

PLATINUM

April 2020 Multi Unit Development

Mastermind Event

Brisbane

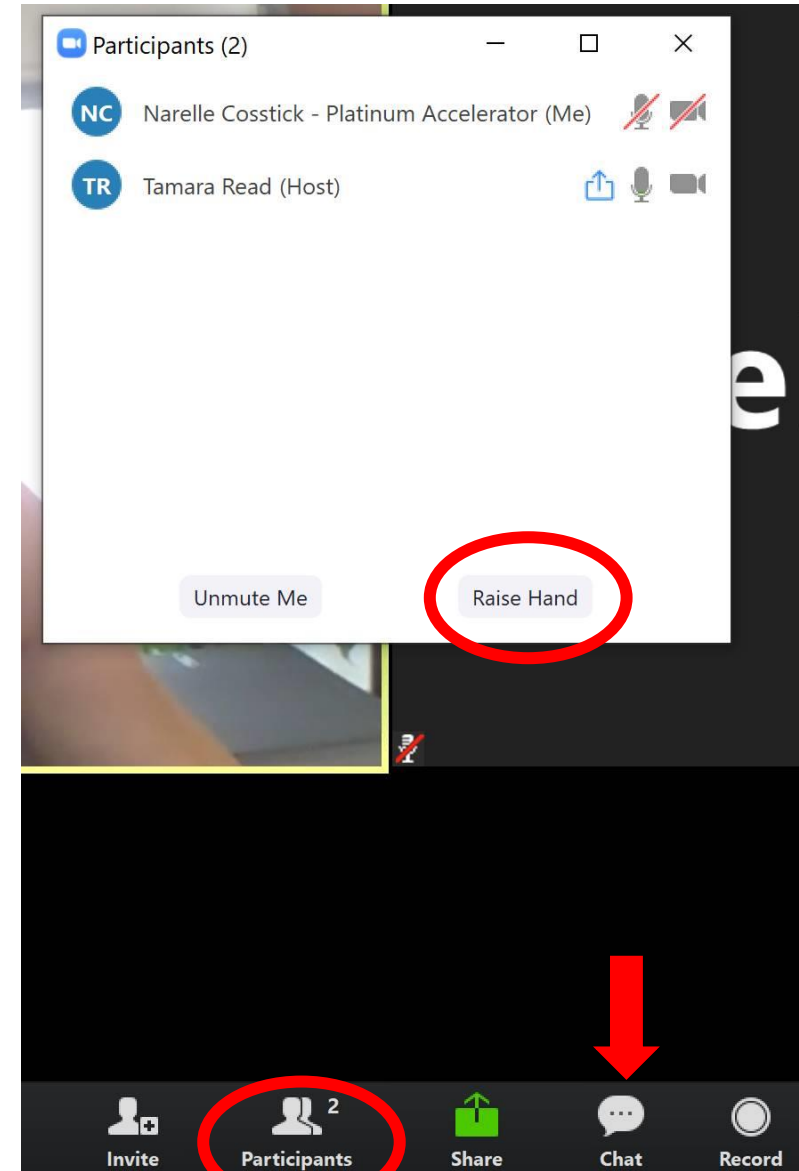
**Tamara Read &
Nicolle Beer**
QLD State Coaches



I LOVE
REAL ESTATE

Zoom Instructions -

- If you drop out of Zoom, log-in again via original link
- If you can't connect via Zoom then watch Livestream via new State Facebook Group
- Master Room:
 - Student to mute audio & turn-off video
 - Raise your Hand if you want to share with the whole group, wait for coach to ask you to unmute yourself & turn on your video
 - Use Chat box to ask Questions
 - Limit chat box to Questions only 😊
- Chat Room:
 - Unmute yourself & turn on your video so you can talk & be seen within your chat room group
 - If your internet is struggling, turn off your video but leave on your audio
 - DO NOT click "Leave Meeting"!!!!!!!!!!!!



Event Outline -

- 6:00 – 6:30 Networking
- 6:30 - Start
- 6:30 – 6:45 Housekeeping
- 6:45 – 8:00 Motivation & Accountability
- 8:00 – 8:30 Networking Break
- 8:30 – 10:00 Multi-unit Development

Workshop / Interactive Format

- Zoom Chat Rooms
- Involve everyone in the conversation
- Be supportive



WELCOME NEW PLATINUM'S



- Dylan Pieters (Graduate)
- Ken & Kerry Sorensen
- Stephen Cassidy
- Yelena & Neil Hensley
- Paul & Rebecca Daly
- Anthony & Felice Burton

