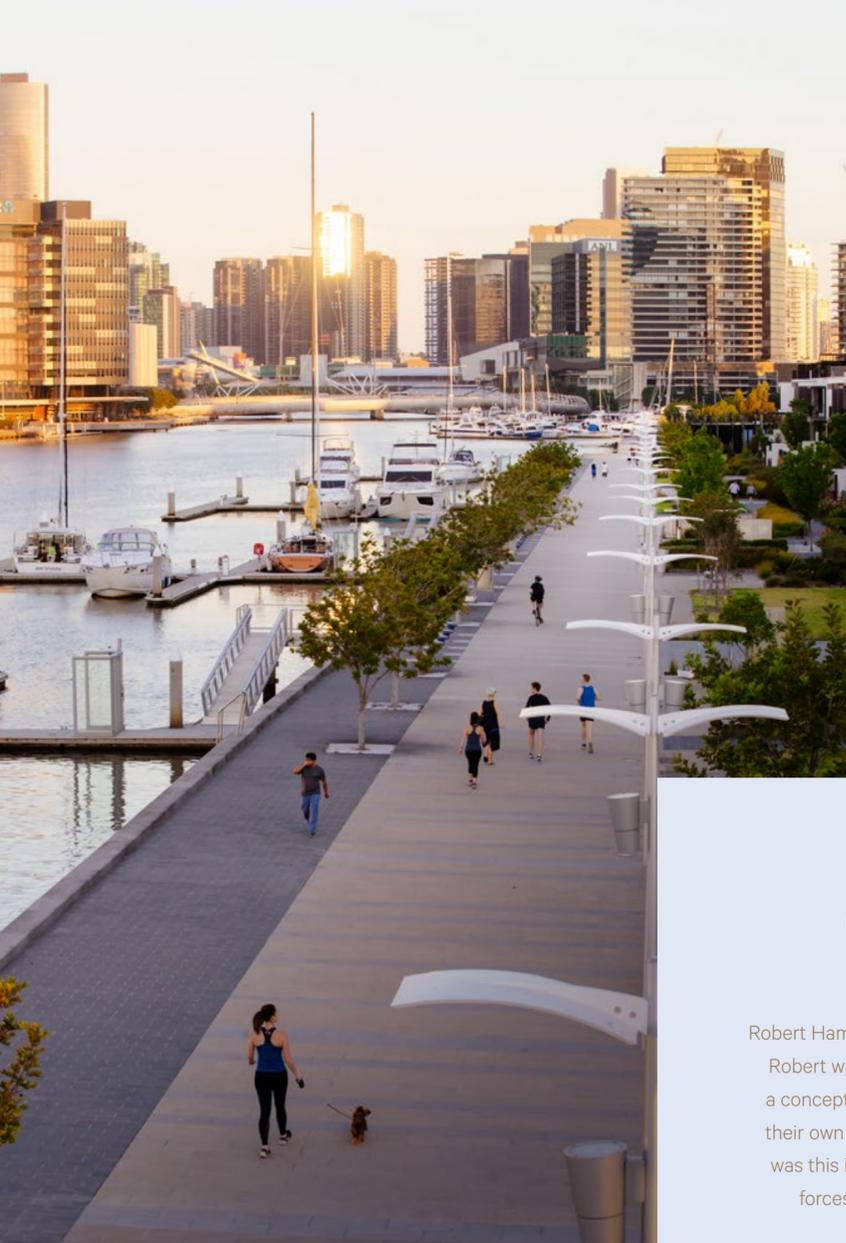


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For over 45 years we have been reimagining urban life  
in Australia - creating exceptional living experiences through  
the pursuit of quality and care in every little detail.

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YARRA'S EDGE  
Docklands, Melbourne

“Knowing where we  
come from helps us to  
see where we are going,”



## A HISTORY BUILT ON REIMAGINING URBAN LIFE

Robert Hamilton and Henry Pollack founded Mirvac in 1972 but their story began a decade earlier.

Robert was a real estate specialist, a marketer and consultant to developers, while Henry was a conceptualiser, an architect and builder. Both men, already enjoying considerable success in their own businesses combined their talents to develop properties in the 1960s. So successful was this integrated approach that with a shared dream, philosophy and vision, the two joined forces to launch Mirvac. Four decades on Mirvac is one of Australia's largest and most respected property investment, development and management groups.

While Mirvac's success has been built on sheer hard work, it would be nothing without imagination and inspiration. "Reimagining Urban Life" is the way we articulate our purpose today but the intent has been with us from the beginning. Henry and Robert imagined, designed and developed Mirvac properties to improve the way people live, to enrich their lives.

True then, true today.

The care for customers and community and the passionate commitment to quality are ingrained into the Mirvac DNA, ensuring the values, standards and vision set by Robert and Henry will remain alive for decades to come.

This is our legacy.

*It's in the detail.*



WALSH BAY  
Sydney Harbour



THE GRANDSTAND  
Claremont, Western Australia

“Harold Park is an example of how to do sustainable development, how to provide for the new community and the surrounding community,”

CITY OF SYDNEY LORD MAYOR CLOVER MOORE



**HAROLD PARK**  
Glebe, Sydney

One of Sydney's most significant urban renewal projects where Mirvac created around 1300 premium apartments and terrace homes and a much-loved dining destination, Tramsheds.

## CREATING COMMUNITIES

By reimagining and redefining our urban world, we create seamlessly connected environments where people can live, work, shop, meet and play. We constantly look for and find new ways to help our customers lead fuller, richer, more rewarding lives through the creation and management of unique urban environments.

We look outside the home to see what we can do to enhance life inside the home, creating communities fit for the future, where families can spend more time together, and live and grow in nurturing surroundings that promote health and happiness. Our purpose defines, drives and inspires us, and inspires our customers too.

*It's in the detail.*

**TULLAMORE**  
Doncaster, Melbourne





WHARF SIDE RESIDENCES YARRA'S EDGE  
Docklands, Melbourne

“Mirvac enjoys an extraordinary level of customer loyalty,”

MIRVAC ENJOYS 30% OF SALES FROM REPEAT PURCHASERS

## THE MIRVAC DIFFERENCE

In the over 45 years since our founding, Mirvac has grown to become one of Australia's most trusted integrated property companies. Yet we have never lost sight of our purpose. To reimagine urban life in a way that benefits our customers and the communities in which we operate.

Mirvac enjoys an extraordinary level of customer loyalty, not by chance but by adhering to our four guiding principles; we listen and learn from our customers; we test and re-test our products, materials and layouts until we are 100% satisfied; we strive always to design and build better designs; and we stay with our customers until long after the sale is complete.

As a Mirvac customer you'll come to appreciate our obsession with quality and care in every little detail. It's what makes us different.

It's the Mirvac Difference.

*It's in the detail.*

THE EASTBOURNE  
East Melbourne



## WE TEST AND RE-TEST

You'd expect our Mirvac Design team to treat precious things with a little respect. They do, to a point. Before any product or material is included in our schedule of finishes, our designers throw everything at it – red wine, shoe polish, oil, lemon juice, tomato sauce, heavy objects – testing and retesting in our Mirvac Design Lab until we're satisfied that you'll be certain. Our obsession with quality means every material, finish and appliance must pass our scrutiny before it finds its way into a home that bears the Mirvac name.

It's easy for a brand new kitchen or bathroom to look good when we hand over the keys. But life is messy and when those little accidents inevitably happen you can be assured that surfaces are easy to clean, standing up to the test of everyday challenges, and still looking good in 10 years' time.

And it doesn't begin and end in the kitchen. We are constantly testing our designs for acoustics, durability and liveability.

*It's in the detail.*



“Property investment should be all about hard figures but for us there is a bit of emotion because we have done so well with Mirvac,,



ILUMA  
Bennett Springs, Perth



UNISON  
Newstead, Brisbane

Artist impression.

## WE LISTEN AND LEARN

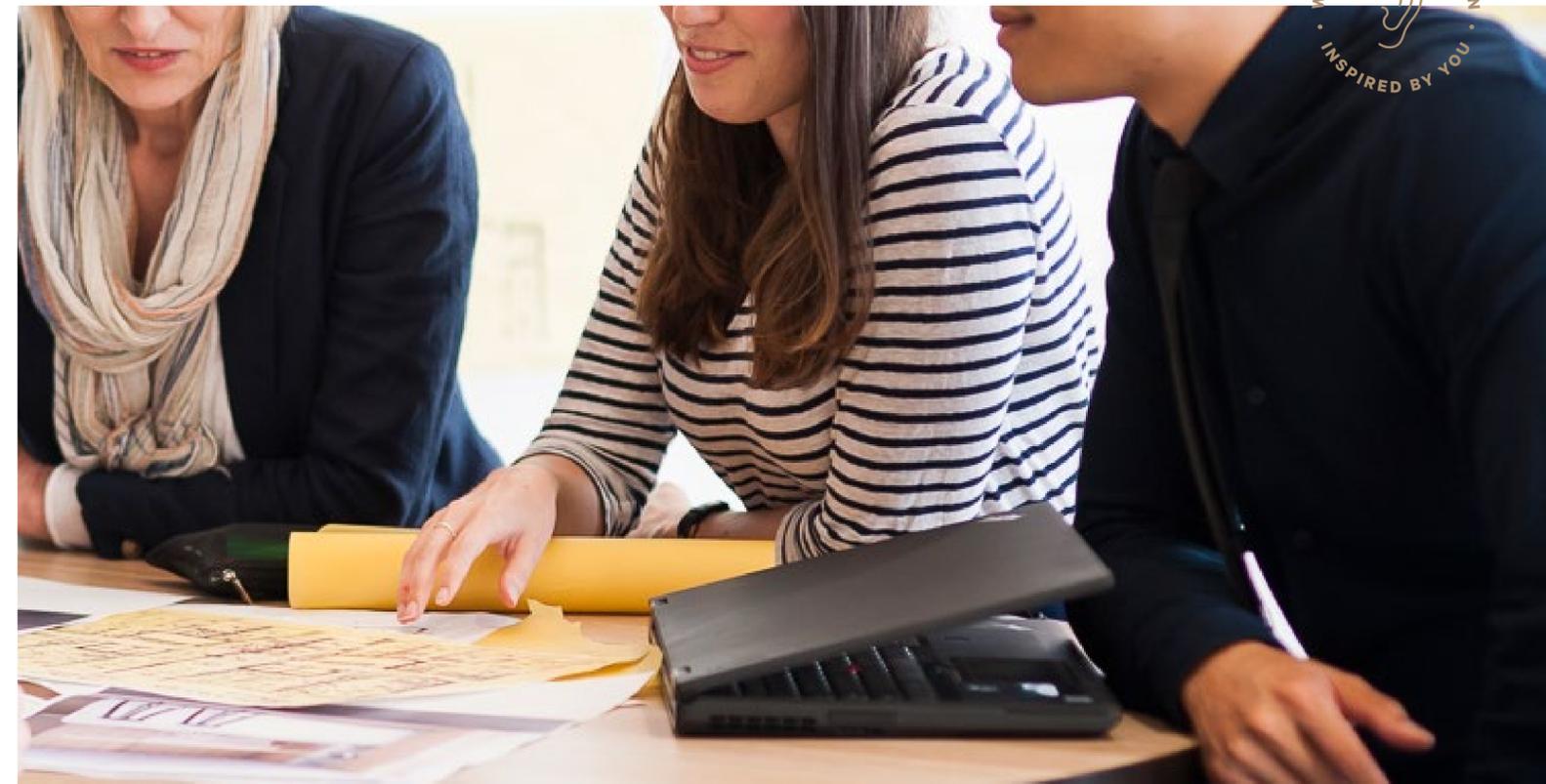
Over the years we've won industry awards but the ultimate judgement will always rest with our customers. And while we have some of the world's best talent all under one roof at Mirvac, across design, development, construction, finance, marketing and sales, it's to our customers that we always turn to gain insights about how we can design better to meet your changing needs and lifestyles.

It is our customers who continually inspire us, challenging us to rise to new challenges. It begins with your first encounter with Mirvac, continues through the sales experience and long after settlement. Your feedback helps us to achieve our goal and forms a vital part of our internal review process where we interrogate our designs, testing and refining them until they are the best they can be.

Designed by Mirvac, inspired by you.

*It's in the detail.*

“The reputation of the developer is extremely important. Mirvac is a good brand, good quality,”



“If it wasn’t  
a Mirvac build  
we wouldn’t  
be buying”



