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# What is Alsaker

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*Alsaker: A family name originating from Alsåker [pronounced Al-saw-ker] - a village situated on the Hardanger Fjord in the South West of Norway*

In 2013, after 15 years experience in the Sydney Real Estate industry, Founder and Managing Director Will Roberts saw a niche in the market where service and value levels had deteriorated - from here Alsaker started.

Whilst still wanting to fuel his passion for Real Estate, Will started buying both commercial and residential property for a wide range of his clients - including Private High Net Wealth Clients, Wealth Managers, Property Trusts, Sophisticated Investors, Private Banks and for Self Managed Super Funds.

By doing this, he started to create a large network of agent contacts which in turn saw him obtaining access to the best properties without market competition and spotlight.

Alsaker are trusted by their extended client base to assist in growing their portfolios. They have been successful due to the way they work as well as their discretion and understanding of their clients need for privacy.

Alsaker are a team who recognise the true value in individual and personalised service. They pride themselves in their utmost confidentiality and professionalism and their team of experts deliver the perfect combination of knowledge and service to ensure the best buying experience and property investment choice for all of their clients.

# Who are Alsaker

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## *Will Roberts Founder & Managing Director*

Starting from reasonably humble beginnings in country NSW, Will moved to Canberra where he learnt his craft as a trainee salesman for Mitsubishi, he moved to Sydney in 2001 to further his career and opportunities.

After finishing his appointment at BMW Sydney in 2005, Will was head hunted and in turn transitioned from cars to Real Estate. Over the next 5 years he was a selling agent in the leafy Upper North Shore representing properties in St Ives, Turramurra, Pymble, Wahroonga and surrounding areas.

With 15 years experience in Sydney Real Estate, Will's philosophy is "Be a straight shooter, stick to what you are good at and deliver on value and promises."

Will is a sporting tragic, especially cricket and golf, he also enjoys spending time with his young family.

## *Craig Wing Licenced Buyers Agent (LREA)*

Best known for his high-profile career as a professional footballer, Craig has been an active property investor since his teen years.

For ten years he played Rugby League for South Sydney Rabbitohs, Sydney Roosters, NSW and Australia, winning a premiership, State of Origin series and Test matches. He then spent six years playing Rugby Union in Japan, residing in both Tokyo and Kobe, and represented Japan in the 2015 Rugby World Cup.

Thanks to his time in the media spotlight he values his privacy and understands clients' need for discretion.

His experience in the property market has taught him what makes for a good residence, investment or getaway. Craig loves meeting clients and getting to know their needs, wants and success stories.

Outside of work he loves living in Sydney, playing golf and - a new passion since Japan - getting away to the snow.



# Who are Alsaker

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## *Jon Buckman* *Commercial Buyers Agent (LREA)*

Jon has over twenty-five years' experience in the commercial property market working for three large corporate real estate organisations: CBRE, Jones Lang LaSalle and ING (previously Armstrong Jones) before setting up his own agency in 2011.

During this time Jon has accumulated a wealth of property knowledge working on behalf of property owning institutions, major corporates, banks, receivers, funds' managers, government bodies (both state and local), developers, retail chains, petroleum companies and private investors.

Jon's experience ranges over all property sectors in sales, leasing, management and consultancy. His network stretches far and wide and he has a knack for sourcing off-market deals.

Outside of work Jon is also a sports nut and still regularly participates in soccer, touch rugby, golf, and tennis.

## *Caroline Cook* *Operations Director*

Caroline started her career in advertising and sales promotion, eventually perfecting her expertise in branding and packaging.

After working on an impressive portfolio of clients including big multinational brands and leading supermarkets, she decided to take her skills over to Alsaker – by making sure that all clients briefs are met with efficiency, skill, professionalism and care.

Caroline has a huge interest in property and loves to help clients find their dream home as well as prepare their homes for a successful sale.

She also likes to keeps the team in line.



# *What we do*

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# Property - residential

We take the stress out of purchasing your dream property.

Whether you are looking to upsize your family home or downsize to an inner city pad, Alsaker Private Buyers Agents will assist in finding you the perfect property.

In an ever changing market, you need every advantage possible to achieve the best outcome, our network of agents allow us to gain access to pre-market, off-market and on-market property.

The hardest part of buying a property is finding the right one, our job is to sift through the properties and short list the appropriate options.

Based on your requirements and your position in the process, we provide 2 main buying options:

- 1) Complete search experience
- 2) Negotiate and secure

The above is the main services we supply, however we are always happy to tailor our services based on your requirements.



**85%**  
of properties  
purchased  
Off market



# Option 1: Complete search experience

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## *Consultation*

The preliminary meeting designed for us to learn exactly what your property acquisition criteria and strategy is.



## *Research*

Utilising all our industry contacts to obtain access to many off-market or pre-market opportunities.

We will research and in turn present property options with specific details.

We will only identify and present properties that meet the criteria and strategy.



## *Inspect*

We will endeavour to have an inspection prior to ensure the suitability of the asset.

Then a private inspection will be organised with you at a time that is suitable.

We will give unbiased advice on the strengths and weaknesses, the location and the longevity of the asset to assist you in making a well informed decision.



