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01

Brand Introduction

Brand Introduction

Aurora Property, more than just a real estate agency, a specialist in providing industry-leading property management services, backed by the robust Aurora Group. Offering a comprehensive ecosystem of services to luxury inner city properties, Aurora Property extends beyond property sales and leasing to include building management, concierge services, and a unique property management offering. Our team are the cornerstone of our success, with a culture driven by resilience and a commitment to deliver genuine, exceptional customer service and outstanding property results for our stakeholders.

We take pride in owning the management rights to many of the buildings we list, enabling us to enhance the lifestyle of our clients with our premium concierge service, Aurora Living. Our strong capital backing allows us to continuously expand, providing an ever-growing array of property options. Whether clients are moving into an Aurora property or investing in one, our team is dedicated to supporting their journey, from utilities connection to financing assistance, to optimising returns on long-term wealth building through property assets.

Our new brand and identity system symbolises our commitment to positive growth, especially in markets like Sydney and Brisbane, where our reputation as property leaders is already well-established. At Aurora, we believe in long-term, successful client partnerships, aiming to be a partner in building homes and sanctuaries for our tenants. Aurora signifies new beginnings, and we are dedicated to making our relationship with each client and stakeholder, a lasting partnership.

About Aurora

Who is Aurora?



With a focus in upscale inner-city properties, Aurora stands as the epitome of premium, service-centric solutions for both residential and commercial clientele in Queensland and New South Wales. With a comprehensive suite of services tailored to meet diverse client needs from property concierge to management, Aurora is the trusted cornerstone for every property endeavor.

What makes us better?



Aurora has an unmatched level of service compared to our competitors. We know this is valued and appreciated by our clients, because they tell us, time and time again. With 15 years of experience, our cements our commitment to awesome results. Aurora offers a great range of services covering all the bases of any clients property goals and journey.

Where to next?



After growing strong roots in Queensland and now with three offices already in New South Wales, Aurora is primed for steady growth into Sydney and surrounding areas. Staying on track with a brand strategy devised around a robust set of values along with a fitting brand identity will set us up for success far beyond another 15 years.

Our Story

The origins of the Aurora brand began in property management. Since our founding in 2009, Aurora Property has grown from managing a single strata-titled complex to being responsible for managing over 10,000 properties for more than 7,000 landlords across Queensland and New South Wales.

Our scope of services now see us providing a wide range of services for both residential and commercial clients including residential sales, residential building management, and Aurora Living – a suite of concierge services designed to enhance the lifestyle of our clients through both convenience and access to luxury enhancements.

The Team

The Aurora team is a blend of long-term commitment and collaborative excellence. Our flat hierarchy and family-like environment ensure every member is integral to our collective success. We focus on smart, task-oriented strategies, ensuring efficiency and top-tier service. Agility in action and a supportive, ego-free culture define our team dynamics, making us not just experts in real estate, but also leaders in client relations and service excellence.

The success of our business is attributed to our dedicated team and their personal client-centric service. Many of our team have worked with us for years, and as we expand the business we look to support and grow our exceptional company culture, with service at the heart of every interaction and a commitment to long-term and lasting relationships.

“Unity and Excellence Defined: Aurora’s team excels in both real estate expertise and relationship-building. Committed to guiding clients with unwavering dedication and top-tier service, solidifying our stance as leaders in the real estate sector.”

Why?

Aurora is one of the biggest property groups in Australia, with a highly skilled team, a proven track record and many happy customers. We've established a complete property eco-system for our clients. Including building, property management, sales, and luxury living conveniences. We consistently deliver client-centric service, on time and on budget, with premium results.

Our Philosophy

	01 New Beginnings Partnering with Aurora Property signifies a fresh start, with a commitment to making our clients home their sanctuary, offering a fresh take on property services.	02 Guiding Philosophy Our approach to property services is deeply rooted in the belief that every home should be a haven, with access to premium lifestyle concierge services.	03 Unmatched Results Specialising in high-end, inner-city properties, we excel in managing premium assets and consistently delivering outstanding results. From sales to management our reputation precedes us.	04 Long-Term Commitment Our dedication to long-term partnerships ensures a lasting relationship with each client, providing ongoing support and service and the knowledge their assets are properly managed.	05 Exemplary Service From your first interaction with Aurora, expect exceptional service from our skilled team, reflecting our high standards in every aspect.
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What sets Aurora apart?

Aurora Property, a leader in luxury real estate, blends professionalism with a deep understanding of pivotal life moments. Known for its expertise in high-end markets, Aurora commits to detailed client service and inclusivity, setting us apart in the competitive marketplace. As a trusted partner in real estate, Aurora navigates clients through key transitions, ensuring high-quality, empathetic service. Its team, driven by excellence and the ability to understand each client's needs, make Aurora more than an agency—we're a symbol of luxury, professionalism, and lasting, results-oriented relationships.

“At Aurora, we blend luxury with empathy, professionalism with understanding, creating an unparalleled real estate experience that’s both premium and profoundly human.”

Our Vision

“Our aspiration is to be the preferred option for landlords, tenants, sellers, and buyers, offering an exceptional client experience. We intend to collaborate with like-minded entrepreneurs, utilising our extensive resources and operations to establish a thriving and lasting business. Our philanthropic objective involves enhancing local communities by means of donations, acts of goodwill, and positively impacting numerous individuals”.

Our Process - Client & Property Centric

	01 Understanding Your Vision At the outset, we engage in a detailed conversation to understand your specific goals and expectations. Whether your priority is a swift sale or maximising the property's value over time, our approach is tailored to align with your objectives.	02 Property Evaluation and Enhancement Our next step is a thorough assessment of your property. We provide expert recommendations, which could include targeted renovations or employing our specialist staging services, all aimed at enhancing and maximising your property's market value.	03 Strategic Preparation Our skilled team crafts a cost-effective marketing strategy tailored to your needs. We ensure transparency and clarity by walking you through our terms, conditions, and what's included, setting the stage for a successful sale.	04 Launching Your Property With a dedicated sales team at your service, we bring your home to the market with full commitment. Throughout the campaign, we maintain open lines of communication, keeping you updated on every progress and milestone.	05 Achieving Results Leveraging best practices, cutting-edge technology, and data-driven insights, our experienced sales staff are equipped to adapt to changing market dynamics. Supported by a dedicated management team, we focus on delivering outstanding results in selling your home.
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Our Values

Transparency

Transparency is key to building trust in the real estate market. Our openness about processes and practices sets us apart and strengthens our credibility and ethical reputation. This transparency helps prevent misunderstandings, ensures compliance with standards, and fosters accountability in our team. Our commitment to being transparent underpins our long-term success, establishing lasting client relationships and a trustworthy brand image.

Integrity

Integrity is more than a value for us; it's the bedrock of our business. We are committed to ethical practices and honest dealings in the real estate sector, consistently maintaining high moral standards. This approach fosters trust and reliability, essential for building lasting client relationships. Our focus on integrity ensures fairness and respect in all transactions, positively shaping our market reputation. Internally, it drives a culture of responsibility and excellence, enabling us to deliver high-quality services and secure our sustainable success and industry respect.

Service

Exceptional service is our foundation, distinguishing us in the real estate industry. We prioritise personalised client experiences, professionalism, and understanding individual needs, which are key to our competitive advantage. Our commitment to high-quality service ensures client satisfaction and loyalty, enhancing our reputation as industry leaders. By focusing on top-notch service in all our operations, we guarantee outstanding results and seamless experiences for all our clients.

