



28 September 2017

## AN UPDATE ON US

It has been a while since I updated. The onslaught of new responsibilities and activities in the rocket ship known as RunningStream Group has pushed writing articles way down in my list of priorities. That has now changed with the hiring of our new Marketing Manager who insisted that not only our clients benefit from our knowledge but potentially anyone with an interest. So perhaps an update is in order on the company.

### Property Advisory and Consulting

We have been doing what we do best. Consulting with customers, researching and hot spotting sensible assets for our clients. For many of our valued customers, their portfolios are performing well and their assets are outperforming our initial estimates.

I cannot emphasise how gratifying it is to my team when we see such results. Let's keep it real here. Among my small team of portfolio managers, there's plenty of testosterone to go around and when we make a call on certain assets, we stake not just our client's capital and RunningStream's reputation on those calls, but also our own personal egos. We love to get things right and we hate to be wrong on our investment forecasts. Ultimately, our clients benefit from all the research and work that we do to get our recommendations spot on.

We have also transitioned to a more service-based model. This places the client at the centre of our engagements and ultimately aligns the consultant's interest to that of the client. No commissions and

therefore no incentive for consultants to recommend crap products paying high commissions. Our client's pay a service fee. This is indicative of our transition to a buyer's advocacy business model.

Beyond what we have been doing in Singapore, we have opened our new Kuala Lumpur office. This is another market that where our services are much needed.

Whether the services are appreciated by the market here is for time to tell, but from the results of our first event, it certainly looks very promising.

### Property Development

This line of business is a new addition to our company although we are certainly not lacking the experience. We have incorporated a new property development arm called Huon Property Group. It has been almost 1.5 years since we started this venture and boy have we come a long way. A total of 3 projects are in the works across Brisbane and there will be more on the way. Huon Property Group stands for the values that we have inculcated from the years in RunningStream. Our developments are driven by the same criteria that our consultants in RunningStream use to screen quality projects.

This line of business is also one where we can offer our more affluent and high net worth customers a chance to participate in funding a property development. Accumulating a profitable portfolio of properties is one thing. But being part of the creation of an iconic property and leaving a legacy that stays long after one is gone. Now there is some real meaning in that.

### **Conclusion**

The future of our developments and the company is going to be challenging as we take on more, but it will also be very exciting and gratifying. Stay tuned to this space for more updates.

~Colin Chu

