

# Copywriting Sample 0002

Title Tag: Centred Capital | Diversified Property Investment Fund

Meta-description: Centred Capital is an Australian diversified fund that delivers competitive returns through residential and commercial developments.

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<p>Find the Opportunities That Matter</p> <p>Invest in Centred Capital, a diversified fund that consistently generates above-market returns.</p> <p>[CTA – Learn How It Works]</p>	<p>[image/video]</p>
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Risk can't be eliminated – but it can be managed.

**Centred Capital combines investments in blue-chip residential and commercial developments with an agile capital deployment strategy.**

Our development delivery partner, MAYD Group, is led by two veteran developers with proven records of profitability.

To keep fund distributions consistent during project delivery, we deploy capital as loans to our delivery partner.

[CTA – Explore Our Story]

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<p>[image]</p> <h2>Invest With Us</h2> <p>Find out how to become a Centred Capital investor.</p> <p>[CTA – Request Details]</p>	<p>[image]</p> <h2>Latest Developments</h2> <p>See which projects Centred Capital and its delivery partners are currently undertaking.</p> <p>[CTA – Explore All Developments]</p>
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<p><b>Our Difference</b></p> <h2>How We Invest</h2> <p>We combine financing for high-yield development projects with an agile capital deployment strategy.</p> <p>Loan repayments generate our fund’s alpha – and, if a particular project becomes non-viable, we coordinate with our delivery partners to reassign that capital to a new site.</p> <p>[CTA – Learn More About Our Strategy]</p>	<p>[graphic]</p>
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**Commented [DC1]:** Developer, directs to How It Works page.

<p>[image]</p>	<p><b>Our Focus</b></p> <h2>Blue-Chip Property Developments</h2> <p>Residential developments take an average of 36–48 months to be realised.</p> <p>Small-scale commercial developments can take even longer.</p> <p>To ensure quarterly distributions for our investors, we make secured loans to our</p>
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	<p>delivery partners that are repaid over the course of the development.</p> <p>Investor capital is never deployed as high-risk equity, and developments are always sold upon completion – which can deliver higher average returns than refinance-and-hold strategies.</p> <p>The result: a diversified property fund with high liquidity – and strong risk-adjusted returns.</p> <p>[CTA – Learn How We Identify Opportunities]</p>
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**Commented [DC2]:** Developer, directs to How It Works page.

<p><b>Our People</b></p> <h2>Who We Are</h2> <p>Centred Capital was founded by two Australian developers with a combined total of more than 20 years in the construction and development sector.</p> <p>The Centred Capital investment board also includes Phillip Hunt, founder of <a href="#">wealth management firm Hunt &amp; Company</a>.</p> <p>[CTA – Discover More About Us]</p>	
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**Commented [DC3]:** Developer, link to About page.

<p>[image]</p> <p>[content – project name]</p> <p>[CTA – View Project]</p>	<p>[image]</p> <p>[content – project name]</p> <p>[CTA – View Project]</p>
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<p><b>Latest Insights</b></p> <p>[content – blog title]</p> <p>[content – excerpt]</p> <p>[CTA – Read Full Article]</p>	<p>[image]</p>
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## Quarterly returns from diversified property development.

[CTA – Learn How It Works] [CTA – Request An IM]

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