



THE REAL DEAL

By Tina Di Camillo, General Counsel Network Pacific Strata Management Pty Ltd.

Deal Corp goes about its business quietly and without too much fuss, yet it is one of the most respected, trusted and successful development companies to grace the Victorian landscape over the last 30 years. Deal Corp over that period of time has delivered in excess of two billion dollars of product to the market.

At its head is Managing Director David Kobritz. David's maternal grandparents escaped the Russian Revolution to settle in Harbin in the northeast of China and then Tianjin near Beijing. It is in Harbin that David's mother was born and in Tianjin where she met and married David's father. David's father had been sent by his own father from Hamburg to China before the Second World War to pursue the family's trade interests. It is here that David's father forged a close relationship with Isador Magid, the developer of many well known shopping centre developments such as Fountain Gate and Brandon Park shopping centres. After the war, David's family was torn between migrating to California or Australia. In 1951, after much deliberation, David's parents migrated to Melbourne, David's birthplace.

"It is in Harbin that David's mother was born and in Tianjin where she met and married David's father."



The seeds of Deal Corp can be found in the journeys of a young boy sitting in the back seat of a car while his father and Isador Magid drove around Melbourne assessing suitable development opportunities. Isador too was part of that expatriate Russian community that found itself living in China and then migrating to Australia; Harry Triguboff went to school in Harbin with David's mother. Forces converged to create a destiny. David's environment led him to a Town Planning degree from Melbourne University, work with town planners and architects both in Melbourne and London and ultimately, in 1988, to the creation of Deal Corp.

The Projects

Developments to date include Aura Apartments a 28 level mixed use CBD development, Era, a 140 apartment and office complex in Richmond, Arkana in Dandenong, Toorak in South Yarra, Cohen Place in the CBD, Bond in South Yarra, Greville in Prahran, Gateway Apartments, Kubix and Polaris, to name only a few.

Polaris, by the time stage 12 is completed will be comprised of one thousand one hundred dwellings, retail outlets and well designed public space. Stage 2 and 3 are due to be completed this year and stages 4 and 5 within the next twelve months. Polaris adjoins the La Trobe University campus in Bundoora and works with the campus to facilitate travel between the two.

The Market

Kubix is unique in the market place. It is a 232 apartment complex located in Wantirna, 35 kilometres east of the CBD. David Kobritz considers it to be a prime example of the diversity of the apartment market in and around Melbourne. As David puts it, there are markets within markets. Australia is finally catching up with the rest of the

world in its development of high density living within its capital cities. The demand for apartment living has now started to make its way into the outer suburbs. Thirty years ago people purchased the then Australian dream of the quarter acre block. They raised their children in places like Wantirna, made lifelong friends, availed themselves of the services and amenities and wanted to stay when their children moved out. Kubix answered that market demand.

In fact, Kubix is a prime example of why there should be no government regulation of apartment sizes or interference with market forces according to David. Kubix began its life as a 4,000 m² parcel of land fronting Burwood Highway with a permit for two office buildings. However, Deal Corp quickly realised that the demand was not for offices in this area but for apartments. It therefore designed a development comprised of three buildings. Construction of the first one tower has just been completed and construction of the second tower will commence in July. The third tower is testament to market forces dictating development. The first and second towers saw strong sales of two bedroom apartments between 80-85 m². What emerged during the sale process was that the market sought and was therefore willing to pay for larger apartments of about 130m². The third tower now caters for this demand.

Future projects are committed in Fitzroy and South Yarra.

The Future

According to David Kobritz, it is dangerous for the government to interfere with the market. The market is and should be able to determine what it wants and there are sufficient planning controls in place to guide the developments. To push the standards above what the market wants is not acceptable. There is the affordability factor and it would be naïve to assume that legislated increases to apartment sizes and

不动产交易

尽管Deal公司经营业务比较低调,但在过去的30年里,它仍然是维多利亚风格景观开发领域最受尊敬、最受信赖并且最成功的公司之一。在此期间,Deal公司向市场交付了超过20亿美金的产品。

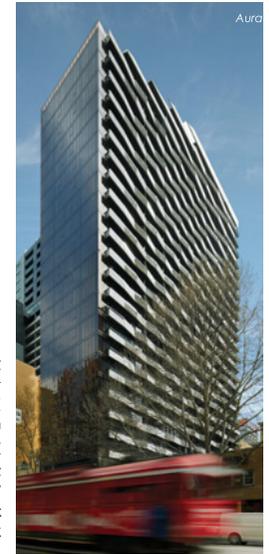
Deal公司的中国缘

Deal公司总经理是大卫·科布里茨。大卫的外祖母在俄国革命期间逃离至位于中国东北部的哈尔滨定居,而后又搬至靠近北京的天津居住。大卫的母亲出生于哈尔滨,她在天津遇见并嫁给了大卫的父亲。大卫的父亲在第二次世界大战之前将大卫从汉堡送到中国,以寻求家族的贸易利益。大卫的父亲在这里与伊萨多·玛杰德结成挚友,后者是喷泉门和布兰登公园购物中心等知名购物中心的开发商。战争结束后,大卫一家在迁居加利福尼亚或澳大利亚期间四分五散。1951年,经过认真考虑,大卫的父母决定移居至大卫的出生地墨尔本。