Growth

Growth is pivotal for expanding our presence in the real estate market. We're focused on strategically enhancing our services in Sydney and Brisbane, adapting to the dynamic industry with innovative solutions. Our growth isn't just about increasing market share, but about improving our offerings and strengthening client relationships. Our commitment to sustainable growth ensures our leadership in the property sector and exceptional value to our clients and stakeholders.

Our mission

The mission statement of Aurora Property sets a concise, holistic goal by focusing on being the preferred real estate choice, ensuring exceptional client experiences, and fostering lasting collaborations. It ambitiously combines the pursuit of business success with a commitment to community enrichment, guiding Aurora towards a balanced approach of achieving industry excellence and making a positive social impact.

“AuroraProperty:Strivingtobethepreferredchoiceinrealestate, wecommittodeliveringexceptionalclientexperiencesandfostering lastingcollaborations.Leveragingourvastresources,weaimto buildaprosporous,enduringbusinesswhileactivelyenhancinglocal communities through philanthropy and positive impact.”

Core Brand Pillars

	01 Partnerships Partnerships are integral to Aurora Property, fostering collaborative success and market expansion in real estate. These strategic alliances enhance our service quality and build a strong network, essential for innovation and adaptability. Successful partnerships bolster our industry reputation, reflecting our commitment to mutual growth and long-term sustainability. This collaborative approach is a cornerstone of our excellence in the real estate sector.	02 People People are at the heart of our business. Our team's expertise and dedication are pivotal in delivering exceptional real estate services. We prioritise nurturing talent and fostering a culture of inclusivity and growth, which in turn drives our success and customer satisfaction. Our commitment to people, both within our organisation and in our client relationships, is fundamental to our sustained excellence in the industry.	03 Property Property is the cornerstone of our business at Aurora Property. Our expertise in managing, selling, and leasing properties forms the foundation of our services. We focus on delivering high-quality, innovative property solutions that meet our clients' diverse needs, driving our success in the real estate sector. Our commitment to excellence in property management and transactions is essential for our reputation and client satisfaction.
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Brand Keywords

Identity direction

Identity Tone

Tone of Voice

Transparency

Sharp

Personable

Trustworthy

Direct

Self-assured

Genuine

Unfussy

Matter of fact

Professional

Simple

Expert

Human

Clean

Intelligent

Aurora’s new brand identity ensures clear, open communication that builds client trust. It exemplifies trustworthiness, a reliable and integral partner in every interaction. Professionalism is a cornerstone of Aurora’s identity, showcasing expertise and skill in every service rendered. Notably, the brand maintains a human touch, making it approachable and relatable and reinforcing its commitment to understanding and meeting the needs of its clients.

The tone of Aurora’s brand identity is characterised by its sharpness, delivering a focused and clear message. It embraces a direct approach, communicating in a straightforward manner that values clarity and precision. The unfussy nature of the brand strips away complexity, favouring an easy-to-understand and straightforward narrative. Simplicity is vital in Aurora’s branding, making it accessible and user-friendly, while a clean aesthetic underscores an elegant and uncluttered approach, reflecting the brand’s commitment to quality and refinement.

Aurora’s tone of voice is distinctly personable, creating a friendly and welcoming atmosphere that resonates with clients. It exudes self-assurance, demonstrating the brand’s authority and expertise in the real estate industry. This matter-of-fact manner of communication emphasises the brand’s dedication to honesty and practical solutions. Aurora speaks with knowledge and insight as an expert in its field, affirming its leadership and informed perspective. The intelligent voice of the brand reflects its deep market understanding and thoughtful approach to client interactions, ensuring that every message is informative and insightful.

Tagline

“Your Dedicated Property Specialists” encapsulates Aurora’s commitment to offering personalised, expert service in every facet of real estate. This tagline is fitting for Aurora because it highlights the brand’s focus on specialised, client-centric solutions. It underscores the team’s dedication, not just in terms of property expertise but in their unwavering attention to each client’s unique needs and aspirations.

This tagline effectively conveys Aurora’s promise of delivering unparalleled service, expertise, and dedication, aligning perfectly with their vision of being the preferred choice in the real estate sector and their commitment to creating exceptional experiences for landlords, tenants, sellers, and buyers.

Your Dedicated
Property Specialists

Statements

Elevate your real estate journey
with Aurora’s expertise

Discover the difference with
Aurora’s premium property
solutions

Your path to a superior property
experience

Real estate reimaged: the
Aurora way

02

Identity Elements

Typography

To the right is a sample of Aurora's chosen typeface. Keeping it simple and clear with a family across all materials helps unify the brand and keep things consistent and recognisable over time.

Aktiv Grotesk is a serif typeface designed by Bruno Maag and his team at Dalton Maag, a London-based type foundry. It is characterized by its simplicity and readability, with more uniform thickness in its strokes compared to Helvetica. The design of Aktiv Grotesk is known for its geometric clarity and functional aesthetic, making it suitable for a wide range of applications.

Aktiv Grotesk

Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Fonts play a crucial role in shaping a brand's visual identity and can have a significant impact on how consumers perceive a brand. From bold and assertive to elegant and refined, different fonts can communicate different aspects of a brand's personality and values. This style guide will outline the specific fonts that are part of the brand's typography system, along with their recommended usage guidelines. By maintaining a consistent use of typography across all brand touchpoints, we can establish a strong and recognisable visual identity that reflects the essence of our brand.

