



Australian
Institute of
Architects



PROBLEM DEVELOPMENT SITE WITH A PERMIT

MODERN HISTORY



BEFORE

- What was the best option for maximum return?
- After we completed a Return On Investment review
- Our client purchased a failed 30 level residential development in Southbank
- The foundations and piling were complete, apartment sales had stalled.
- A satisfactory Return on Investment to the vendor was not viable.

AFTER

- ✓ With our knowledge of what is possible, we devised a simple action plan
- ✓ Increased yield from 3 additional floors assessed on the existing foundations
- ✓ Redesign core rationalising spaces to increase saleable floor area
- ✓ Sales campaign with improved internal layouts, facade & podium design
- ✓ Successful project

We help property investors, developers and builders who are frustrated with working out their property options go from missing out on rents, sales and capital gains to knowing what are the best options with a plan and the right contacts within 3 weeks using our specialised knowledge and Return On Investment road map without doing a design even if you have not built or developed property before.



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15 STATS THAT SHOULD CHANGE THE WAY WE DO BUSINESS

Many of my clients are business owners or senior managers so when I found these startling statistics recently it made me relook at how I was running my business and want to share them with you in this newsletter.

- 1) Price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service – Accenture Global Customer Satisfaction Report 2008.
- 2) A customer is 4 times more likely to defect to a competitor if the problem is service-related than price- or product-related – Bain & Company.
- 3) The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%– Marketing Metrics.
- 4) For every customer complaint there are 26 other unhappy customers who have remained silent – Lee Resource.
- 5) A 2% increase in customer retention has the same effect as decreasing costs by 10% – Leading on the Edge of Chaos, Emmet Murphy & Mark Murphy.
- 6) 96% of unhappy customers don't complain, however 91% of those will simply leave and never come back –1 Financial Training Services.
- 7) A dissatisfied customer will tell between 9-15 people about their experience . Around 13 % o f dissatisfied customers tell more than 20 people. – White House Office of Consumer Affairs.

8) Happy customers who get their issue resolved tell about 4-6 people about their experience. – White House Office of Consumer Affairs.

9) 70% of buying experiences are based on how the customer feels they are being treated – McKinsey.

10) 55% of customers would pay extra to guarantee a better service – Defaqto research.

11) Customers who rate you 5 on a scale from 1 to 5 are six times more likely to buy from you again, compared to 'only' giving you a score of 4.8. – TeleFaction Data Research.

12) It takes 12 positive experiences to make up for one unresolved negative experience – “Understanding Customers” by Ruby Newell-Legner.

13) A 5% reduction in the customer defection rate can increase profits by 5-95% – Bain & Company.

14) It costs 6-7 times more to acquire a new customer than retain an existing one – Bain & Company.

15) eCommerce spending for new customers is on average \$24.50, compared to \$52.50 for repeat customers – McKinsey. If we could put a plug in the bath we may not need to run so much hot water. Based on this overwhelming research why do businesses spend some much time and money trying to win new clients and so little trying to retain, re-sell and get referrals for their existing clients?

- written by Richard Petrie

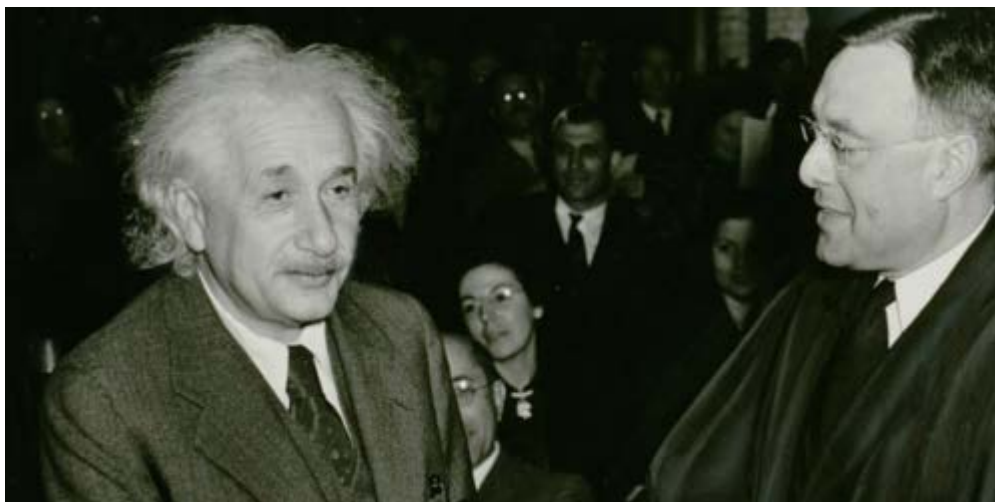
ICONIC BUILDING OF THE MONTH

Each month we select one of the most famous iconic buildings in the world and explain a bit about why it deserves to be in the list...

London's most iconic building St Paul's Cathedral was designed by English architect Sir Christopher Wren. Sitting at the top of Ludgate Hill, the highest point in the City of London, its famous dome is one of the world's largest, measuring nearly 112 meters high.

The original church on the site was founded in the year 604 AD. Work on the present English Baroque church began in the 17th Century by Christopher Wren as part of a major rebuilding program after the Great Fire of London.

Wren started working on St Paul's in 1668, his designs for the cathedral taking a decade to complete and the actual construction taking a further 40 years. St Paul's has played an integral part of London life ever since - as a dominant element in the city's skyline, as a centre for tourism and religious worship, and most recently as a focal point for anti-capitalist protests.



“Everything should be made as simple as possible, but not simpler”
- Albert Einstein



Martyn is well known as an architect of quality, style and efficiency. His portfolio spans more than 35 years of intense involvement with the problems and solutions peculiar to the CBD environment both in Australia as well as in the United Kingdom and Asia.

Martyn has extensive urban design experience both in Australia and particularly in Melbourne where he was significant in the emergence of medium and high density residential developments in the CBD, he specialises in balancing complex design constraints and requirements to achieve elegant and commercially viable built form solutions.

HOW MANY BUILDINGS CAN YOU FIND?

- PETRONAS TOWERS
- WHITE HOUSE
- COLOSSEUM
- TAJ MAHAL
- PANTHEON
- BURJ KHALIFA

Q Z A P N K A D N L D O O H F
 B P O W Q X T D W D M F N W V
 V B R Z D W B Z J V X G T F W
 P E T R O N A S T O W E R S H
 U R C F S M R N T Q A G P L I
 B Y R P S H Q I A Q B G A T T
 J C V X M L U R J R Q M N M E
 C O L O S S E U M X Q P T S H
 A E Q Q B Q W Y A S E X H M O
 J G W R N J R H H K G W E L U
 L Q L D A W P P A R J C O N S
 C L P V J R Q O L U Q W N Z E
 N B U R J K H A L I F A Y S O
 D I B T J F L Y X O N R R O K
 N S C B M T A K J H G T A Z O



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