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REFINED REAL ESTATE BRINGS PREMIUM PROPERTY MARKETING IN-HOUSE WITH KONICA MINOLTA



CHALLENGE

- Produce premium property marketing quickly
- Reduce outsourced print and manual finishing
- create tailored, short-run collateral on demand

SOLUTION

- AccurioPress C4070
- SD-513 Booklet Maker
- AccurioFlux Essential
- LU-202 paper feed unit with MB-509 manual feed
- RU-518 Relay Unit

CUSTOMER BENEFITS

- property guides and brochures produced in-house
- just-in-time short runs and fast reprints
- automated finishing and less manual handling
- greater flexibility to tailor collateral by property and audience.

REFINED
REAL ESTATE

Industry: Real Estate and Property Management
Location: Adelaide, SA

Refined Real Estate is a boutique real estate agency based in Adelaide, South Australia, specialising in residential sales, property management, appraisals and investment advisory. Established in 2006, the agency has built its business around personalised service, local market knowledge and a client-first approach.

For principal Victor Velgush, the name Refined reflects the agency's focus on continual improvement. He said the business aims to get "1% better all the time", an approach that has shaped how it invests in its people, marketing and technology.

That mindset extends to how Refined presents its clients' properties. The agency uses high-quality printed collateral as part of the overall customer experience and as a tangible demonstration of the care it brings to each campaign.

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"When we're presenting to a client who is deciding whose hands to put their $10 million home in, everything matters. What we put on the table has to look consistent and fantastic. The in-house capability helps us demonstrate that we can tailor a solution for the client."

VICTOR VELGUSH, PRINCIPAL
REFINED REAL ESTATE

CHALLENGE

First impressions matter in real estate, particularly when an agency is competing to represent premium properties and developments. Refined wanted to produce high-quality property guides and marketing collateral quickly, while giving its team more control over the timing, quantity and presentation of each piece.

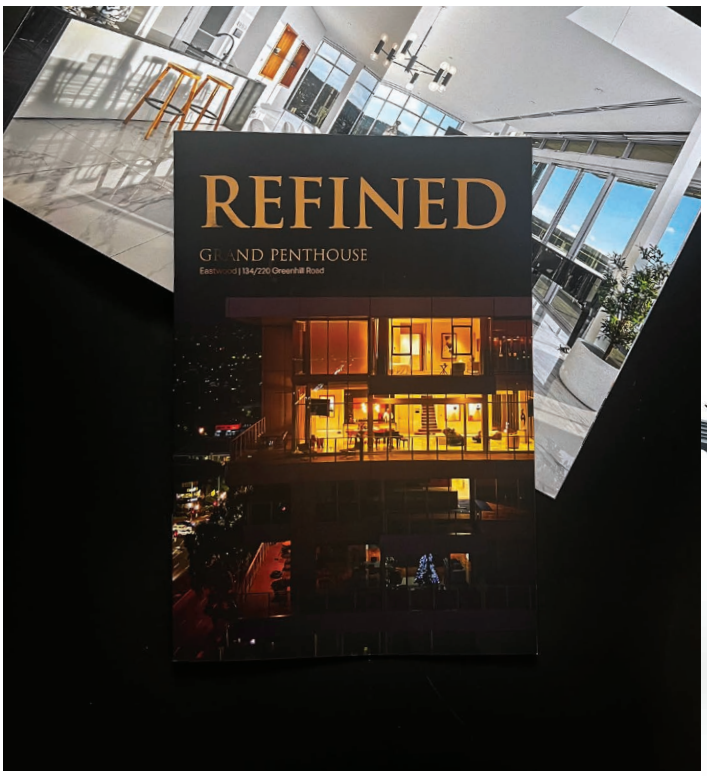
The agency had previously outsourced property guides and used earlier production devices for other brochures and promotional materials. Some finishing still required manual guillotining, creating labour-intensive work for the graphic designer operating the equipment. Outsourcing also meant ordering larger quantities of generic collateral than Refined might need for a particular campaign.