Websafe

Arial Black

Medium

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

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Arial Bold

Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
0 1 2 3 4 5 6 7 8 9

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Arial

XBold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
0 1 2 3 4 5 6 7 8 9

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Arial

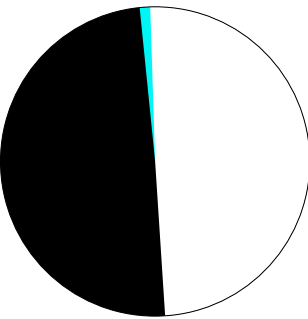
Colours

White

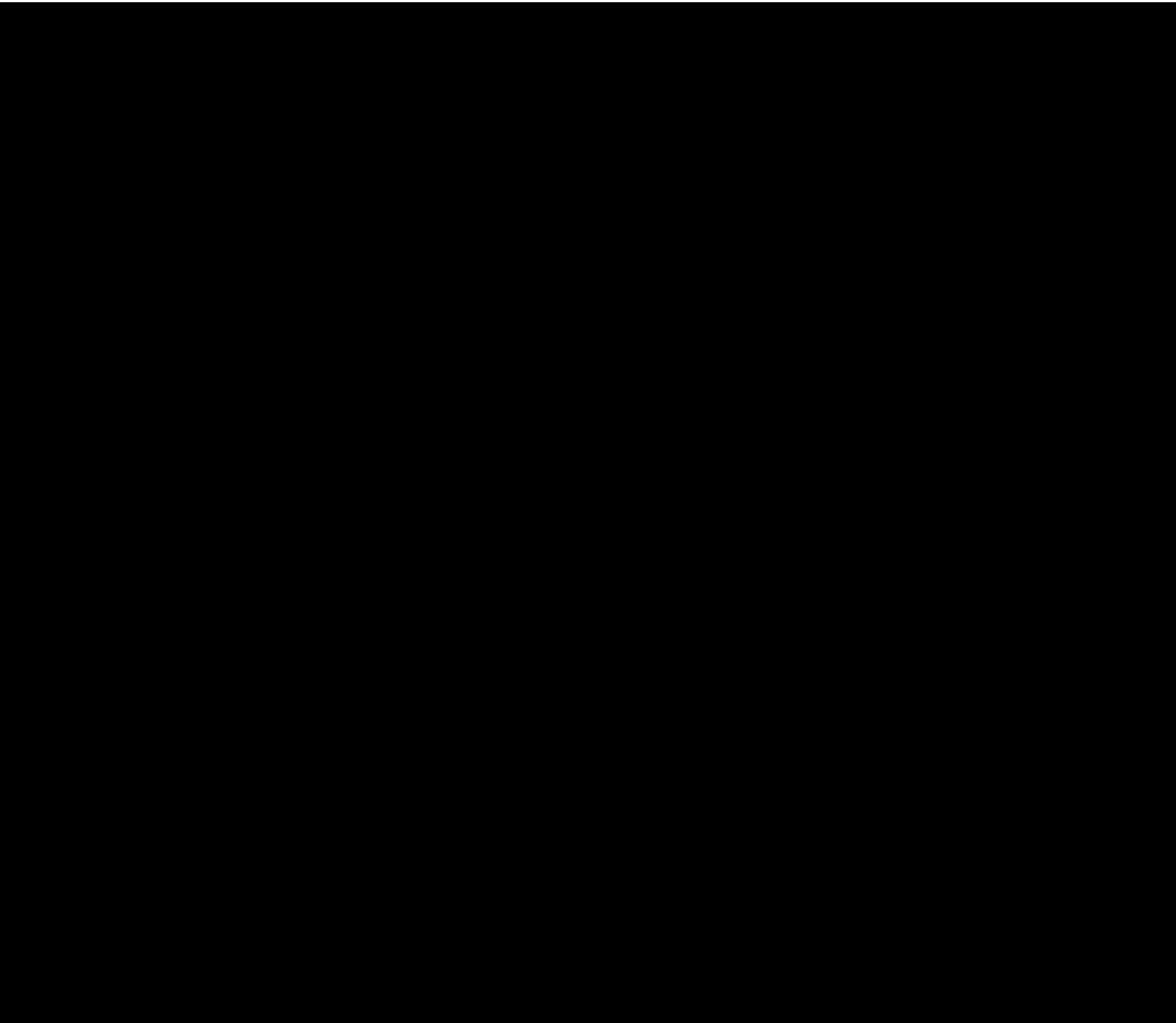
Black

Cyan

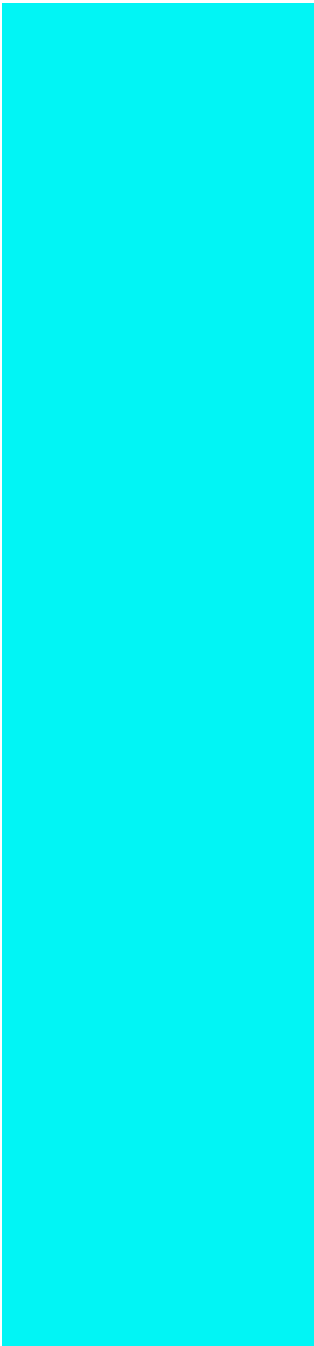
To the right is Aurora's colour palette, these colours were chosen to represent our identity and values. It's important to keep consistency in mind when using these colors across all brand materials. Although primarily we're using just black and white, consistency in how and which amounts are being used is important. Aurora's cyan colour is a very small fraction of our greater black and white palette and needs to be used as such. Use the below pie chart for usage amount reference.



C00 M00 Y00 K00
PMS WHITE
R 255 G 255 B 255
FFFFFF



C60 M40 Y60 K100
PMS BLACK 3
R 000 G 000 B 000
000000

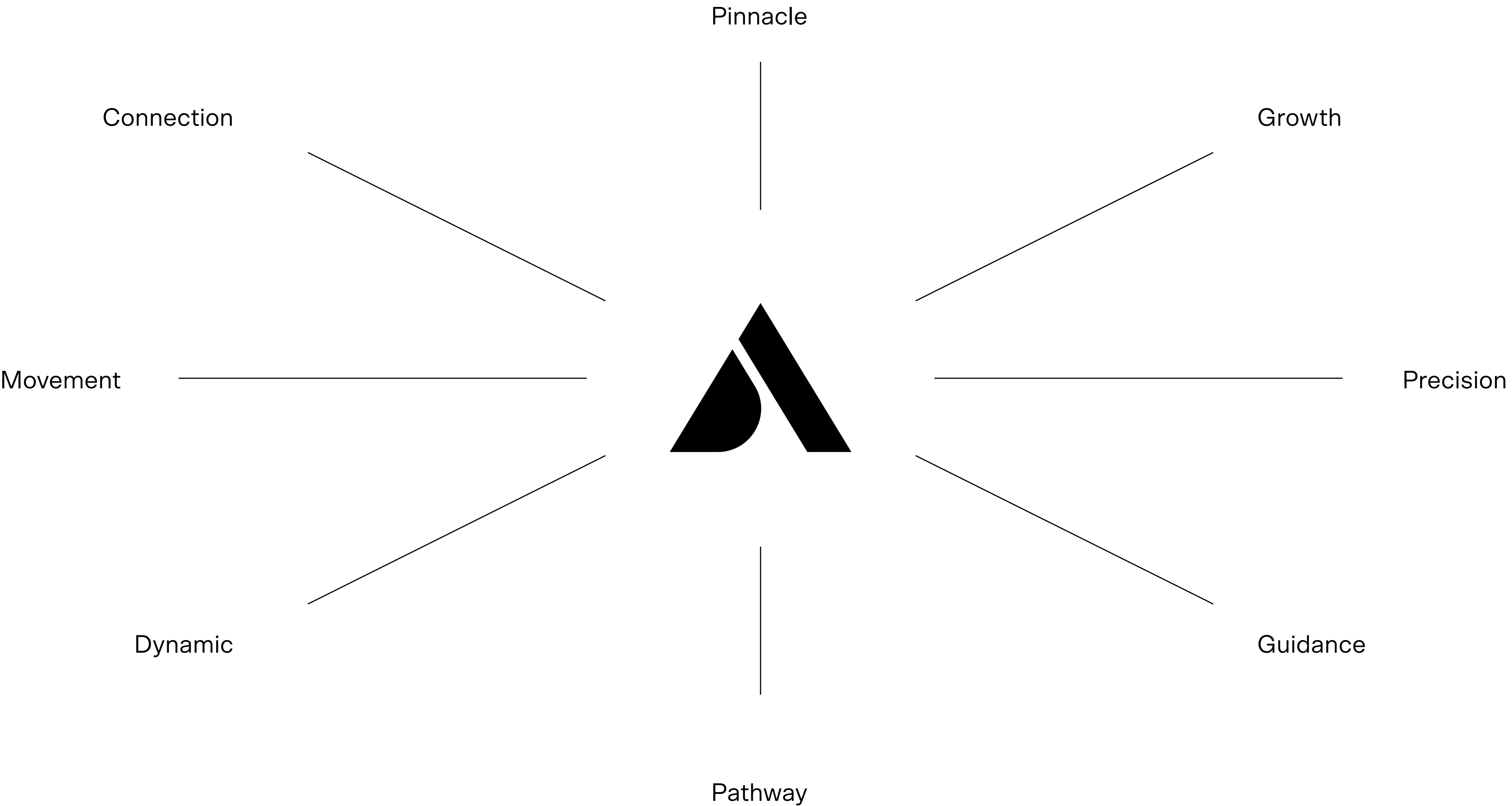


C55 M00 Y15 K00
PMS 3115C
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Logo

