



Switch
Homes
for Living



A NATURAL PROGRESSION



With our eyes firmly focussed on our goal of becoming a “complete” property group, we are thrilled to confirm Pindan has launched Switch Homes for Living, a Project Homes Division.

Coming under the responsibility of Grouped Dwellings Director, Chris Lillis, the addition of the new Division means the company will now work across all facets of the property and construction industries.

“Very few people realise that Pindan actually began as a housing company when it formed more than 30 years ago – our TV jingle back then was ‘Something Special in your Life’,” explains Chris.

“Over time, we’ve diversified and, while this expanded focus will continue, we’re keen to now take our extensive industry knowledge into the project homes market.”

Chris describes the move as “a natural progression” for Pindan.

“This is something we’ve been thinking about for some time and, given we’ve been in the grouped dwellings space for over 15 years, we have the skill set to deliver expertise to home owners and are excited about what we have to offer,” he says.

Six display home sites have already been secured across the metropolitan area in Ellenbrook, Baldivis, Canning Vale, Wellard, Lakelands and Hocking. The Ellenbrook display home opened to the public on the 6th of June. Four more display sites are planned to open before the end of the year.



Lee Morris, Chris Lillis and Rob Romberg

“At this stage, we’ll be focussing our attention on high-quality, single-storey four-bedroom, two-bathroom homes for first and second home buyers interested in the \$160,000 to \$260,000 range,” says Chris.

“Newly appointed Sales and Marketing Manager, Lee Morris and Rob Romberg, our Grouped Dwellings General Manager, will both take leading roles and bring a wealth of knowledge to the table.

“Lee has more than 12 year’s experience in the project homes

sector in WA and Rob not only started the Homebuyers Centre but also ran his own building company for a number of years.”

Rob says that while the expansion into the homebuyer market brings a new set of challenges, Pindan’s reputation and experience coupled with the team’s skills will serve them well.

“The project homes market in WA is highly competitive and fragmented with some very dominant companies operating within the sector, so finding a niche within this market will be an interesting challenge,” he says.

“For a long time, Pindan has been recognised for delivering high quality construction, on time, using a very experienced team who have designed

and delivered award winning developments to homebuyers for years – so we are committed to providing high quality, competitively priced and hassle free building service to our clients.

“Our experience means we can hit the market with a product that is priced well and our history of building on time and to high standards will give clients the peace of mind to have confidence and trust in our work.

Ellenbrook Display Home

Cnr Elmridge Parkway and Hedlow Way, Ellenbrook (Malvern Springs display precinct). For all enquiries, contact 9463 7111 or see www.SwitchHomes.com.au



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ASCOT DESIGN



The Ascot Design team

Rounding out Switch Homes for Living is Pindan's in-house design and drafting team, Ascot Design, which has laid out creative plans for the new homes, combining a cottage feel with modern living.

Lee Morris says all of the architecturally styled homes have been creatively designed to carry a 'resort-style' feel throughout the house.

"Some of the homes will feature a master suite with a large ensuite and breakaway area to give it a relaxed feel,

while others will have a chef-style kitchen incorporating a scullery adjacent to the laundry, to ensure all utilities are close together and within easy reach," he says.

"The living areas, master suite and minor suite will be separated throughout most of the houses with the idea that families will grow into their home and retain personal space, and the big lifestyle feature of the homes is a seamless flow from huge alfresco areas into the interior living areas."

PINDAN WELCOMES NEW TEAM MEMBER

With the exciting launch of Switch Homes for Living comes an expansion of our team and the appointment of Lee Morris as the Sales and Marketing Manager.

In this newly created role, Lee is responsible for overseeing and directing all promotions and sales aspects associated with the display homes.

The father-of-two stepped into the Pindan team in January and says his first busy task was to develop a fresh brand for the Division.

"It was an exciting and challenging task to create a unique brand for the Division because we wanted to base it on the trust and reliability of the Pindan reputation and add a bright new image," he says.



Lee Morris

"I think we've come up with something a bit different, which is fresh, alive and will appeal to a broad market of home buyers, and I'm now looking forward to seeing Switch Homes for Living grow from one display home to many new homes throughout the metropolitan area."

Among his 12 year's experience in the marketing and sales of new homes, Lee held positions at BGC and Webb Brown-Neaves.

The team at Pindan is delighted to welcome Lee and is looking forward to working with him in developing our new venture.

