



# Meet Hugh Jones

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buy. sell. manage.

# Profile

# Profile

Hugh Jones is passionate about his clients' property success.

He believes that buying and selling property, and managing investment properties, should be easy, transparent and stress free for his clients. He has proven success with small, medium and large, complex deals and believes that regardless of scale, successful property transactions are the result of a strong knowledge base, thorough research and analysis, defining the right strategy and negotiating a successful outcome.

Hugh is founder and director of Synergy, independent property advisory firm established in 2008, and a licensed real estate agent. Over a career spanning almost 20 years in real estate and property advocacy, he has developed a strong and positive reputation amongst his peers, and has been trusted for his independent advice by many loyal clients. His clients include Melbourne's high net worth individuals and families, and many successful commercial and industrial businesses.

He has a thorough understanding of the constantly changing Melbourne market, is relied upon by strategic alliance partners across financial and legal circles for advice, and is often asked for opinion by media and analysts.

On a personal level, Hugh lives with his partner Nancy in Middle Park, has a passion for historic sport cars and enjoys club sport, keeping fit, fishing and travel.

# Expertise

# Expertise

Since 1992, Hugh has bought and sold over 1000 properties – from single bedroom residential apartments to multi-million dollar commercial and industrial properties and developments, up to \$3M to \$30M range.

## Strategy and Advice

Providing strategic advice is what Hugh is known for and his thorough approach is what sets him apart in the industry. He specialises in sales strategy, property acquisition and portfolio development and is particularly astute with multi-generational property planning. Hugh's strategy and advice allows clients to make informed decisions, understand & analyse their current position, develop desired outcomes and be supported with a clear strategy which is executed to meet their objectives.

## Negotiation

Property negotiation is a specialised field. Hugh's strengths in negotiation and his independence allow him to fully represent his clients' interests and level the playing field in negotiations with Estate Agents and Property Developers who themselves are specialists. Hugh's negotiation capability is critical in circumstances where further negotiation or analysis is required to extract value for clients and complete transactions. With large transactions, this can involve hundreds or thousands, and sometimes millions of dollars.

# Client Examples

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## 1. Multi Generational Family:

### Substantial Eastern Suburbs Shopping Centre Analysis & Sale

- Land tax increased from 3% of rental yield to 52% of yield, making it unfeasible for Landlord to hold in current format, and meet income obligations;
- Engaged by client to evaluate options and provide solutions;
- Engaged specialist with regard to assessing fair land tax value;
- Evaluated property of 25 tenancies, advised property was seriously underdeveloped and yield was under potential ;
- Suggested either refurbishments, redevelopment or sale;
- Engaged architects to consider feasibility study;
- Met town planners at council;
- Client decided they did not have experience or financial capacity to fully develop site;
- Client decided to sell;
- Synergy negotiated lease surrender with multiple tenants, to add value to site;
- Sold property at significant premium;

# Client Examples

## 2. Commercial Property:

**Property Purchase and Negotiation for National Motor Car Dealership (representing well known German Marque) who decided to establish new dealership.**

- Engaged to assess needs and provide solution;
- Met with company directors to assess high level needs;
- Interviewed managers of sales, workshop, and office department to assess ideal site layout;
- Engaged architect to draw 3 potential concepts building envelopes;
- Obtained approximate building 'guesstimates' on hypothetical buildings;
- Advised client that a budget of \$15M - \$22M would be required depending on level of finish, final location, and floor plan selected;
- Boundaries of search governed by Prime Dealer Zone;
- Site sourced after 6 month search;
- Took consultants advice on site before purchasing;
- Negotiated purchase, with conditions favourable to client;
- Client built new dealership;

# Client Examples

## 3. Commercial Property:

### **Analysis, Strategy Development & Implementation for long term investors who considered selling out of large retail & office site**

- Engaged to assess options and provide advice as to how to sell for premium price;
- Assessed site & lease terms;
- Property valued at approx \$9M;
- Discovered that Tenant still had option to purchase that Landlord thought had expired;
- Discovered property grossly under let, but an outstanding long term development holding;
- Met specialist solicitor to assess lease & option, took barristers opinion of same;
- Engaged valuer regarding rental;
- Set in place medium term strategy to maximise Landlord's outcome;
- Developed lease re-negotiation strategy to raise rent and extinguish option to purchase;
- Property value increased by 70%;
- Advised Landlords to retain;

# Client Examples

## 4. Deceased Estate:

### Analysis & Disposal of Residential, Rural and Commercial Properties

- Client referred to Hugh Jones by Accountant to add an additional level of probity sales within a complicated estate comprising multiple properties (residential, commercial, industrial), businesses, and trusts of over \$20M.
- Engage by the estate, approved by all 3 beneficiaries;
- Added independent third party perspective with objective to maximise estate's value in a transparent, process driven manner;
- Managed valuations of all properties & stock;
- Met with newly appointed accountants and Estate solicitors to understand taxation implications;
- Developed sales strategy for all assets;
- Ensured properties were 'in order' to maximise price including appropriate leases for commercial properties, presentation works of residential properties etc ;
- Interviewed and appointed Estate Agents;
- Led oversight of marketing campaign;
- Provided advice to family on handling negotiations and auction reserves;
- Provided assistance to 3 beneficiaries to re-invest estate proceeds in quality assets for future generations;

# Client Examples

## 5. Multi Generational Business:

### Assisted expansion by Disposing of existing site and Acquiring new site premises

- Long established clothes manufacturing business in Melbourne's outer suburbs;
- Third generation had changed business strategy from manufacturing to mainly import and wholesale;
- Required additional space and improved arterial access to continue to expand;;
- Client engaged Hugh Jones to buy additional premises;
- On analysing existing building, found that it was inappropriately developed and better value would be obtained by selling it (to be developed to a higher use) and a combined new premises obtained;
- Recommended to keep all business under one roof with modern clear span warehouse;
- Searched market, sourced property, conducted due diligence and purchased new property;
- Developed a strategy to maximise sale price of original premises, including environmental audit and remediation quotation;
- Interviewed selling agent;
- Appointment selling agent
- Managed marketing campaign;
- Advised on final sale negotiation;

# Partnership Approach

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Hugh develops a customised strategy and approach to every transaction, and where appropriate, builds a team of supporting consultants to ensure all aspects of the transaction are addressed under his leadership.

Key alliance partners are engaged to form deal teams. Partners include: Banks Group: Accountants & Financial Planning, KSR Partners, Planning Partners, Como Financial Planning, HFM Planning, ANZ Private Bank, NAB Private Bank and a number of Legal Firms.

Other supporting consultants include town planners, environmental consultants, architects, valuers, engineers, (air conditioning, mechanical, electrical, etc), and land surveyors.

# Welcome Home