The new Aurora logo, embodied in the powerful shape of a triangle, represents the pinnacle of unity, harmony, and balance. Its evenly distributed sides symbolize sturdiness and the unbreakable nature of our collective resolve, while its geometric perfection stands as a testament to the seamless integration of strength and elegance. This emblem is not just a symbol; it's a statement of enduring power and harmonious balance.





Wordmark

“The new Aurora logo, embodied in the powerful shape of a triangle, represents the pinnacle of unity, harmony, and balance. Its evenly distributed sides symbolize sturdiness and the unbreakable nature of our collective resolve, while its geometric perfection stands as a testament to the seamless integration of strength and elegance. This emblem is not just a symbol; it’s a statement of enduring power and harmonious balance.”









AUROLA



AUROLA PROPERTY



AUROLA



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AUROLA



AUROLA PROPERTY



Offers over \$1,000,000



33/10 Goodwin Street, Kangaroo Point

3 2 1 149m² | Apartment

Trish Firth



Offers over \$1,000,000



33/10 Goodwin Street, Kangaroo Point

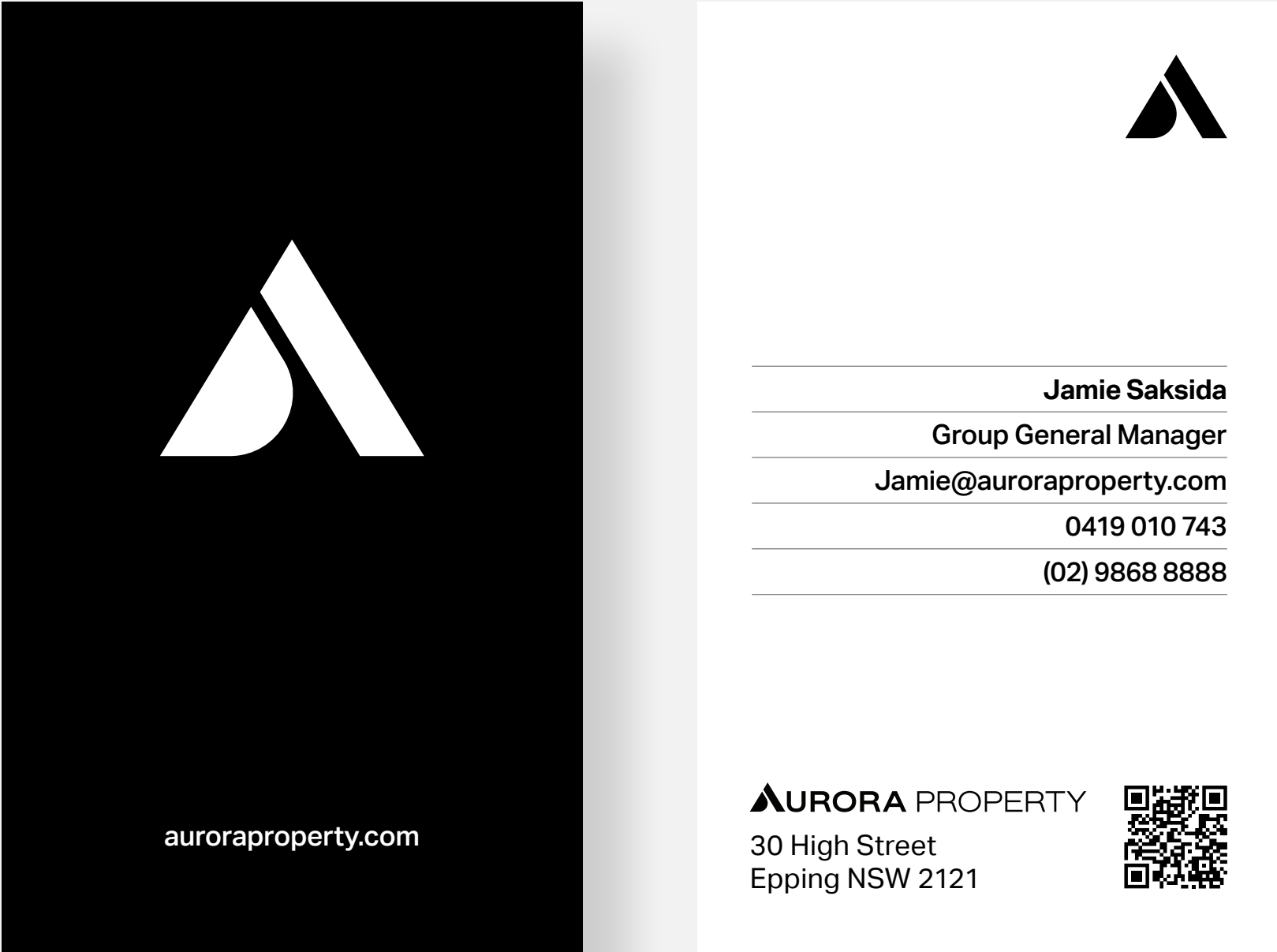
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Trish Firth

