



**Australian
Competition &
Consumer
Commission**

Our Ref: 54549
Contact Officer: Tanya Hobbs
Contact Number: 02 6243 1029

GPO Box 3131
Canberra ACT 2601

12 May 2014

23 Marcus Clarke Street
Canberra ACT 2601

Mr Simon Flesher
Sales Operations Manager
Satterley Property Group Pty Ltd
18 Bowman Street
South Perth WA 6151

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Dear Mr Flesher

Third line forcing notification N97395 lodged by Dalyellup Beach Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 7 May 2014. The notification has been placed on the ACCC's public register.

Dalyellup Beach Pty Ltd (Dalyellup) proposes to offer house and land packages to purchasers on condition that the purchasers enter into a building contract with a selected builder.

Legal protection conferred by the notification will commence on 21 May 2014.

On the basis of the information that you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Dalyellup will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Tanya Hobbs on 02 6243 1029.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch