



25% Developers Club

VIRTUAL BOOTCAMP MAY 2020
WORKBOOK



*Industry Professionals give you
all the tools you need for success
in Property Development*





25% Developers Club

VIRTUAL BOOTCAMP MAY 2020

Schedule

DAY 1 - FRIDAY EVENING 22ND MAY

6:00pm - 6:15pm	Introduction
6:15pm - 6:45pm	Target Area Research
6:45pm - 8:00pm	Site Due Diligence
8:00pm - 9:00pm	Acquisition Process - David Netherton
9:00pm - 9:30pm	Q & A

DAY 2 - SATURDAY 23RD MAY

10:00am - 11:00am	Design Considerations
11:00am - 12:30pm	Financial Feasibility
12:30pm - 1:15pm	Lunch
1:15pm - 2:00pm	Development Application
2:00pm - 2:30pm	Detailed Design & Building Approvals
2:30pm - 3:30pm	Accounting & Tax - Kamal Power
3:30pm - 4:30pm	Securing Finance - Andrew Kubenk
4:30pm - 4:45pm	Q & A

DAY 3 - SUNDAY 24TH MAY

10:00am - 12:00am	Demolition & Construction
12:00pm - 12:45pm	Platinum Accelerator Explanation
12:45pm - 1:30pm	Lunch
1:30pm - 2:30pm	Strata Titling
2:30pm - 4:00pm	Marketing & Selling
4:00pm - 4:30pm	Q & A

DAY 4 - MONDAY EVENING 25TH MAY

6:00pm - 6:30pm	Project Review
6:30pm - 7:30pm	Creative/Specialist Development - David Netherton
7:30pm - 8:00pm	Re-cap & Wrap up
8:00pm - 8:30pm	Q & A

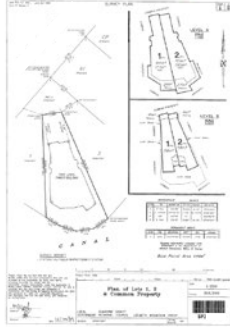


Strata Titling

STRATA TITLING

Duplex Deal – Strata Titling

- Solicitor created CMS & lodged with titles Dept



STRATA TITLING

Duplex Deal – Strata Titling

- Exclusive Use Plan
- Common area = driveway only
- Services Location Diagram



STRATA TITLING

Team Required

- Land Surveyor
- Solicitor
- Body Corporate Specialist
- Mortgage Broker (Bank Consent)
- Bank/Financier
- Quantity Surveyor
- Council
- Titles Department





Marketing & Selling

MARKETING AND SELLING

Duplex Deal – Marketing

- Artist Impressions
- Decided not to sell off the plan – strata titling delayed



MARKETING AND SELLING

Townhouse Deal – Marketing

- Renders prepared
- Appealing to owner occupiers





Written Copy - Ad

- Sell the sizzle
- **You** write the copy as you know the area & property best (Area research, Demographic research, Market research, Comparable sales research etc.)
- Dot points vs sentences
- Connect to emotion



Duplex Deal – Dusk & Drone Pics



Duplex Deal – Staged & Professional Pics



MARKETING AND SELLING

Duplex Deal – Staged & Professional Pics



MARKETING AND SELLING

Duplex Deal – Staged & Professional Pics

- Staging = \$2-3k
- Ikea, Kmart, Gumtree

MARKETING AND SELLING

Duplex Deal – Auction Signboard & Analytics

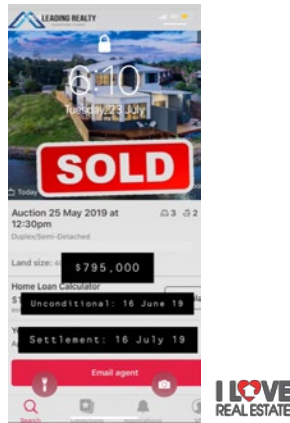
- Auction marketed but Strata not approved so cancelled on Solicitor advice
- Marketed 1 week no price, then buyers \$750k+



MARKETING AND SELLING

Duplex Deal – Visualise Target Outcome

- Phone screen saver 2mths prior!!
- Target Demographic – Near hospital, Family with older kids (stairs), low maintenance = Working Professional



MARKETING AND SELLING

Duplex Deal – Sold

- Contract within a couple of weeks of priced ad
- Buyer = Single doctor @ local hospital
- Offered \$715k, they countered \$750k, agreed on \$725k – Buying as First Home Owner so needed <\$750k
- Subject to Strata titling, Building & Pest, Finance
- Strata approved within week or two
- Lucky to sell when did because next 6-9mths building next door both sides, road widening works 4mths – excavators while photographing
- Kept other ½ as PPR



MARKETING AND SELLING

Townhouse Deal – Marketing

- Will be ready in early July
- Interviewed local agents
- Visited existing listings that have sold to see what level of finish achieved price point
- Confirmed initial market research for price of \$1.25m each
- Confirmed need to be “complete” product including landscaping, etc



Team Required

- Real Estate Agent
- Marketeers
- Graphic Designer / Marketing Co
- Staging Consultant
- Interior Designer
- Photographer
- Copy Writer
- Solicitor



MARKETING & SELLING Activity – Worksheet 9

Review Deal Details:

List key selling features to highlight in written copy add