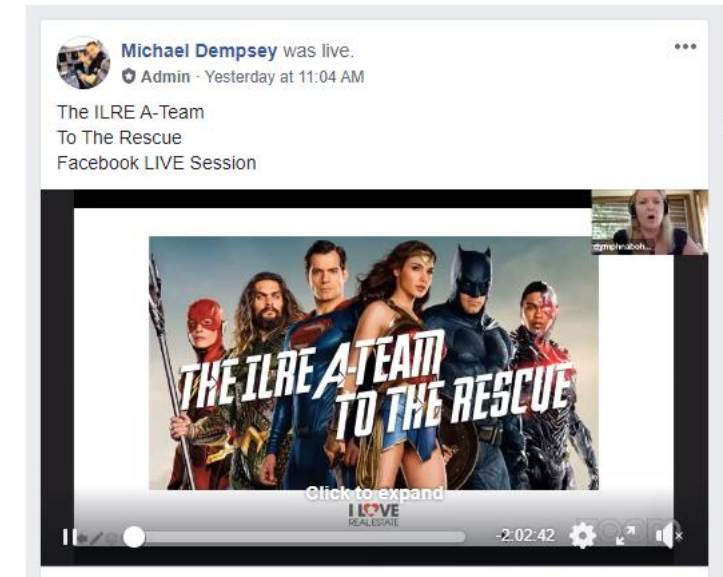
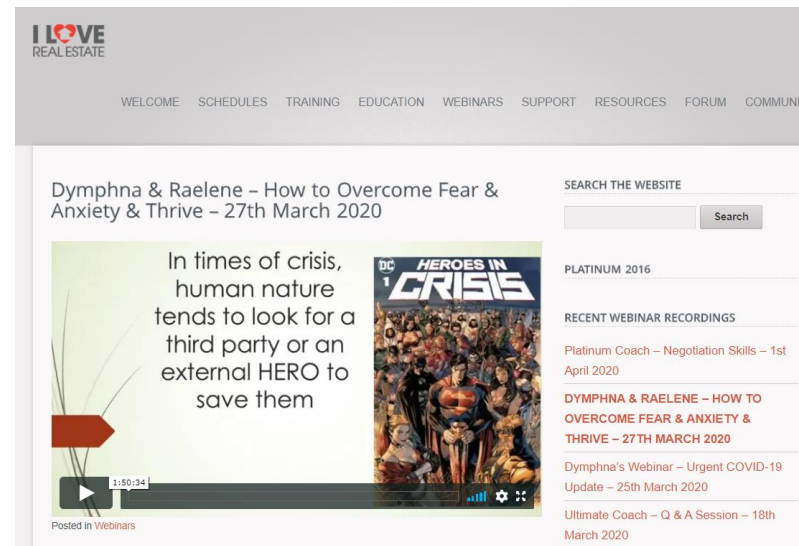
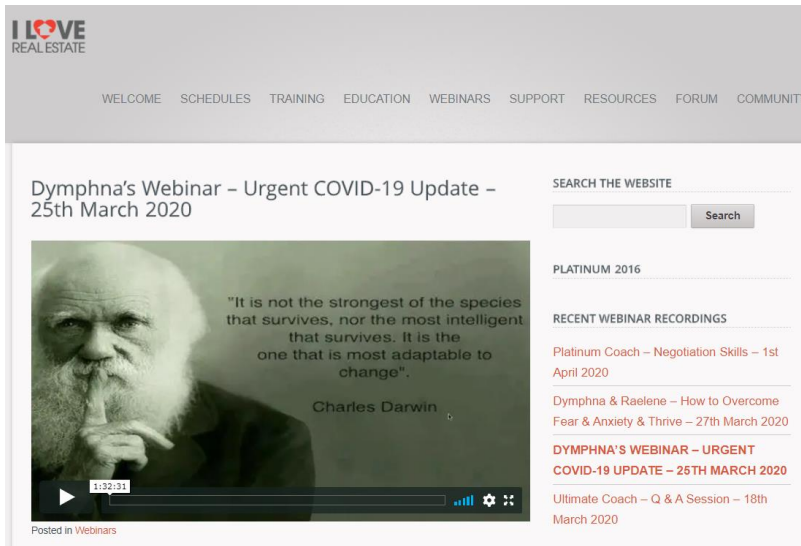
Housekeeping



Housekeeping

3 Dymphna Delivered Webinars – MUST WATCH:

- ❖ 1) 25th March 20
Urgent COVID-19 Update
- ❖ 2) 27th March 20
How to Overcome Fear & Anxiety & Thrive
- ❖ 3) 3rd April 20
The ILRE A-Team to the Rescue



Housekeeping

- **2020 Monthly Dates (Tuesday's):**
 - ❖ 5th May; 2nd June; 7th July; 4th Aug; 8th Sept; 6th Oct; 3rd Nov, 8th Dec
- **2020 National Conference Dates:**
 - ❖ April – Melbourne – Deferred to 2021 & all students credited
 - ❖ 1st & 2nd August – Sunshine Coast
 - ❖ 5th & 6th December – Sydney
 - ❖ **DO NOT Book flights or Accom YET**
 - ❖ Graduate Day prior to each National Conference Date



Housekeeping

- 2020 Ultimate Bootcamp Dates:
 - ❖ April - to be delivered Virtually – Dates & Times TBC
- 2020 Other Ultimate Dates:
 - ❖ Check Ultimate Website

Housekeeping

- **2020 Quantum Events:** Check Ultimate Website For Full List – Most Likely delivered Virtually!!
 - ❖ Commercial Secretes - Melbourne: 2-3rd May
 - ❖ 25% Developers Club – Sydney: 16-17th May

Housekeeping

- Meetup Groups – Postponed
 - ❖ Brisbane Platinum Student Meetups
 - ❖ ILRE Brisbane Monthly Meetups



Housekeeping

- 2020 Cambodia Trip Postponed - Raw Impact Charity
 - ❖ Cambodia Trip: 10-19th June 2020 – Postponed
 - ❖ Trip Webinar's Still On :
 - ❖ Tues 14th April 7pm (Syd time)
 - ❖ Mon 1st June 7pm (Syd time)



\$86,364

RAISED THANKS TO

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PLATINUM

Housekeeping

Community Profile Platform

- ❖ Thank you for completing your Profiles!!
- ❖ Instructions Webinar & Manual on Website
- ❖ Regularly Search for Deals & JV's

The screenshot shows the Platinum Accelerator website header with the logo and navigation menu. The 'Community Profile' link is circled in red. Below the header, the page is titled 'Community Profile Instructions' and contains three sections: 1. Profile Instructions - Video (a video player showing two women), 2. Profile Instructions - Webinar (a video player showing a slide titled 'Platinum Accelerator Community Profile Platform'), and 3. Profile Instructions - Manual (a 'Download' button).

The screenshot shows a user's profile page on the Platinum Accelerator website. The 'Community' link in the navigation menu is circled in red. The profile is for Tamara Read, located in Queensland. The profile includes a profile picture, a cover photo, and a table of contact information.

PLATINUM GRADUATE	Platinum Graduate
LOCATION	Sunshine Coast, QLD
PLATINUM YEARS	2016, 2017, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2018, 2019.
PARTNER NAME	John
OCCUPATION	Investor, Mentor, Educator
BACKGROUND	Platinum Accelerator National Coach and

GRADUATING PLATINUM'S



- Darren & Jennifer King
- Kate De Waal
- Elicia Tyerman
- Shirley Shi & Lee-Yun Chiang

Welcome Dymphna



PLATINUM

From Crisis and Chaos
to Crushing It!



