

The Sharing Economy and Disruptive Technologies: Mirvac's experience so far...

AHURI | 30 OCT 2015



VentureCrowd Property

“As part of our mandate to innovate we have agreed to provide two apartments from our popular Sydney projects to the trial, enabling us to better understand the ins and outs of crowd-funding.”

John Carfi speaking to The Australian, Property, 29/04/15, page 26

VentureCrowd Property

VentureCrowd Property is an Australian online investment platform through which registered investors can access and participate in exclusive real estate investment opportunities.

Mirvac teamed up with VCP to enable investors to equity crowdfund two properties within Mirvac's development pipeline.

The properties are within the Chevalier development at Harold Park and The Moreton at Bondi.

The investment process will be staged over a two-step process

Both properties are within developments that have sold out and offer access to two one-bedroom apartments that will give investors either equity exposure and/or debt exposure as per their choice.

"You don't put all your eggs in one basket and can have an interest in several markets...and a large, reputable, trusted developer like Mirvac being involved gives me confidence. Mirvac ...builds a quality product."

Adrian Bunter, Experienced Property Investor, interviewed by Venture Crowd, August 2015

Airbnb

“The best bit is having the ability to lock all our valuables in the study and still lease out a fully functioning one bedroom apartment.”

RP, Mirvac staff member

Airbnb

Airbnb is a website for people to list, find, and rent lodging. It has over 1,500,000 listings in 34,000 cities and 190 countries

At the opening general session of the 2015 ULI Fall Meeting, [Airbnb](#) cofounder and CEO Brian Chesky described his company's model of hospitality as complementary to the traditional hotel industry where Airbnb's global network of hosts can alleviate consumer demand that cannot always be met during periods of peak occupancy.