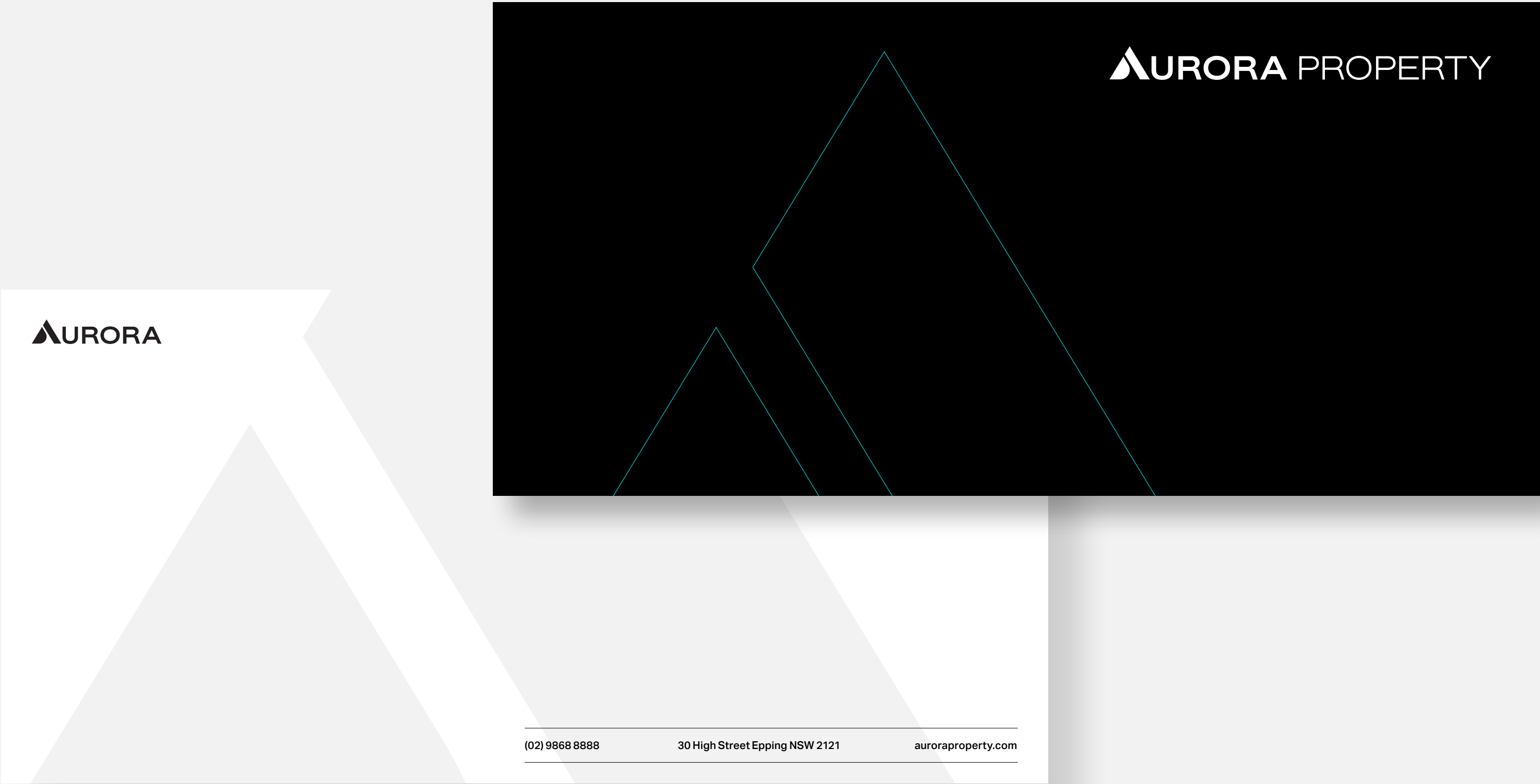


03

Stationery







Aurora Property

30 High Street
Epping NSW 2121

(02) 9868 8888
0419 010 743



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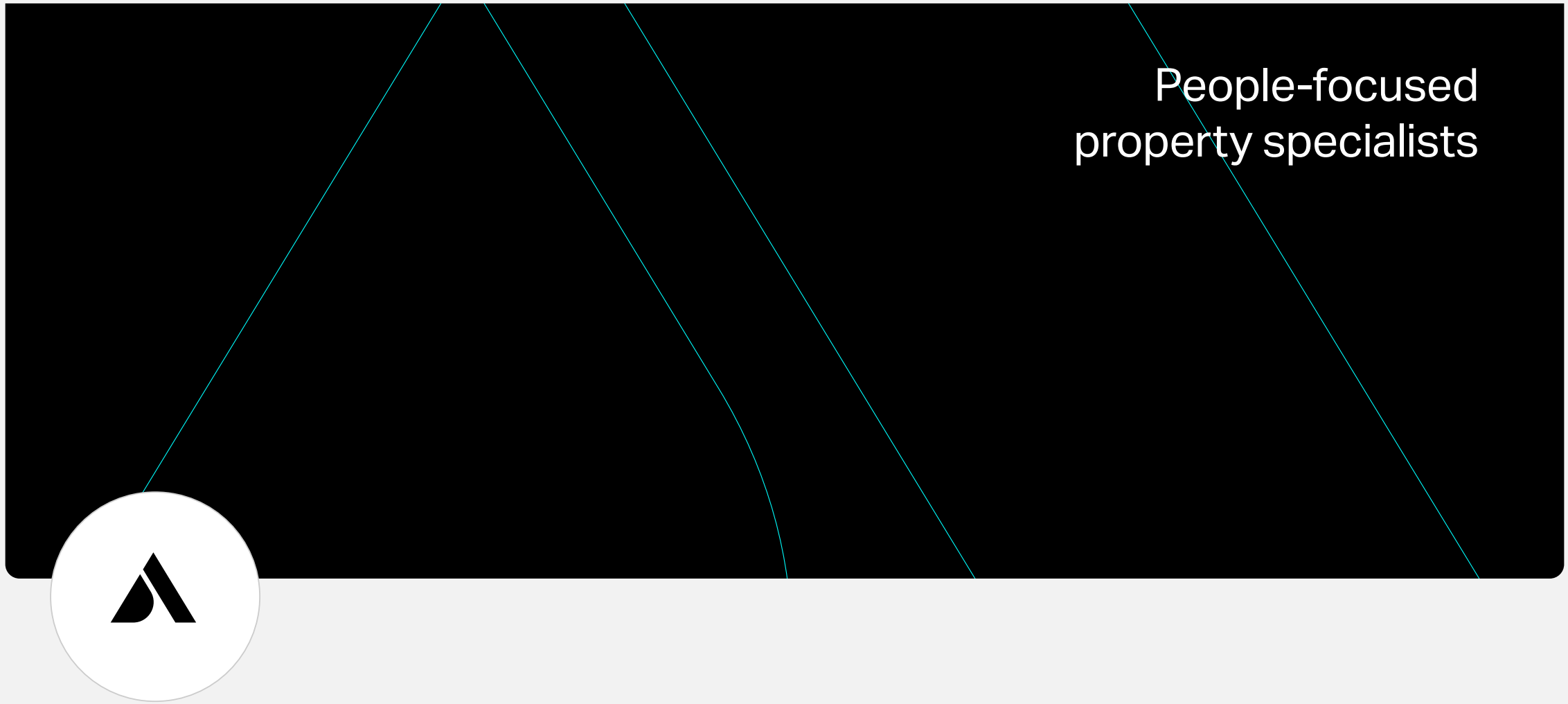
Jamie



AURORA PROPERTY

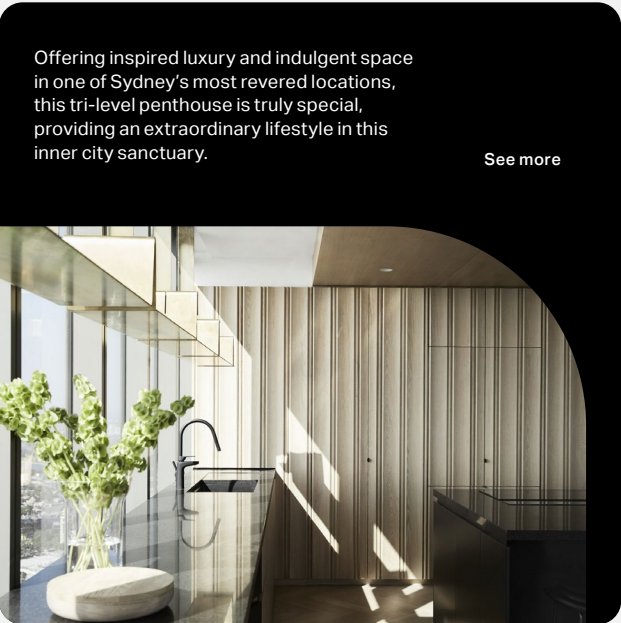






14 Melanie Place

Beaumont Hill



Offering inspired luxury and indulgent space in one of Sydney's most revered locations, this tri-level penthouse is truly special, providing an extraordinary lifestyle in this inner city sanctuary.