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A story of Hardship

- In 1962, a young man named Joseph met a woman named Marina. They lived in Russia together. They shared a passion for art. He wrote poetry. She created paintings. They fell in love and had a child together.
- It was shaping up to be a good life until one day in 1972, the Soviet officials came knocking at the door. They stormed Joseph's apartment, took him captive, tossed him on a plane to Vienna, and informed him that he was exiled from the Soviet Union.
- He never saw Marina or his child again.



Why am I telling you this story?

- Because Joseph was Joseph Brodsky, the famous poet and Nobel Prize winner for Literature in 1987.
- Thanks to the help of some fellow poets, Brodsky was able to find refuge in the United States and soon held teaching positions at Yale, Cambridge, and the University of Michigan.
- In 1991, nineteen years after being exiled from the Soviet Union, Brodsky was awarded the United States Poet Laureate.
- **From every Crisis there can be amazing success**
- **Attitude is what will determine your level of success**
- **THIS TOO WILL PASS**

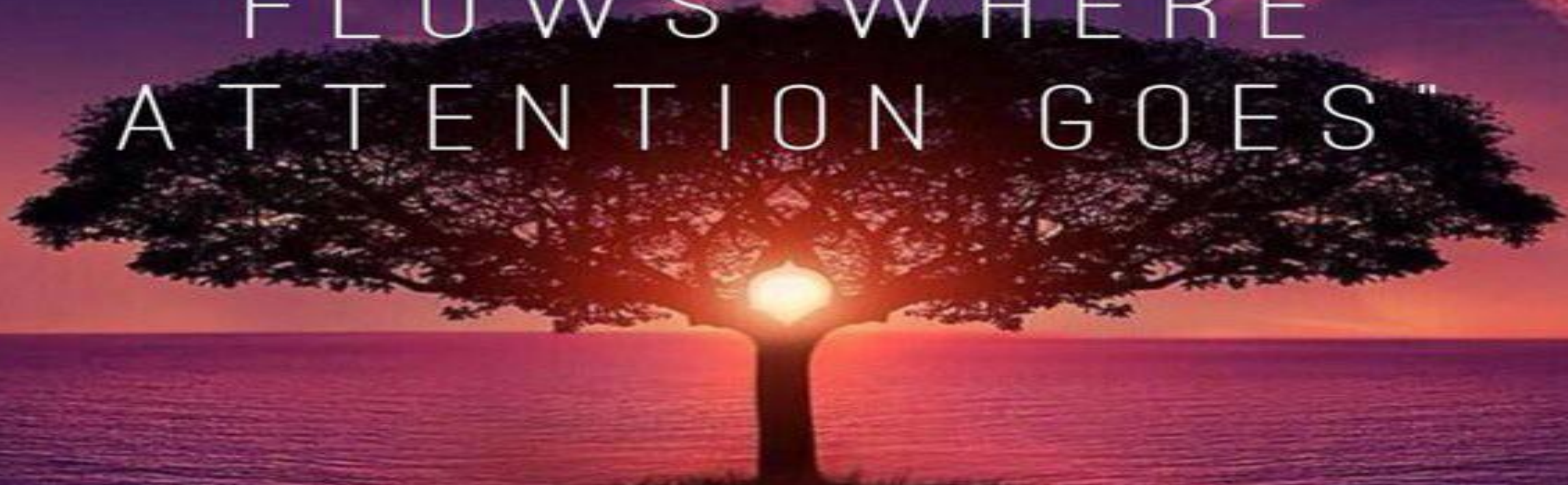


One of Brodsky's Famous Quotes

“It's the echo that counts”

- The impact of negativity is magnified when we talk about it, no matter what we say.
- We breathe life into poor decisions, bad ideas, evil people, and bad situations by discussing them over and over again.
- You wouldn't want to waste all of your meals on junk food. Why waste your thoughts on junk ideas and your energy on junk people?
- In the words of Brodsky, **“it's the echo that counts.” Negativity doesn't deserve a louder voice. Spend your time echoing something worth hearing**


"ENERGY
FLOWS WHERE
ATTENTION GOES"





Energy goes
where Attention
Flows

It was the only
tree on the entire
slope



**Energy goes
where Attention
Flows**

Ah -Uhh

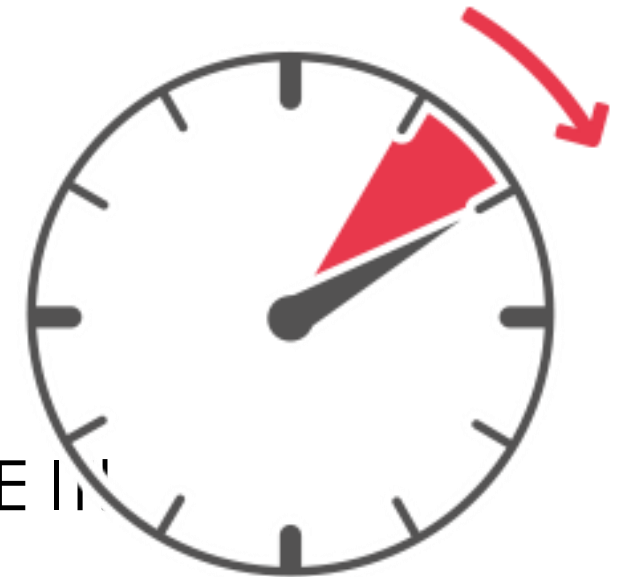
This is a time to Protect our Attitudes, Motivations, Mindset and in turn our Futures

- You are creating your future from your energy today.
- What are you focusing on in your everyday lives?
- What are you doing to improve YOUR?
 - Mindset
 - Health
 - Education / Skill
 - Goals
- Only you can do this!



Strategies to help you keep your Focus in the right place

- Be Organised – plan your day – create as much routine as possible
- Decide on what it is you want to accomplish and then make a detailed list of all the things you need to do in order to achieve the end goal.
- Allocate time for thinking
- Allocate time for growth
- Allocate time for health
- Allocate time for nurture
- Allocate time to transform
- We are being given a gift – USE IT – DON'T WASTE IT
- **TIME IS TICKING**



**Time for
YOU
Time for
Exercise
Time for
Grow**

**Time for the
PLANET to
BREATH**

**Time for
FAMILY
Time for
Research
Time for BE**

**COLLECTIVE
CONSCIOUSNESS**



Webinar Recording x 3

DYMPHNA BOHOLT

Money coach. Investor. Best selling author.

HOW TO CONQUER THE CHAOS


AND EVEN CRUSH IT.

You – Property – Deals - Focus

- Deals in Play right now
 - Conditional
 - Unconditional
 - Selling
- What is going to be good Buying
 - Long extended settlements
 - Seller JV (these are going to be everywhere)
 - Discounting
 - Trade and contractor negotiations – particularly for cash
 - Commercial will have some great buys in time – BUT the recovery could be slow



The Big Question?



How long
will
COVID19
Last?

PLATINUM

Accountability
Monthly Goals



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Buddy Process – Chat Room



- Zoom Chat Room - Auto pair-up
- Exchange Mobile No.
- Schedule to “TALK” weekly
- Graduating students OK to partner for a month

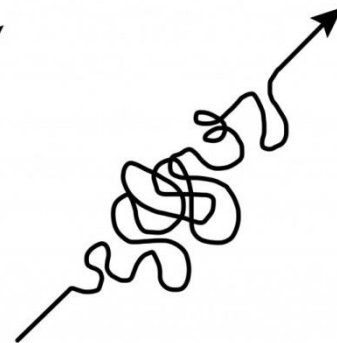
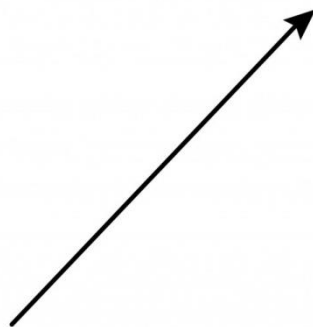
Last Month In Review

Share Your Successes and Challenges



SUCCESS

SUCCESS



what people think
it looks like

what it really
looks like

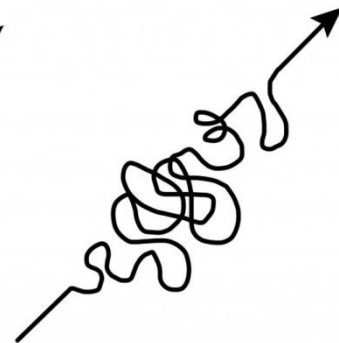
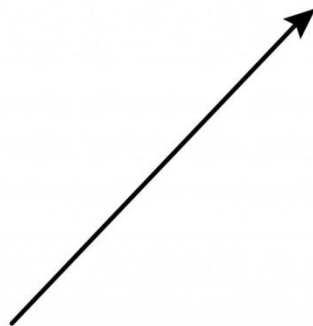
- Unmute & turn on your video in chat room
- Do Not "Leave Meeting"

Group Share

Share Your Successes and Challenges

SUCCESS

SUCCESS



what people think
it looks like

what it really
looks like

- Mute audio & turn off your video
- Raise hand to share with group

This Months Plan

Share Your Key Goals For Month



Monthly
✓
goals

- Unmute & turn on your video in chat room
- Do Not “Leave Meeting”

Group Share

Share Your
Key Goals For Month

Monthly
✓
Goals

- Mute audio & turn off your video
- Raise hand to share with group



Tea / Coffee Break

- Workbook Print-out
- Homework Sheet & Slides

PLATINUM

Multi-Unit Developments



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Multi-Unit Developments

- **Selling** is an essential skill of an active investor!
- Selling to a) **Purchaser** &/or b) **Tenant**
- Multi-units = **More** product to SELL
 - 1) Selling the **Finished End Product**
 - 2) Selling **Off The Plan**



1) Selling the Finished End Product



Aspects of Selling

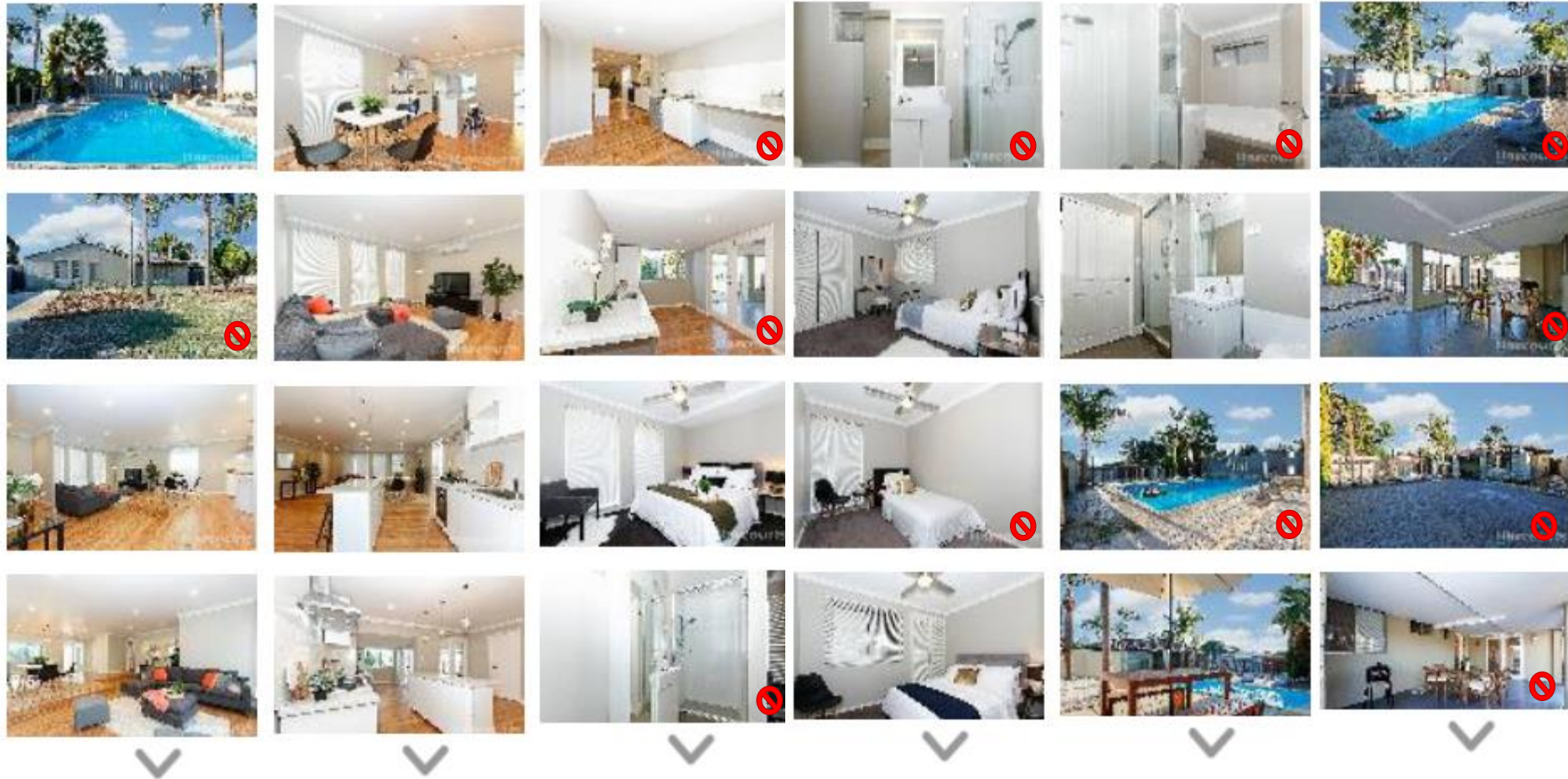
- 1) **Photographs** – Selection, order, money shot
- 2) Advertisement **Copywriting** – Written add on internet listing, sign board, fliers, newspaper, agents window etc.
- 3) **Pricing** – Set price, range, offers over, auction, tender, submit all offers
- 4) Selling **Method** – Listing, Auction, Transparent/Open Negotiation