That model did not suit an agency increasingly focused on bespoke marketing. Refined wanted the flexibility to create a property-specific booklet within days, produce only a handful of copies for a particular audience, and reprint immediately when more were required.

"Most companies have to go and print 1,000, 2,000 or 5,000 of the same generic booklet, whereas we can print a booklet about their house. For a bespoke project, we can put the whole thing together and show the client within a few days how we can market it."

VICTOR VELGUSH
PRINCIPAL, REFINED REAL ESTATE





AccurioPress
C4070



SOLUTION

Refined continued its longstanding relationship with Konica Minolta Australia and upgraded its in-house production capability with the AccurioPress C4070. The configuration includes an SD-513 Booklet Maker, LU-202 Paper Feed Unit with MB-509 manual feed, RU-518 Relay Unit and AccurioFlux Essential workflow software.

The physical installation required careful planning because the production press had to be located on the first floor of the site and could not be moved through the narrow stairwell. A crane lifted the equipment from the car park, over a covered swimming pool and onto a small balcony. The balcony was structurally reinforced to support the equipment.

Konica Minolta Australia also supported Refined's workflow transition and operator development. A local digital analyst helped design automated workflows in AccurioFlux Essential as Refined moved from its previous Fiery workflow to the Konica Minolta controller, while Konica Minolta Australia's training team worked with Refined's in-house graphic designer.

The new setup lets Refined produce finished booklet-style property guides and premium real estate brochures in-house.

This includes double-sided SRA3 output that is trimmed to A3, folded to A4 and spine-scored using the booklet maker, reducing the need for manual finishing.

Andrew Hoffman, Accredited Representative at Konica Minolta Business Solutions, has worked with Refined for more than 15 years.

> "Andrew Hoffman has been guiding us for more than 15 years. He's genuine and really cares for clients. That alignment matters to us because we're always asking what's next and what we can improve."
>
> **VICTOR VELGUSH**
> **PRINCIPAL, REFINED REAL ESTATE**

CUSTOMER BENEFITS

Bringing more production in-house has given Refined greater control over both the quality and timing of its property marketing. The agency can now print on demand instead of committing to large outsourced runs, supporting a just-in-time model where teams can produce a small quantity, test or tailor the material, and print more as required.

That flexibility is particularly valuable for premium and specialised campaigns. Victor described a recent development project where Refined created a separate version of the collateral for a Chinese-speaking agent and produced only a handful of copies. The team could then reprint the same version immediately if more were needed.

The professional finish has also broadened the range of locations where Refined can place its property guides. Victor said the booklet format now looks more like a magazine, helping the agency place collateral in settings where presentation standards matter, such as prestige car showrooms, professional offices and hotels.

For prospective clients, the print capability also acts as proof of Refined's tailored approach. The team can create a property-specific piece between meetings rather than waiting weeks for outsourced production, giving clients a tangible example of how their campaign could be presented.

Automation and inline finishing have reduced manual handling for Refined's graphic designer, while AccurioFlux Essential has simplified job setup. The agency has also invested in operator development and industry engagement so its team can make fuller use of its production capability.

Victor Velgush said, "If I'm having a second meeting two days later, I can come back with something incredible that would usually take weeks. It shows the client that we've listened and demonstrates what we can do." He added, "We keep refining. As long as we're aligned with people who have a growth mindset, care about clients and want to keep improving, we'll keep moving forward together."

By bringing premium print production in-house with Konica Minolta, Refined has continued a process of refinement that has shaped the agency's approach for many years. The AccurioPress C4070 and booklet maker help the team create tailored, high-quality collateral quickly, produce only what is needed, and respond with greater flexibility as each campaign evolves. For Refined, the investment supports more than operational efficiency. It strengthens a visible part of the customer experience and helps the team deliver the personalised, polished service its brand promises.