## *Negotiate*

Once the appropriate asset has been shortlisted, we will begin the price negotiation strategy to get the best price and terms possible.

During this stage we help arrange all necessary Due Diligence inspections and further information gathering. Eg- fire safety, building and pest, architect and other inspections (report fees not included) and sending contracts to solicitors.



## *Acquire*

We will remain managing the process and liaising with all parties from terms agreed to exchanging of property contracts, through to settlement of the asset.

We will be the conduit between you and the vendor to ensure all parties are well informed and comfortable with the process.



# Option 2: Negotiate and secure

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## *We don't want you to overpay*

Lucky you! You've found the perfect property but you just want assistance in dealing with the agent to secure it.



## *Negotiate and secure*

Once you have found the perfect property, we will use our knowledge and negotiation expertise to secure the property on your behalf under auction conditions or prior to auction.

During this stage we help arrange all necessary Due Diligence inspections and further information gathering. Eg- fire safety, building and pest, architect and other inspections (report fees not included) and sending contracts to solicitors.

We will then take over the price negotiation process, representing your interests-thus ensuring the best price and terms possible. Including registering and bidding at auction on your behalf (if required)

# Vendor advocacy



**\$26m**  
*Worth of property  
advised and  
prepared for sale*

Don't know who the best agents are in the area or have the time to deal with agent proposals for when you're selling your asset?

We can tender your property to the best agents in your area, review their proposals, negotiate fees and packages and manage the process to ensure you get the right team selling your prized asset.

The overall process:

- View the property and give initial feedback in preparation for sale
- Interview agents including taking them through all the positives of your property
- Review agent proposals and negotiate their commission on your behalf
- Give pro/con suggestions about each agent and include a like for like comparison
- Engage agent, manage pre-campaign details - photos, videos etc
- Take and report on all the feedback during the campaign and negotiate on your behalf – getting to the place you want to be at; saving you time and alleviating unnecessary stress of dealing with the agents constantly
- Due to our extensive market knowledge we know the best strategy for your property and work with the agent on your behalf to ensure that you achieve the best result for you

Clients who have utilised our vendor advocacy service have received on average an additional \$245,000 above the indicated market value.

Best of all this is a free service, it does not cost you any extra.

# Property - commercial



## *The Alsaker advantage*

We understand that purchasing a property locally or remotely can be difficult. Having someone located on the ground and able to visit and view any prospective property is invaluable.

We believe in sticking to our strengths and be the best at that, that is why we don't search for all property types.

We specialise in:

- Owner occupied or tenanted, set and forget or development upside
- Freehold assets
- Off market properties
- Commercial, mixed use and small industrial \$5m to \$25m
- Sydney City, City Fringe, Eastern Suburbs, North Shore and Inner West
- Major Regional Centres (NSW) - Newcastle, Blue Mountains, Canberra, Wollongong
- New infrastructure corridors and small radii surroundings

## *Your strategy, our passion*

Alsaker will take a client brief and take time to research and present the most appropriate properties in accordance with the portfolio strategy.

The strategy is one that focuses on:

- Capital growth
- True Net Yield
- Current market conditions
- Geographic location
- Infrastructure surrounding target area
- Type of holding asset

# Scope of work - commercial

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## *Consultation*

The preliminary meeting designed for us to learn exactly what your property investment criteria and strategy is.



## *Research*

Utilising all our industry contacts to obtain access to many off-market or pre-market opportunities.

We will research and in turn present property options with specific details including:

- income & outgoings report
- tenant profile
- proximity to key infrastructure transport hubs
- risk analysis of the asset

We will only identify and present properties that meet the investment criteria and strategy.

The aim is to present minimum of 2 properties per month.



## *Inspect*

We will endeavour to have an inspection prior to ensure the suitability of the asset.

Then a private inspection will be organised with you at a time that is suitable.

We will have a consultation with you to analyse the asset and confirm that it meets the investment criteria and strategy.

We will give unbiased advice on the strengths and weaknesses, the location and the longevity of the asset to assist you in making a well informed decision.



## *Negotiate*

Once the appropriate asset has been shortlisted, we will begin the price negotiation strategy to get the best price and terms possible.

This is done by:

- comparable market analysis:
  - m2 rates
  - rental yield rates
- WALE numbers
- analysing broader market trends
- accessing the quality of tenant/s
- heritage history of the asset
- zoning and development potential
- rating of the asset (A-grade, B-grade etc)

During this stage we help arrange all necessary Due Diligence inspections and further information gathering. Eg- fire safety, building and pest, architect and other inspections (report fees not included) and sending contracts to solicitors.



## *Acquire*

We will remain managing the process and liaising with all parties from when terms are agreed to exchanging of property contracts, through to the settlement of the asset.

We will be the conduit between you and the vendor to ensure all parties are well informed and comfortable with the process.

# Our success and results speak for themselves

"It was the worst of times. It was the best of times... enter Will Roberts of Alsaker.

For over 12 months we had attempted but failed to buy our 'downsizer home', then we engaged Will to negotiate for us on an apartment we had set our hearts on.