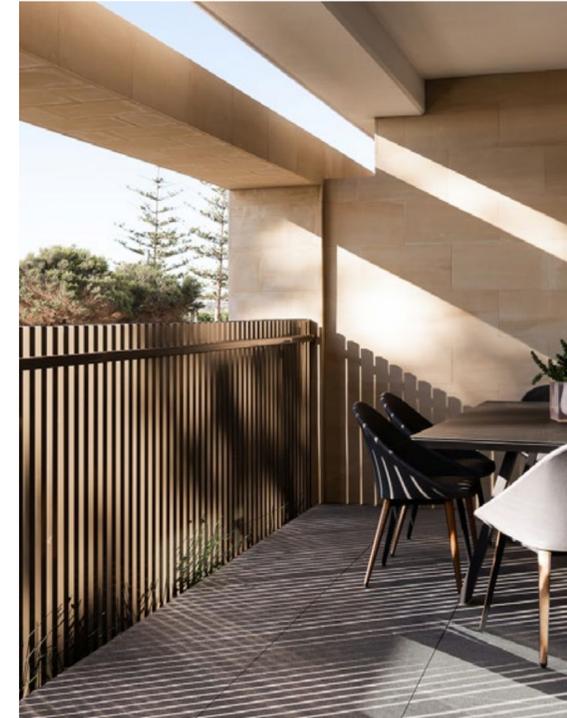
**TULLAMORE**  
Doncaster, Melbourne

**ASCOT GREEN**  
Brisbane



**THE FINERY**  
Waterloo, Sydney

**PRIMA**  
Leighton Beach, Perth



## WE DESIGN AND BUILD BETTER DESIGNS

The people lucky enough to have experienced living in a Mirvac home know what we mean when we say we design and build better. It's the little, often invisible things, that make the difference. Power points where they ought to be, living spaces that fit furniture, kitchen layouts that are logical, appliances that don't cost the earth in energy bills and an unwavering commitment to constantly. Best of all? We're always looking for new ways to be better.

It surprises many to learn that more than 70 per cent of what affects the quality of your home happens out of sight, behind the walls, and that's why trust and reputation is such an important factor in buying real estate.

There are literally hundreds of little details we include to make living in a Mirvac home a special experience. Like clever out-of-sight solutions for network hubs that allow total technology mobility, or high-performance features that exceed minimum requirements to deliver greater energy efficiency. We're always looking for new and innovative ways to reduce our customers' on-going living costs with low energy LED lighting, design and orientation that optimises natural heating and cooling, and water and energy efficient fixtures and appliances.

We're right at the forefront of solar technologies but we don't use our customers as guinea pigs – unless they've signed up to one of our Living Labs.

*It's in the detail.*

“When you buy off the plan there are so many variables. You want someone dependable and reputable,”



YARRA'S EDGE  
Docklands, Melbourne



## WE CARE ABOUT SALES AND BEYOND

At Mirvac we believe that our responsibility to our customers continues long after the sales contract has been signed. We're with you throughout the construction period to settlement and beyond, making sure that your experience with Mirvac is seamless and special. Our settlements team steps into overdrive near completion, assisting every buyer whatever your need. Because we're here for the long term it means we're accountable, backing up words with actions.

When a customer buys from Mirvac it is often one of the biggest investment decisions of their lifetime, a contract of trust that we take very seriously. The Mirvac brand has an enduring value that has stood the test of time. Even today, apartments that we built as a fledgling company are still being advertised as Mirvac designed and built, by the owners and agents who recognise the value of our name. It makes us incredibly proud to see properties advertised as "flagship Mirvac-designed building - one owner in 35 years".

That's a legacy we're more than happy to own.

*It's in the detail.*

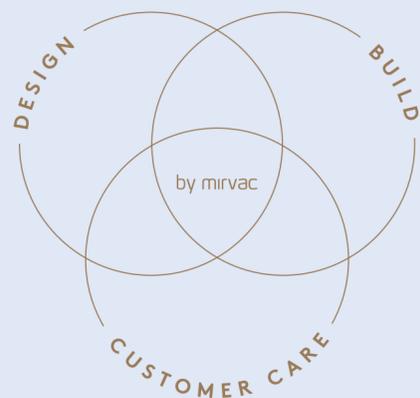
LUCID  
Newstead, Brisbane





**PRIMA**  
Leighton Beach, Perth

**ALL UNDER ONE  
ROOF KNOWLEDGE**



Mirvac's integrated business model, where we have expertise in urban planning, design, development, construction, finance, marketing and sales all under one roof, is one of our great advantages. It means that we share a long history of knowledge nationally. We anticipate, learn from the past and find future solutions. Our collaborative approach enables seamless project delivery and gives Mirvac the capacity to undertake complex mixed-use developments or projects that require a high level of integrated expertise. It also keeps us nimble and answerable with our after-sales care team providing feedback and customer support throughout the settlement period and beyond.

*It's in the detail.*

**THE MORETON**  
Bondi, Sydney



**LUCID**  
Newstead, Brisbane

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# Quality and Care in every little detail

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## THE MIRVAC DIFFERENCE



*It's in the detail.*



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