



An Interview with Andrew & Phil Denton

The Denton brothers are literally big developers. As towering seventeen-stoners, neither would seem out of place in the Bronco's forward pack. But you're more likely to find them on paddocks that flank beaches than bleachers. With grassroots beginnings in Sydney, they're now the big boys in subdivisions in Queensland.

How did you first get involved in property development?

We both started out in the construction industry as apprentices. As we moved through the ranks it was a natural progression for us to become developers.

What was your first project?

Our first project was a 10-lot subdivision in West Pennant Hills – a suburb in the North West area of Sydney.

You have made land subdivisions a speciality – why?

For us, land subdivision is less risky than building dwellings. The final product is brought to market more quickly. Land subdivision also has the ability to be staged, based on current market conditions.

What are the key components to successful land subdivision?

Buy well, buy well, and buy well!

Though Sydney based you prefer to operate substantially in Queensland – why is that?

The property market is stronger in Queensland; this together with the ability to purchase the raw land at a cheaper price than in Sydney makes a development in Queensland much more profitable. Also, holding costs are reduced as a result of the ability to purchase well.

How many potential lots in planning and development do you have?

All told, over 2000 lots in Nambour, Hervey Bay, Mackay and the northern Gold Coast corridor.

What do you most enjoy about land development?

We enjoy construction and creating something out of nothing. We really enjoy creating communities out of rural land.

How do you see the Queensland market?

We see the Queensland market strong for the next four years as a result of the increased migration to Queensland and the mining growth.

And finally, why Equititrust?

Equititrust is easy to deal with; they have always been willing to work with us to find a solution that meets our finance needs. We have direct access to the directors and other employees who are able to make decisions quickly. This open line of communication takes the hassle out of development finance.