Within a week we had the deal completed at a price we were very happy with, thanks to Will's efforts. He was very engaging, very calm under pressure and very skilled in negotiating.

We highly recommend Will to anyone buying a property." **-Neil & Judy Ross**

"We wanted to take a moment to personally thank you both for the time and effort you put forth on our behalf in attaining our penthouse.

We were both enjoying the magnificent views over a picnic style dinner on the balcony last night where the realization struck us on what a journey this property search actually was.

Your helping us initially define the scope of the search, showing us a wide variety of properties to help narrow the focus, meeting us at locations within our restrictive scheduling, filming interiors of apartments that became available while we were overseas and providing referrals for third party resources to help facilitate the transaction, were all invaluable to us.

We just wanted to let you know that we recognize your efforts, and very much appreciate how they contributed to this excellent outcome.

Thanks again and best of luck in all you do." **-Private Client**

"I have used Will to purchase for both myself and my clients on a number of occasions.

Will has the highest service ethic I have ever come across. Nothing is a problem. No detail is overlooked. He is a pleasure to work with.

I and my clients have always received both a great experience and a great deal. The holy grail of an exceptional client experience.

I never hesitate to mention Will to any of my friends, family or clients who are purchasing a property.

Thanks again." **-Paul Barrett**

"Having lived in our current home for 13 years and 'to-ing' and 'fro-ing' as to when was the right time to 'move on' the process became a little daunting and as a result nothing kept happening! Not only could we not decide when to list our property, which agent to use and what improvements to do we simply couldn't agree which meant no decisions were getting made.

Then 'highly recommended', along came Will and Caroline of Alsaker and the rest of the process was stress free, seamless, pleasurable and the whole process completed in a time-frame which far exceeded our expectations.

Will and Caroline's presentations and recommendations were extremely professional and gave us a lot of faith in the process.

Caroline completely took the reins in interviewing local agents as well as organising and negotiating with stylists.

Will was always available at any time of the day and evening to discuss bidding, prices and 'when to stop' ensuring we ended up with our dream home!

We would highly recommend Alsaker and truly believe we achieved the results we did through having their team on board with us. We were able to remain calm both while selling and buying and knew that Will and Caroline had our best interest at heart and were always available to answer any questions we had.

We wouldn't change a thing, can't recommend Alsaker highly enough and would definitely use Will and Caroline's services again if we moved.

Thank you for everything!!!!" **-Peter & Sharon Taggart**

"I hired Alsaker to help me with the negotiation and acquisition of a residential property in Fairlight.

As I was going to be overseas for two weeks prior to the auction and was going to be interstate on the day of the auction, I needed a level-headed and knowledgeable buyer's representative to act on my behalf.

As I already owned the two adjacent properties, this was a property that I had to have at (almost) any price.

Of course, the Vendor's agent knew this as well, so I was concerned that the auction process would be somehow "gamed" so that I would be pushed to pay an over-the-top price.

As the negotiation progressed, I had instructed Alsaker that I was prepared to pay \$2m for the property and had expected that this would be the outcome.

However, after several hours of his discussions with both the Vendors and the Vendor's agent, I was surprised to get a call from them saying that he'd done the deal for \$1.92m, thus saving me \$80,000.

I would recommend Alsaker to anyone who needs an experienced and safe pair of hands to help with their real estate negotiations.

I would be happy to talk to any of their potential clients in this regard."

**-Andy Plummer**

# Our residential success and results speak for themselves

**"The Villard"**  
Potts Point



**"The Pomeroy"**  
Potts Point



**Darling Point Rd,**  
Darling Point



**Russell Ave,**  
Dolls Point



**Crown Rd,**  
Queenscliff



**Wellington St**  
Woollahra



**Lucretia Avenue,**  
Longueville



**Kenneth St,**  
Tamarama



**Glenmore Rd,**  
Paddington



**Glenmore Rd,**  
Paddington



**Mitchell Rd,**  
Rose Bay



**Bundarra Rd,**  
Bellevue Hill



**Carter Cres.,**  
Gymea Bay



**Alexandra St**  
Hunters Hill



**Douglas St,**  
St Ives



**85%**  
*of properties  
purchased  
Off market*

# Our vendor advocacy success and results speak for themselves

**Knox Street,  
Clovelly**



**Murray Street,  
Bronte**



**Grand Parade,  
Bonnells Bay**



**Prince Edward Street,  
Malabar**



**Warringah Road,  
Mosman**



**Castlereagh Crescent,  
Sylvania Waters**



**Bella Vista Court,  
Warriewood**



**Emerstan Drive,  
Castle Cove**



**\$26m**  
*Worth of property  
advised and  
prepared for sale*

# *Our commercial success and results speak for themselves*

**Shopping Centre,  
North Lakes, QLD**



**Darling Street,  
Balmain NSW**



**Alexander Street,  
Crows Nest NSW**



**Dowling Street,  
Woolloomooloo NSW**



**Great Western Highway  
Werrington NSW**



**Hume Highway,  
Lansvale NSW**



**Annangrove Road,  
Rouse Hill NSW**



*Purchased  
Off  
Market*





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*Thank you*