

# Bali-born agency aims to sell the exotic side of the world's real estate

**PHILIP HOPKINS**

**EXOTIC:** "Attractively strange or unusual," says the Oxford dictionary. Certainly something that stimulates the imagination — so it's not a bad name for a new "real estate" kid trying to make a name for itself in a crowded property market.

"Exotiq Property" was formed in Bali almost a decade ago, and fresh from



On location.

winning an Asia Pacific Residential Property Award, sponsored by Bloomberg, is

now poised to enter the Australian market.

Exotiq is a real estate company with a difference, according to chief executive Dominique Gallmann — not a developer, but a facilitator or middleman for people who want to live or holiday in a destination that to them is "exotic". Its business model is to find franchisees who become part of the Exotiq network.

Mr Gallmann said the idea was to find locations in Australia that could be regarded as exotic for a foreign visitor.

"Destinations such as Noosa, Byron Bay, the Whitsundays, Sydney's northern beaches are in the mix, along with Victoria's Mornington Peninsula," he told BusinessDay. "What is exotic depends on the cultural context."

Mr Gallmann said the company aimed to sign up three or four franchisees in Australia by the end of this financial year, when it would officially be launched here. The initial focus will be on the eastern seaboard — Victoria, New South Wales and Queensland.

Born in Switzerland, Mr Gallmann trained as a social anthropologist, and first went to Indonesia as a

United Nations International Labour Organisation adviser, then worked as a World Bank consultant advising Asian central banks on micro-finance.

Mr Gallmann and his partners created Exotiq in Phuket and Bali in 2002.

It now has four offices in Bali, six in Thailand and one in Jakarta, and a staff of 60-70. The initial base in Australia will be in Brisbane.