See more →

Bedrooms	5
Bathrooms	3
Garage	2



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Our properties include luxury concierge services and an elevated lifestyle. Perfectly complimentary to our iconic properties.

See more



See more

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Elit facest, sam intis	55km



Jamie Saksida
Group General Manager

0419 010 743 (02) 9868 8888	jamie@auroraproperty.com auroraproperty.com
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See more

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From helping sell your home to cultivating community-focused living developments.



Aurora are Sydney's leading service-focused property experts.

- Property Management
- Building Management
- Property Sales



Now Hiring in Sydney
Residential Property Specialist

careers@auroraproperty.com



Aurora stands out with unparalleled service that exceeds expectations. Our decade and a half of expertise ensures your property goals are met with outstanding results. Choose Aurora for comprehensive, top-tier property solutions.



John Taylor
Residential Property Specialist

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Trusted property specialists for 15 years

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14 Melanie Place
Beaumont Hill 2155



Offering inspired luxury and indulgent space in one of Sydney's most revered locations, this tri-level penthouse is truly special, providing an extraordinary lifestyle in this inner city sanctuary.

Bedrooms	5
Bathrooms	3
Parking	2
Land Size	85sqm

John Smith
0000 000 000

Mike Firth
0000 000 000

[auroraproperty.com](#)





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For Sale

14 Melanie Place
Beaumont Hill 2155



Bedrooms	5
Bathrooms	3
Parking	2
Land Size	85sqm

John Smith
0000 000 000

Mike Firth
0000 000 000

auroraproperty.com



Off Market

14 Melanie Place
Beaumont Hill 2155



Bedrooms	5
Bathrooms	3
Parking	2
Land Size	85sqm

John Smith
0000 000 000

Mike Firth
0000 000 000

auroraproperty.com



Coming Soon

14 Melanie Place
Beaumont Hill 2155



Bedrooms	5
Bathrooms	3
Parking	2
Land Size	85sqm

John Smith
0000 000 000

Mike Firth
0000 000 000

auroraproperty.com



For Sale

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Beaumont Hill 2155



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Off Market

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0000 000 000

Mike Firth
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Coming Soon

14 Melanie Place
Beaumont Hill 2155



Bedrooms	5
Bathrooms	3
Parking	2
Land Size	85sqm

John Smith
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Mike Firth
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Off Market

14 Melanie Place

Beaumont Hill 2155



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For Sale

14 Melanie Place
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Land Size	85sqm



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For Sale

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14 Melanie Place Beaumont Hill 2155

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Offering inspired luxury and indulgent space in one of Sydney's most revered locations, this tri-level penthouse is truly special, providing an extraordinary lifestyle in this inner city sanctuary.

Bedrooms	5
Bathrooms	3
Garage	2

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Our properties include luxury concierge services and an elevated lifestyle. Perfectly complimentary to our iconic properties.

John Smith
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Mike Firth
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14 Melanie Place Beaumont Hill 2155

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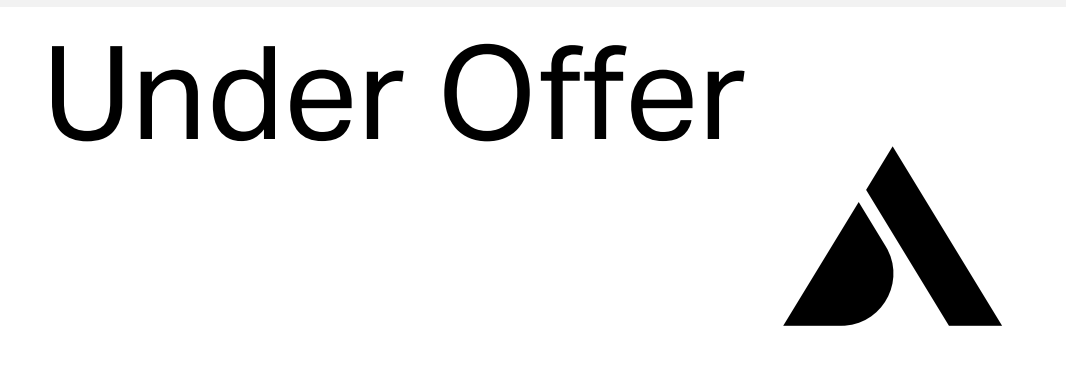
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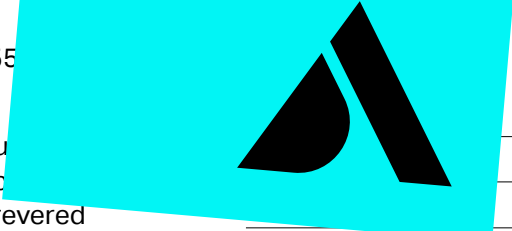








Sold



14 Melanie Place

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5

3

2

85sqm

Parking

Land Size

John Smith

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Under Offer

14 Melanie Place

Beaumont Hill 2155



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5

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2

85sqm

Bedrooms

Bathrooms

Parking

Land Size

John Smith

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Mike Firth

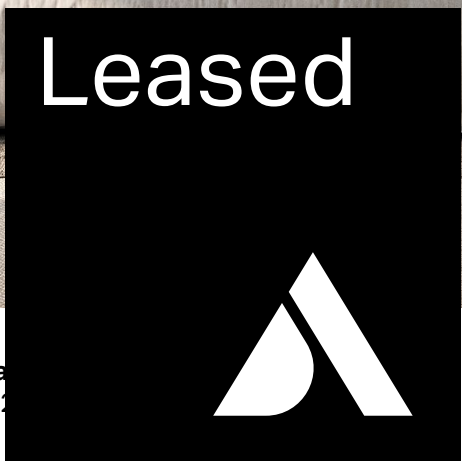
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Leased



14 Melanie Place

Beaumont Hill 2155



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5

3

2

85sqm

Bedrooms

Bathrooms

Parking

Land Size

John Smith

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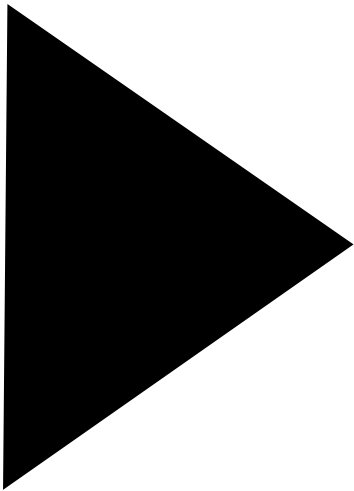
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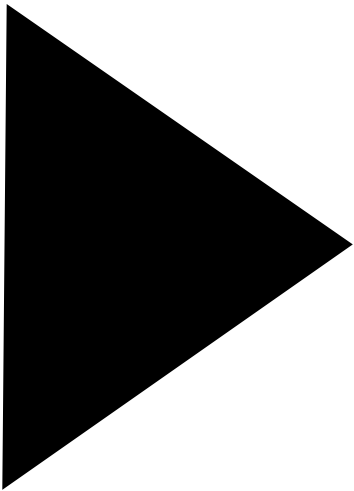
Open Home

14 Melanie Place
Beaumont Hill 2155



Welcome

14 Melanie Place
Beaumont Hill 2155





14 Melanie Place
Beaumont Hill 2155



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0000 000 000 0000 000 000







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John Smith 0000 000 000	Mike Firth 0000 000 000
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John Smith
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AURORA