Deal公司的起源可追溯至大卫——当时还是个小男孩——坐在他父亲后座环绕墨尔本鸟游之旅,他父亲和伊萨多·玛杰德研究合适的发展机会。伊萨多也是从俄国移居至中国生活这一群体中的一员,然后移居至澳大利亚;哈里·崔古柏夫与大卫的母亲一起在哈尔滨求学。时局影响命运。大卫所处的环境引导着他后来获得墨尔本大学城镇规划学位,并与墨尔本和伦敦的城镇规划师和建筑师们一起工作,最终在1988年自己创立了Deal公司。

项目

迄今为止开发的项目包括:奥拉公寓——28层多用途中央商务区开发项目;时代大厦——里士满一个共计140间



的公寓和办公室综合设施;位于丹德农的阿卡纳公寓;位于南亚拉区的Toorak公寓;位于中央商务区的科恩坊;位于南亚拉区的帕迪公寓;位于普拉汉的格雷维尔;港汇公寓;Kubix公寓和北极星;这里不一而足。

北极星项目第12期完工后,将含有1100个房间、零售商店和精心设计的公共空间。2期和3期将在今年完工,而4期和5期将在未来12个月内完工。北极星毗邻拉夫伯大学的邦多拉校区,并且与该校区合作达成二者之前的便利交通。

市场

Kubix公寓在市场上是独一无二的。Kubix是位于瓦特纳的共计232间的复合公寓,距离中央商务区东侧35公里。大卫·科布里茨认为Kubix是墨尔本内及周边区域公寓市场多样化的一个最好的例子。正如大卫所说,市场内还有市场。澳大利亚最终在其首都城市内的高密度生活区开发领域赶上了世界上其他国家。现在的公寓生活需求

已开始逐渐延伸至远郊区域。30年以前,人们追求当时的澳大利亚梦——1/4英亩街区。他们在类似瓦特纳的地方生儿育女,交朋友,使用这里的服务和便利设施,并在子女搬离后继续居住于此。Kubix解决了这一市场需求。

事实上,按大卫的观点,在为什么政府不应规定公寓大小或者干预市场力量方面,Kubix就是一个最好的答案。Kubix最开始是设计成面朝帕伍德高速公路的4000平方米宗地,预留两栋办公大楼区域。然而,Deal公司很快意识到这个区域的需求并不是办公室而是公寓。因此Deal设计了含有三栋大楼的开发方案。第一栋大楼



layouts would not affect affordability and therefore accessibility to housing. The world is a smaller place and we are catching up with what the rest of the world has been doing over the past fifty years. "Australia has for far too long been living in a fool's paradise thinking it was insulated from the rest of the world."

Deal Corp's earliest developments began with the renovation of four villa units located in Chadstone. The projects over the years have become bigger and more complex but at the cornerstone of every development are Deal Corp's core values of integrity, quality products and reputation for delivery. Deal Corp has in the past purchased property from State Government agencies including Places Victoria and Vic Track in order to provide affordable quality housing. It anticipates that future opportunities will arise for which it will tender. If successful, this will be another feather in Deal Corp's already illustrious cap.

刚刚竣工,第二栋大厦将在7月开始建造。第三栋楼将根据市场需求确定开发方案。第一栋和第二栋大厦见证了80-85平方米两居室公寓的热销。在销售期间得知,市场买主愿意购买130平方米左右的大公寓。第三栋大厦将满足此需求。

目前在菲茨罗伊和南亚拉区已经确立了其他一些未来项目。

未来

根据大卫·科布里茨的观点,政府干预市场是一种危险行为。市场能够并且应该能够决定它的需求,而且应该有足够的规划控制到足以引导开发。制定高于市场需求的标准是不可取的。这里面有购买力因素。关于立法增加公寓尺寸和布局不会影响购买力及其安居可达性这一设想是很天真的。世界变得越来越小,努力赶上世界上其他国家是我们在过去50年里一直在做的事情。"澳大利亚已经在愚人乐土思想的影响下生活太久了,一直幻想着与世隔绝。"

Deal公司最早的开发项目起始于查斯顿的四间别墅。这些年Deal公司的项目变得越来越大而复杂,但是每个开发项目均基于Deal公司的核心价值观,即诚信、优质产品及交付声誉。Deal公司此前已从维多利亚不动产和Vic Track等州政府机构手中买下所有权,以便提供经济适用的优质住房。Deal公司预期未来将有更多机会呈现,并且届时将会投标。如果成功,那么这将成为Deal公司又一值得骄傲的成就。

About the feature contributor of this article

Network Pacific Strata Management Pty Ltd and its related entities have provided Deal Corp with Owners Corporation services for the past fifteen years and is the Owners Corporation Manager for each of the buildings referred to in this article.

关于此文章的专题撰稿人

网络太平洋物业管理地产有限公司(Network Pacific Strata Management Pty Ltd)及其关联实体在过去15年里为Deal公司提供业主立案法团服务,并且是本文所提到的每一个建筑物的业主立案法团管理者。