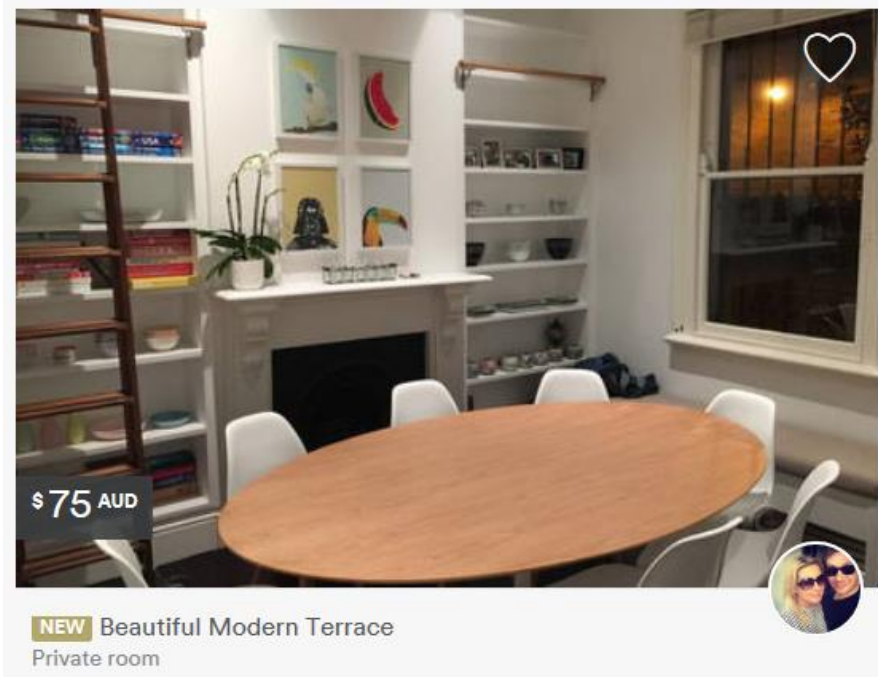


“Home” Focus

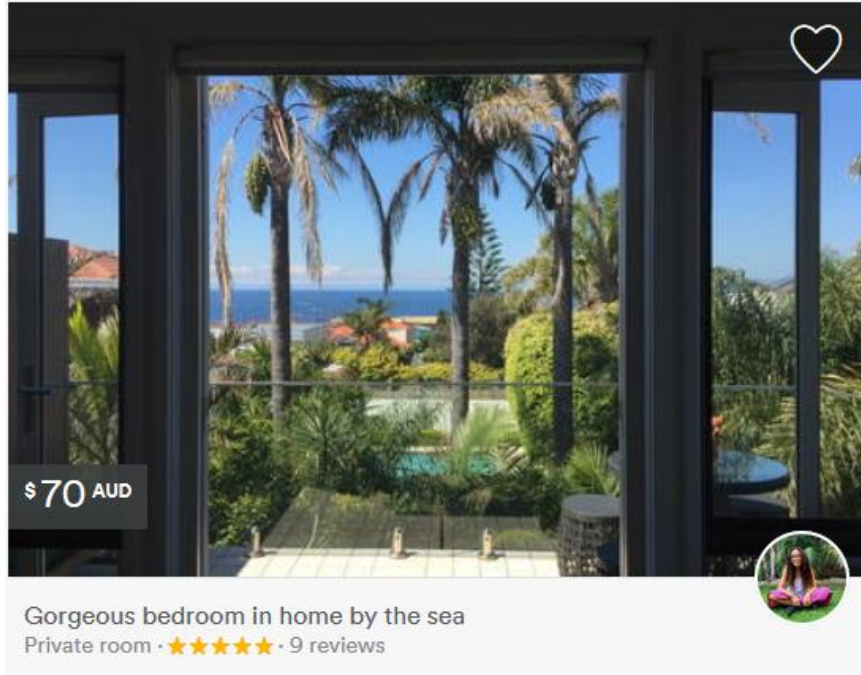
Chesky emphasized that the personal connections that develop between hosts and guests and the experience of belonging that hosts offer guests—rather than rooms or inventory—are what his company is about

Hosts love opening up their homes to travellers, and travellers have found places to stay that had a personalized touch and that felt more like home in an unfamiliar city.

In a recent Mirvac staff survey, almost all respondents have had a positive experience.



Great Experiences

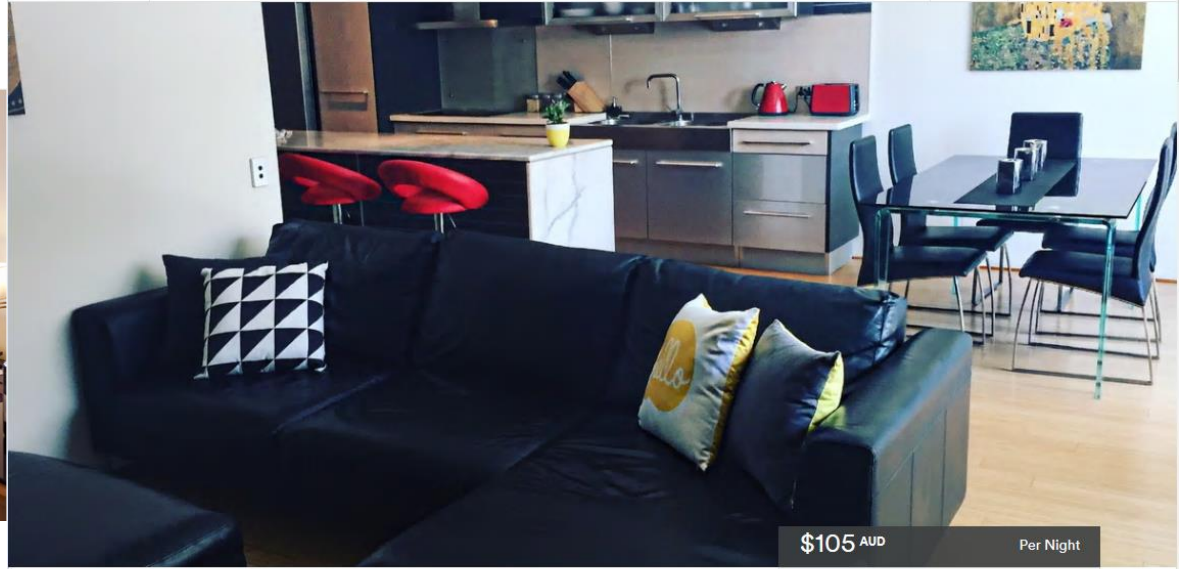


“I get to meet interesting people and earn extra income from a room that sits empty half the year.”

“A friend who is a single mum also said that she could stay in places that had kids toys!”

“This Christmas break my apartment is being rented for 1 week at the price of over a month's rent.”

“I just bought a house and the main selling point was that it has a granny flat, which I can rent out on AirBnB.”



Alesha & Jarren

** Luxury CBD Room+Ensuite Room 2**

Perth, WA, Australia ★★★★★ (4)



Private room



2 Guests



1 Bed

\$105 AUD

Per Night

Check In

dd-mm-yyyy

Check Out

dd-mm-yyyy

Guests

1

Instant Book



Thank you.