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John Smith
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John Smith
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14 Melanie Place
Beaumont Hill 2155

Lot size	85sqm
Strata levies	\$750/Year
Council rates	\$1282/Year
Street frontage	20m





14 Melanie Place
Beaumont Hill 2155

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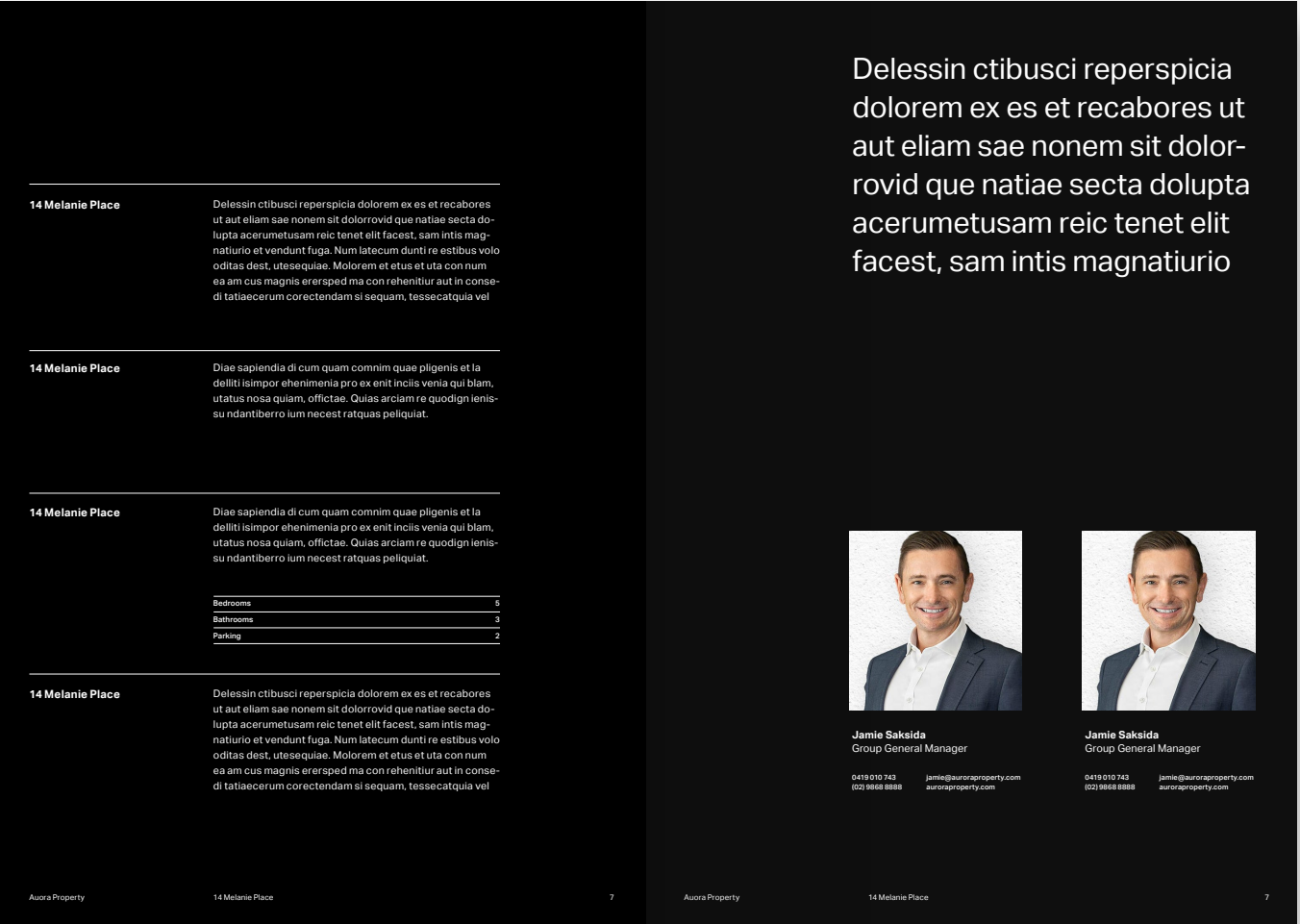
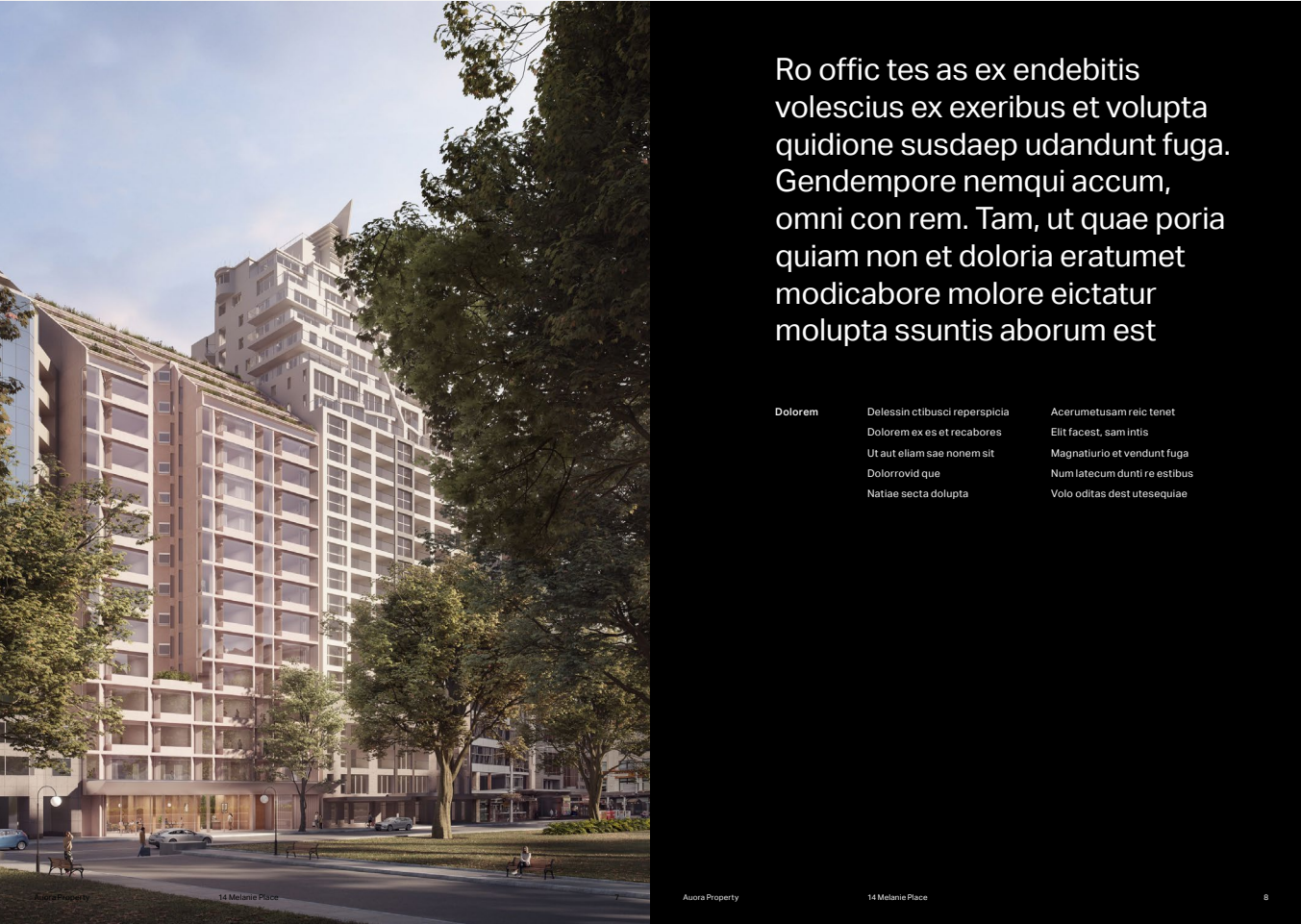
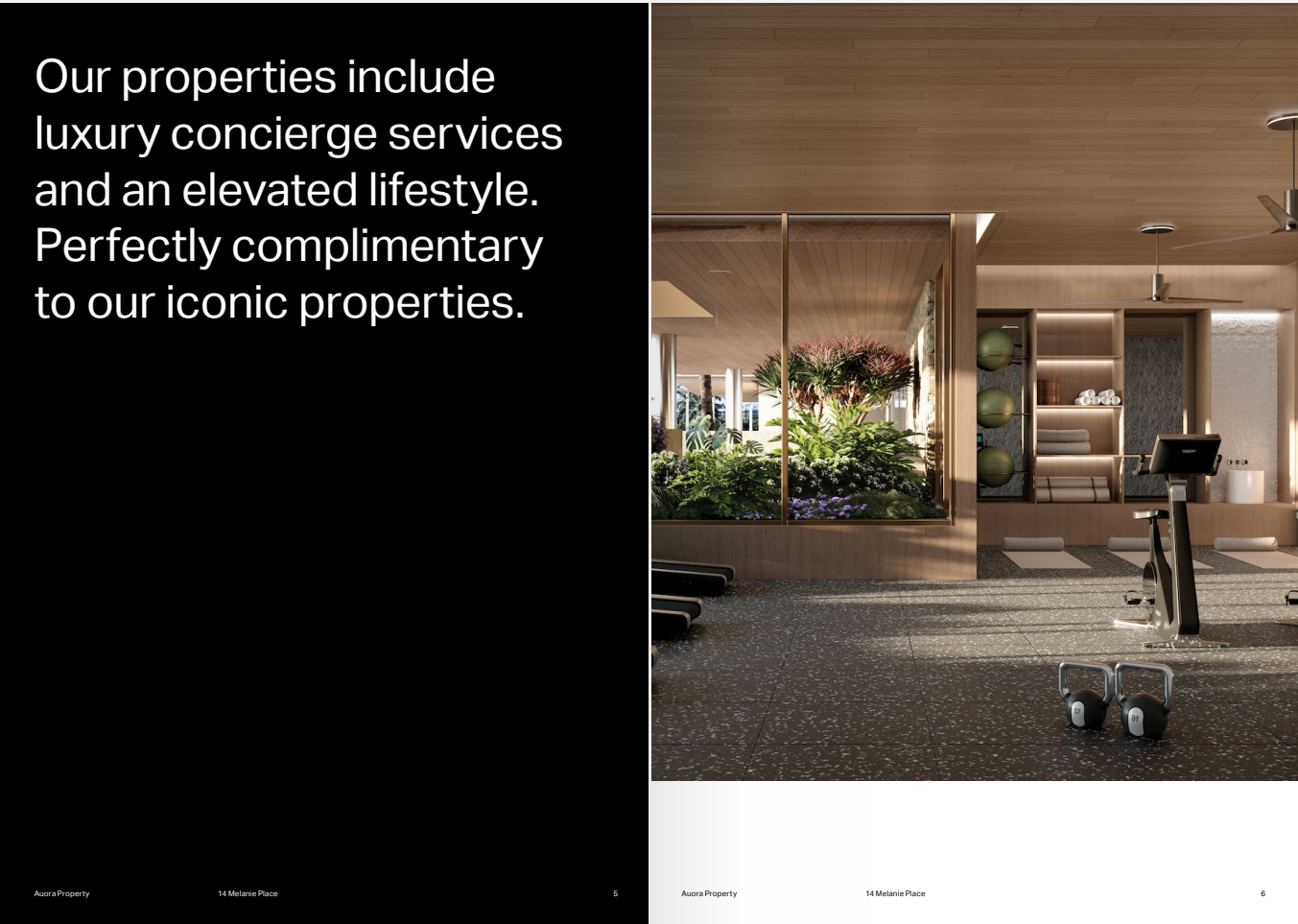


