

Brendan Woolley

Associate Director – Valuations & Advisory
B.Com. (LandEc) AAPI CPV

CHARTER.
KECK CRAMER



Brendan Woolley joined Charter Keck Cramer in December 2016. Brendan is a Certified Practising Valuer who has undertaken major valuation, development advisory and property market research engagements for corporate, institutional and government Clients across various real estate sectors throughout Australia.

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**Leaders in
Property
Intelligence.**

Working across Charter's Valuations and Advisory Business Units, Brendan has a multi-disciplinary approach to property, providing market based intelligence to deliver strategic property solutions.

PROFESSIONAL BACKGROUND

Academic qualifications and relevant industry associations.

- » Bachelor of Commerce (Land Economics) - University of Western Sydney
- » Associate of the Australian Property Institute - API Member No. 68523
- » Registered Valuer (Certified Practising Valuer) NSW

SPECIALISATION

- » Property valuation.
- » Property market research.
- » Project assessment and advice.
- » Development advisory.
- » Feasibility and options analysis.
- » Highest and best use studies.
- » Market positioning reviews.
- » Functional needs assessments.
- » Portfolio strategy formulation.
- » Economic studies.

INDUSTRY EXPERIENCE

- » Functional needs assessment on behalf of a NSW State Government entity to identify land requirements for a new facility. The assessment included extensive consultation with key stakeholders and identifying specific parameters of a new facility.
- » Market positioning assessment and development advice on a proposed circa 800 apartment development concept at Randwick.
- » Valuation advice in relation to a national hotel portfolio.
- » Formulation of multiple development "uplift" options and feasibility assessments on a heritage listed Sydney CBD commercial building. The review included analysis of potential floor space ratio "bonuses" offered by Council based on specific use options.
- » Development of a 12 year strategy for the NSW State Government to assist in identifying short/medium term investment,

divestment and development options in relation to a regional portfolio of circa 4,500 properties.

- » Market positioning assessment and development advice on behalf of a private developer in relation to a Western Sydney golf course conversion yielding 800+ residential dwellings. The project included an extensive competitive analysis and advice pertaining to development yield, sizing, mix and price points.
- » Formulation of development options and feasibility assessment advice on behalf of the NSW State government on key sites within a transport corridor to identify potential value enhancement based on hypothetical planning uplifts.
- » Retrospective valuation advice for "Goods and Service Tax" purposes in relation to a heavily contaminated 35 hectare residential development site in Western Sydney. The site included a large passive open space component.
- » Periodic peer review valuations on behalf of a national Super Fund portfolio. The reviews included valuations of commercial office buildings located in the Sydney CBD and suburban industrial premises.
- » Feasibility and options analysis on behalf of the NSW State Government in relation to three adjacent public housing estates in Surry Hills. The analysis included completion of feasibility assessments on varied renewal upgrades to the 600 existing apartments and additionally assessments assuming complete redevelopment.
- » Highest and best use assessment on behalf of a private consortium in relation to identifying development options for surplus land attached to a racecourse.
- » Valuation of a fuel depot and petrol station portfolio throughout primarily Regional NSW. The valuation exercise was required to assist in the formulation of a disposal strategy.
- » Functional needs assessment on behalf of a Western Sydney Local Government looking to consolidate service operations from multiple facilities to a single new facility.
- » Market positioning assessment on behalf of a Sydney based developer in relation to a circa 540 apartment development in Macquarie Park.

- » Compulsory acquisition assessments in relation to a number of major arterial roadway proposals throughout Sydney. This included acting on behalf of either an acquiring authority or the dispossessed owner.
- » Highest and best use assessment on behalf of a private landowner on a former cinema facility on Sydney's North Shore. The assessment included identifying varied mixed use options and completion of hypothetical development exercises to identify best financial outcomes.
- » Strategic land use study and valuation of a 120 hectare former heavy industry site located in Western Sydney. The project included an extensive demographic analysis, thorough review of planning policy, identification of a potential "best" use options and corresponding valuation assessments.
- » Feasibility and options analysis on a range of mixed use development proposals in Mascot. Included an analysis of proposals over individual sites in isolation and assuming consolidation of a number of contiguous sites.
- » Valuation of a non-putrescible waste facility in South Sydney. Additional analysis was subsequently completed on potential rezoning / re-use scenarios.
- » Valuation of a surplus land portfolio on behalf of the NSW State Government. The portfolio ranged from small residue parcels to development scale sites throughout the Sydney Metropolitan area.
- » A review of Employment Lands within the Lower Hunter Region of NSW on behalf of a private developer seeking to ascertain the state of the market prior to developing a new estate. Included a comprehensive review of Employment Lands extending south from the Central Coast to the northern Hunter region.
- » Valuation advice in relation to a disused water pumping station positioned along the foreshore of the Nepean River in Penrith on behalf of a private client.
- » Valuation advice in relation to a Marina in Blakehurst on behalf of a private client.
- » Easement valuations for both acquisition and surrender related purposes. These have included a range of easement types including drainage and electricity.
- » Assessment of economic impacts on behalf of a landowner / developer in North Western Sydney in relation to the proposed conversion of planned office accommodation to development for residential use. The engagement included a thorough analysis of suburban office markets and an in-depth comparative analysis of supply and demand for both land uses.
- » Market potential and highest & best use assessment in relation to a large suburban Club facility on behalf of the owner. The project included identification of development opportunities to formulate and implement a development strategy. A review was completed on residential, senior's living, student accommodation, hotel accommodation, leisure / service facilities, office, medical services and retail land uses.
- » Residential market analysis of a proposed large scale mixed use development in Penrith to determine the implications on the broader region and supply pipeline of a reduction in the total yield of residential apartments from 1,100 to 600 units.

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