Photographs

- Photo Selection
- The Money Shot
- Photo Order



Agents Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Original Photo Selection & Order



Group Share

Group Feedback of Photo Selection

- Mute audio & turn off your video
- Raise hand to share with group

Photo Selection -

Less is More - Better to leave out a photo than have it turn the buyer off so they decide not to inspect



Deleted Photos

Deleted Photos



- Unflattering
- Patchy grass
- Sparse garden



- Unflattering aspect – house & yard
- Detracts from other photos

Deleted Photos



- Weeds in pavers
- Detracts from photo # 1



- Unflattering aspect
- Detracts from photo # 1
- Doesn't add anything

Deleted Photos



- Plain looking
- Unflattering aspect
- Doesn't add anything

- Plain looking
- Closed in feel
- Doesn't add anything

Deleted Photos



- OK photo but doesn't really add anything
- Include ?? – butlers pantry?



- OK photo but doesn't really add anything

Deleted Photos



- Reflection in tall mirror cabinet messes with perspective = distracting! Looks like narrow door next to vanity???



- Reflection in tall mirror cabinet messes with perspective
- Makes ensuite look very narrow

Deleted Photos



- OK – but photo #18 better



- Makes room look very narrow
- Other bedroom photos = better

Final Photo Selection & Order

Order of Photos

- Order is important – want most impactful first – need to keep peoples attention. Group photos e.g. lounge/dining/kitchen, bedrooms, outside.
- Agent had no order to the pics
- Decide on the money shot!!!

The Money
\$hot

Activity – Chat Room

- Discuss – Selected **money shot** & decide on the **photo order**



Group Share

Final Photo Selection & Order

- Mute audio & turn off your video
- Raise hand to share with group

Final Selection & Order

Money Shot!

- Resort Feel!!!!



Final Selection & Order



- Most impressive pics first

Final Selection & Order



Final Selection & Order



- Aesthetic first then function

Final Selection & Order



- Master first then next largest etc.

Final Selection & Order



- Walk through order

Final Selection & Order



- Finish on a high – pool shot!

Photo Tips -

- Have indoor & outside plants in photo – feels alive & softens effect – should have put a pot plant at front door, plus in the pebble of the alfresco area. Use the **palm frond effect**.
- **Swish** the water in the pool!
- **View the photos** as the photographer is taking them to ensure you are happy – make suggestions you know the property best!!

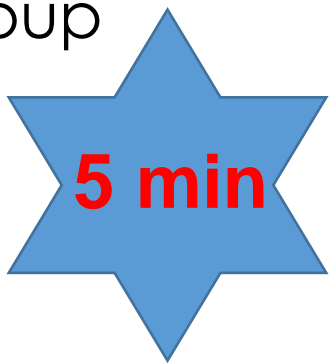
Advertisement Copy Writing

- The words to go with the photos!!!



Activity – Chat Room

- Read original add copy that went with the agent's photos
- Share thoughts in your chat group



Listing Description

Property Attributes

Absolutely stunning!
Selling by Open & Transparent Negotiation, 8th March 2017 (unless sold prior). Offers over \$375,000.

This beautifully fully renovated home has all the comforts you can dream of. In fact, someone has done all the hard work for you so that you can move straight in and enjoy the comforts. As soon as you walk through the front door you have that wow! The open plan living and dining area is very spacious and has plenty of natural light with floating floor that flows seamlessly. The galley style kitchen has a real sense of style on sophistication with soft closing doors and plenty of storage space. All the appliances are new and have never been used comprising of 900m gas top, electric fan forced oven and dishwasher. Your guests can sit around the breakfast bar whilst you're cooking up a storm in the kitchen, in fact this is a well thought out plan as you can easily entertain your guests whilst still doing all your chores and putting the washing on in the large spacious laundry room. In this area, the back doors open out onto the entertaining area, another point of difference.

The master bedroom has its own ensuite with single vanity, shower and w/c, the 3 minor bedrooms are all good sizes and two of them have robes. The family bathroom is situated perfectly around them and again tastefully designed in keeping with the rest of the house with bath, single vanity and shower.

You will not be disappointed with the entertaining area as it is huge. A section which has shelter from the hot sun allows you to still mingle with your guests whilst they are playing in the pool which also comes with an outdoor shower. There is a further section of the garden which is perfect for an outdoor cinema and plenty of room for the kids and pets. A double drive way with carport provides ample of room for parking your boat, trailer and various toys.

Location is perfect with less than 20km from Perth and local schools and shops close by. This has got to be one to see and put on your short list. Call me today to view!

