

CHARTER KECK CRAMER

“GOING GREAT DISTANCES FOR CLIENTS”

The changing nature of the Australian property market is something Charter Keck Cramer has come to deeply understand over the past 45 years of operation.

Charter Keck Cramer was first established as a valuations firm in Melbourne in the early 1970s. Charter has since expanded and diversified its service offering. It now provides independent strategic property advice to clients locally and internationally across valuations, advisory, research and strategy, projects and capital.

In 2015 Charter appointed Ivan Lam to Head of International Business to ensure that international clients had a direct line into the business. Ivan provides highly skilled, experienced and independent advice to clients on capital investment into the Australian property market. This gave Charter’s clients the resources to assist in the investment process and strongly guard their ultimate investment.

“Our international reach is in response to our belief in the importance now and growing success of the relationship between Australia and Asia”

— **Peter Hutchins, Managing Director, Charter Keck Cramer**

The pathway to opening an office in Singapore was organic and stemmed from Ivan and Peter’s growing number of relationships and clients from ASEAN. The push into Singapore was adopted with enthusiasm and strategic development through the Executive Board in 2017.

Being on the ground in Singapore has allowed Charter to further develop and support the strategic needs of its clients both locally and internationally. It has also increased the company’s capacity to be the safe pair of hands to help facilitate clients’ growth into the Australian property market.

HIRING TALENT THAT CAN OPERATE BETWEEN COUNTRIES AND CULTURES

Charter was recruiting for its first on the ground resource for several months. While appointing someone was crucial to providing the best service to clients, that quality of service could only come from appointing the right person. Charter’s goal was to ensure that the appointment would have client skills and industry experience, along with local knowledge, local relationships and work experience in both Australia and Singapore.

Charter appointed Brynner Loke as Executive Manager – ASEAN Business to its Singapore office in November 2018. Brynner undertook a summer internship program at Charter’s Melbourne office while completing his Masters Degree at an Australian university.

STRUCTURING A BUSINESS THAT GROWS WITH ITS CLIENTS

Charter has grown with its clients’ needs. Establishing a Singaporean office is part of its national and international expansion that is occurring as Charter grows in partnership with its clients.

It can see that its clients benefit most when Charter is engaged before an investment decision is made. That way, Charter can guide them through the process and toward the assets of greatest long-term value. Charter is part of both the deal structuring and execution, as well as a long-term property partner.

Charter Singapore currently offers services that help people safely and productively invest in Australian property.

With a deep understanding of the critical linkages between planning policy, property markets and property industry dynamics Charter provides the perspective and foresight needed to deliver investment into the Australian market.

“We speak the same language”

— **Ivan Lam, Head of International Business, Charter Keck Cramer**

Acknowledging the importance of the culture of its Chinese clients, Charter provided staff training on appropriate cultural practices — from handling business cards to how to have a meal.

Having Ivan on the executive team as Head of International Business also meant that the company had someone who could converse with clients in their own language.

“Sitting in a business presentation, I understand more complexity than a company that is receiving information through a translator. Having language skills helps me understand the clients better and they understand me better too. Many of the big companies still rely on translators,” says Ivan.



From left: Brynner Loke, Shaun Golden and Ivan Lam at Charter’s Singapore office.