14 Melanie Place
Beaumont Hill 2155

Lot size	85sqm
Strata levies	\$750/Year
Council rates	\$1282/Year
Street frontage	20m









Welcome



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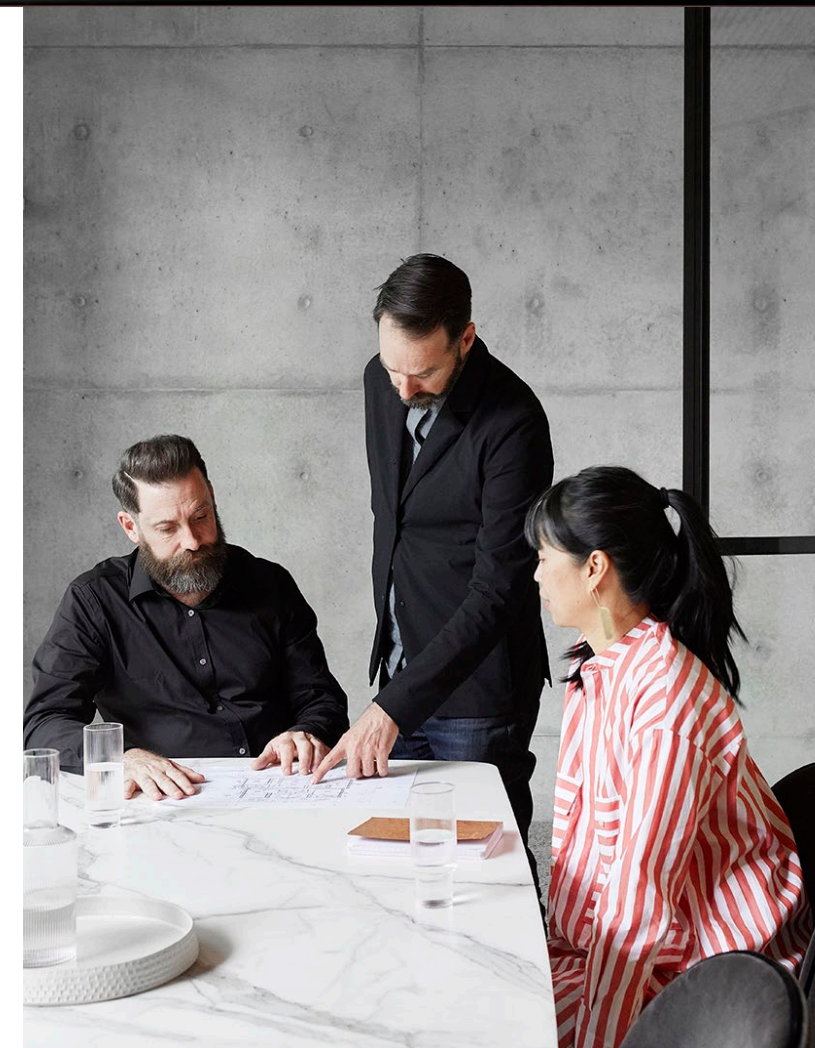
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