Advert Date: 28 Feb 17
Advert Agency: Harcourts Alliance
Advert Agent: Amanda Mills
Agent Phone Number: 0401 912 666

Group Share

Thoughts on Original Add Copy

- Mute audio & turn off your video
- Raise hand to share with group

Principals of Good Copywriting -

- 1) Features Telland..... **Benefits Sell** – highlight the benefits!
- 2) Sculpt your copy to a **target persona** e.g. Mum of a young family, or first home buyer etc.
- 3) Expand on the benefits & describe the positive impact on the target persona's life **Plant the seeds**
- 4) Tell them what they **will loose** if they don't act e.g. properties like this rarely come on the market, so don't be kicking yourself if you miss out on this gem!
- 5) **Call to action** – tell the reader what to do next – make it simple, direct and don't make them have to think!! E.g. Pick up the phone and call now.

Activity – Chat Room

- Re-read original add copy relative to the principals you now know about good copy writing
- What's your Verdict?
- Share thoughts in chat room

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Group Share

Feedback & Verdict?

- Mute audio & turn off your video
- Raise hand to share with group

Feedback -

AVERAGE

Feedback -

- **Headline** (Hook) = Weak (not attention grabbing)
- **Body Text** = Poor – describes the features not the benefits – makes the reader have to work to think of their own positive benefits = RISKY!!
 - **Feature** = Location is perfect with local schools and shops near by
 - **Benefit / Emotion** = Kids can easily walk to school freeing up your valuable time.



Feedback -

- **Layout** = Too wordy & written in paragraphs. Dot points best!
- **Call to Action** = Weak - Only call to action was to put it on your shortlist – we want them to buy it not short list it!!
- **Missing Critical Info** =
 - Subdivision & granny flat potential - Agent dismissed idea that property could be subdivided and a grannyflat could be added and so didn't include it in add – she said the market was first home buyers and they are not interested in that!!!! Agent has no right to make this assumption for buyers
 - Butlers pantry

Activity – Chat Room

- Highlight the **features** described in the add
- Share with the group



Features

Features

- Beautifully renovated
- Open plan living & dining very spacious
- Galley style kitchen with sense of style & storage
- Put the washing on in the large laundry room
- Back doors open out to entertaining area
- Master bedroom has own ensuite
- Bathroom with bath, single vanity & shower
- Entertaining area is huge
- Pool also comes with outdoor shower
- Section of garden perfect for outdoor cinema
- Carport provides ample room for parking boat ...
- Location is perfect - local schools, shops close by

Activity – Chat Room

- Re-write each feature as a benefit
- **Ask Questions** to Define the Benefit:
 - How will the feature benefit me?
 - What's the positive impact on my daily living?
 - How will the feature positively affect my daily life?
 - Why is this feature worth including?
- **EXAMPLE:**
 - Feature = Beautifully renovated
 - Benefit = Nothing left to do but sit back and enjoy
 - See Example Next Slide



Activity – Convert Feature into Benefit

Features	Benefits
• Beautifully renovated	
• Open plan living & dining very spacious	
• Galley style kitchen with sense of style & storage	
• Put the washing on in the large laundry room	
• Back doors open out to entertaining area	
• Master bedroom has own ensuite	
• Bathroom with bath, single vanity & shower	
• Entertaining area is huge	
• Pool also comes with outdoor shower	
• Section of garden perfect for outdoor cinema	
• Carport provides ample room for parking boat ...	
• Location is perfect - local schools, shops close by	

Group Share

Example of Features Converted to Benefits

- Mute audio & turn off your video
- Raise hand to share with group

Activity – Convert Feature into Benefit


Features	Benefits
• Beautifully renovated	Nothing left to do but sit back and enjoy
• Open plan living & dining very spacious	Be wowed every day as you come home to your expansive light filled open plan living area
• Galley style kitchen with sense of style & storage	Become your own Master Chef in your designer
• Put the washing on in the large laundry room	The impeccable design doesn't stop at the laundry with this area perfectly located as a butlers pantry
• Back doors open out to entertaining area	Alfresco dining will become a daily ritual as you capitalize on the huge under roofed entertaining area adjacent to the pool
• Master bedroom has own ensuite	Enjoy the sanctuary of your master bedroom ...
• Bathroom with bath, single vanity & shower	Relax with a bubble bath
• Entertaining area is huge	

Activity – Convert Feature into Benefit

Features	Benefits
<ul style="list-style-type: none">• Pool also comes with outdoor shower	Imagine weekends frolicking in the pool with family and friends
<ul style="list-style-type: none">• Section of garden perfect for outdoor cinema	Host movie nights in your own outdoor cinema
<ul style="list-style-type: none">• Carport provides ample room for parking boat ...	Room for all the toys
<ul style="list-style-type: none">• Location is perfect - local schools, shops close by	Kids can walk to school
<ul style="list-style-type: none">• Energy efficient lighting, solar etc.	Save on bills
<ul style="list-style-type: none">• Subdivision potential	Choose to sell and pay down your personal loan or keep for cash flow and growth in the future
<ul style="list-style-type: none">• Granny flat potential	Have someone else pay off your mortgage

Final Add

Harcourts 37 O'Grady Way, Girrawheen, WA 6064
House: 4 2 1



Superbly Renovated + Subdivision + Grannyflat Opportunity!

Price by Negotiation over \$459,000

First home buyers, owner occupiers and investors - look no further - this home exceeds expectations on every level!

Superbly renovated ultra-modern large family home with the ability to subdivide (STCA) future proofing your investment, plus capacity to add a fully self-contained granny flat - this property just keeps on giving.

Imagine lazy weekends by the pool, being the envy of family and friends entertaining in the expansive beautiful home with integrated indoor outdoor living - no need to lift a finger, just move straight in and start enjoying.....

- Prepare to be WOW'd by the expansive light filled open-plan-design flowing seamlessly from the entry to the lounge dining, out through the double glass doors to the covered alfresco and sparkling pool beyond.
- Imagine having poolside BBQs and an outdoor cinema in the backyard!
- Entertaining is a dream in the chef grade sophisticated galley style fully equipped kitchen with adjoining additional space perfect for a butler's pantry..... leaving you wanting for nothing.
- Family and friends are well catered for with four bedrooms and the outside toys are not forgotten with two driveways (each with direct side gate access to the back and carport) - room for your boat, trailer, and even the caravan!
- Stay cool in summer and warm in winter with the reverse split system air-conditioning, and save on your electricity bill with LED energy efficiency lighting throughout.
- Save petrol - leave your car at home and stroll to nearby shops and restaurants, plus access quality local schools and public transport nearby - all this less than 20km to Perth CBD.

Subdivision Potential

- Live in the house and subdivide the backyard (STCA) and get an additional block of land to sell in the future and pay down your loans, OR build on the block yourself and potentially double your investments.
- With the separate driveway access already in place and the new rezoning done (R20/40) -

Upcoming Inspections

Sun 26 Mar: 11:00AM -11:30AM

Harcourts Alliance

3, 49 Boas Ave Joondalup, WA 6027



Amanda Mills
0401 912 666

Activity – Chat Room

Final Copy

- Read final copy
- Share thoughts in chat room

37 O'Grady Way Girrawheen

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- Live in the house and subdivide the backyard (STCA) and get an additional block of land to sell in the future and pay down your loans, OR build on the block yourself and potentially double your investments.

- With the separate driveway access already in place and the new rezoning done (R20/40) - highlighting the demand in the area, it doesn't get easier to subdivide and manufacture growth for the future.

Grannyflat Opportunity

- There is a perfect opportunity to build a grannyflat (STCA) accessed by its own driveway while keeping the house and the pool area as is.

- Rent it out and have someone else pay off your mortgage for you. Or use it to accommodate extended family and know your investment is future proofed

Properties like this rarely comes on the market and don't get any better than this one - so CALL AND INSPECT NOW - it won't last long! [show less](#)



Group Share

Thoughts on Final Copy

- Mute audio & turn off your video
- Raise hand to share with group

Pricing & Selling Method

- Agent had it under **transparent negotiation** but **started \$100k less than** what they would take – too big a gap
- Agent only **gave 2 weeks** of opens before doing live phone negotiation – needs to be at least 4-6wks like an auction campaign
- Agent amended to - Price by Negotiation \$459k - \$489k. Suggest **removing the upper limit**make it **Offers Over**



Supporting Info For Agent



- Make agents job easy – **don't rely on them** to do anything!!
- **Subdivision Potential** – provide agent with mud map of where block could be subdivided, include dot point summary e.g. recently re-zoned (zoning map image) potential block size, features e.g. keep driveway, services well positioned (include DBYD??), stage by doing grannyflat first then subdivide off??
- **Granny Flat Potential** - provide agent with mud map of where granny flat could be built and highlight features e.g. block size required and hence you comply, size and number of bedrooms, own driveway access, house and pool retained.

2) Selling Off The Plan

NOW SELLING OFF THE PLAN

Twenty4
CAREEL CLOSE
Helensvale
boutique townhouses




Off The Plan Sales Document / IM -

- Presentation is key - First impressions count!
- Attention to detail important
- Straight to the point

Example A

4/4/2017

4/61 Lyon Street, Moorooka



offers over \$520,000

3 2 2

**Spacious Three Bedroom Brand New Townhouse
Close to City**

This three bedroom, two bathroom, two car garage townhouse situated in the heart of Moorooka. With the opportunity for the first home buyers to access the First Home Owner's Grant, this is a property not to be missed. Investors shouldn't miss out on this opportunity, as Moorooka is a sought after suburb for renters, being close to the city.

Features

- Master bedroom with ensuite
- All bedrooms with built-in wardrobes
- Powder room downstairs
- Double Garage
- Laundry located in Garage
- Spacious combined living/dining area
- Stone top benches
- Stainless steel appliances
- Quality carpet, fixtures and fittings

Key Details

Agency Details

1/2

4/4/2017

Benefits

- Spacious fenced courtyard
- Close to Woolworth's and other specialty stores
- Short drive to M1 to City or Gold Coast
- Short stroll bus stops
- Short drive to Yeerongpilly Train Station or Moorooka Train Station
- Within the Moorooka State School catchment
- Short drive to Toohy Forest and surrounding parks

This is the place to be – first to inspect will buy!

2/2

Activity – Chat Room

Share Feedback & Verdict

- _____
- _____
- _____
- _____
- _____
- _____



4/4/2017

4/61 Lyon Street, Moorooka

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Key Details

Agency Details

1/2

Group Share

Thoughts on Example A


- Mute audio & turn off your video
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Example A - Reflection

- No artist impressions
- Hard to read floor plans
- Poor written copy – lists features only
- Basic inclusions list
- Basic location information
- No branding
- Underwhelming

4/4/2017

4/61 Lyon Street, Moorooka



offers over \$520,000

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Key Details

Agency Details


12

Example A – Verdict?

○ POOR

4/4/2017

4/61 Lyon Street, Moorooka



offers over \$520,000

3 2 2

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Key Details

Agency Details

1/2

Example B

*Elevate your investment
to a new level*



Sunshine Coast, QLD

Contents



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Example B

Overview



Elevate your investment to a new level

Luckreadie Property Investment is a property development business based on the Sunshine Coast, which has been formed specifically to address the high demand for affordable housing in the region. The key to Luckreadie's approach is the ability to design high quality boutique apartments in locations that have a real need for affordable accommodation, such as medical and education precincts.

ascend – boutique apartment living is the latest project released by Luckreadie Property Investment and presents a rare and exciting opportunity for investors.

Not only is the development approved under the National Rent Affordability Scheme, it also combines the best of location and design in the burgeoning heart of Nambour.

We encourage you to read on to learn more about the many benefits on offer for investors and gain a greater understanding of why these apartments are a lucrative addition to any property portfolio.



Disclaimer

Note: Material in this document has been prepared in good faith with due care by Luckreadie Property Investment, solely for the information of potential purchasers to assist them in deciding whether they are interested in purchasing the property; the information does not form part of any offer or contract and is intended as a guide only; you should not rely on any material contained herein but should make independent investigations to satisfy yourselves as to the correctness of any statements or representation

Key Benefits



Designed for the astute investor

ascend presents a number of key financial benefits to investors that will ensure these 16 boutique one bedroom apartments are a valuable asset in both the short and long-term.

- 8% + pa yield and low ongoing costs makes for unparalleled high returns
- From \$245,000 – the lowest entry price for a brand new property on the Sunshine Coast, a rare opportunity suiting first time and seasoned investors plus Self Managed Superannuation Funds
- \$4,217/yr Positive cash-flow potential making an ideal low maintenance investment property
- NRAS approved apartments = \$95,240 tax free government incentive over 10 years
- \$10,000 QLD Government Building Boost per apartment when purchased off the plan with construction completion proposed July 2012, provides enhanced affordability and investment return
- Strategic location directly opposite Nambour General Hospital and central to the medical hub supporting significant infrastructure, services, transport and only 20 minutes to the beach
- Strong capital growth predicted for this Sunshine Coast hotspot based on its affordability, infrastructure and population growth



Example B

Location



Strategically located to maximise returns

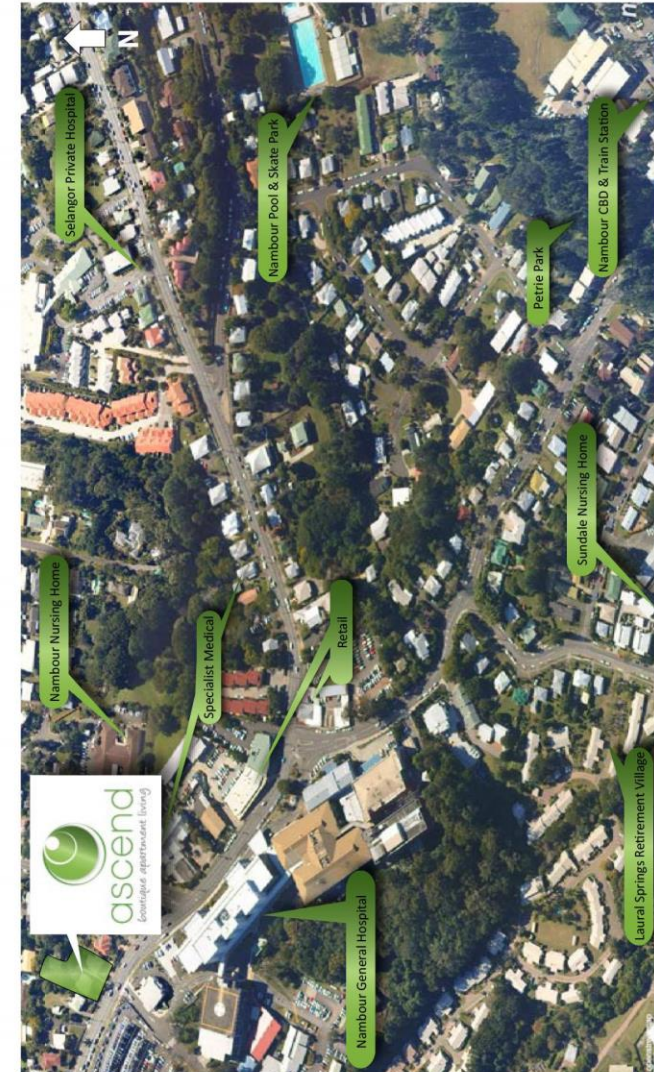
Centrally located in the vibrant heart of Nambour, ascend has a wide range of facilities, infrastructure and retail precincts situated right at residents' fingertips. Read on to discover what makes ascend's positioning so ideal for renters and investors alike.

- Situated directly opposite Nambour General Hospital – the largest hospital in the Sunshine Coast district, which services a catchment population of over 34,000 people, and employs more than 3,500 staff.
- Poised to capitalise on Nambour Hospital's \$150 million expansion:
 - 2010: New 96 bed ward and front entrance completed
 - 2011: New specialist facilities and additional beds
 - 2012: Main block re-development and expansion of numerous departments
 - 2013 and beyond: Provision of specialist services to complement the proposed Sunshine Coast University Hospital 15 minutes away – planned to be Australia's largest medical training facility
- Strategically located central to the medical employment hub of Nambour within very close proximity to Selangor Private Hospital, several major nursing homes, retirement villages, specialist medical practices, plus public transport and retail outlets providing an abundance of employment opportunities.
- Only minutes from Nambour Town Centre and to the train to Brisbane, plus only 20 minutes to the Coast beaches, Sunshine Coast University and the hinterland towns, ensuring residents are fully connected to where they want to go
- A hotspot in the Southeast Queensland growth corridor, Nambour is fast becoming the location of choice based on its affordability, infrastructure, population growth and close proximity to pristine Sunshine Coast beaches, ensuring investors can capitalise on the long-term return on investment
- 11.9% p.a. 10-year capital growth in Nambour.*

*Source: API Magazine



Area Profile



Example B

Rental Appraisals



Address
102 Currie Street,
Nambour
Qld 4560

Contact
P (07) 5441 1344
F (07) 5441 4316
E info@carolans.net
W www.carolans.net

08/07/2011

Dr Tamara Read
Luckreadle Property Investment
51 Okinja Road
ALEXANDRA HEADLAND QLD 4572

RENTAL APPRAISAL – 14-16 NAMBOUR MAPLETON RD, NAMBOUR

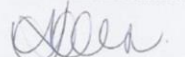
Thank you for allowing Carolans First National the opportunity to appraise your property.

We wish to advise that the above property would achieve a weekly rental of \$240.00 per week.

These units are situated in a well sort after area of Nambour and we have no problems in securing good quality tenants.

If you have any queries or questions, please do not hesitate to contact me at the office on 5441 1344.

Kind Regards
CAROLANS FIRST NATIONAL


TAMARA WRIGLEY
Senior Property Manager

Exceptional Service Pty Ltd A/c The Peter Wrigley Family Trust trading as Carolans First National Real Estate
ABN 16 873 072 932



Contact Us



Act now to avoid disappointment

If you would like to find out more about this exciting investment opportunity, we encourage you to contact us now, as there are only a limited number of apartments on offer.

Our directors are more than happy to answer any of your questions.

Phone: 0411 316 266

Fax: (07) 5479 2296

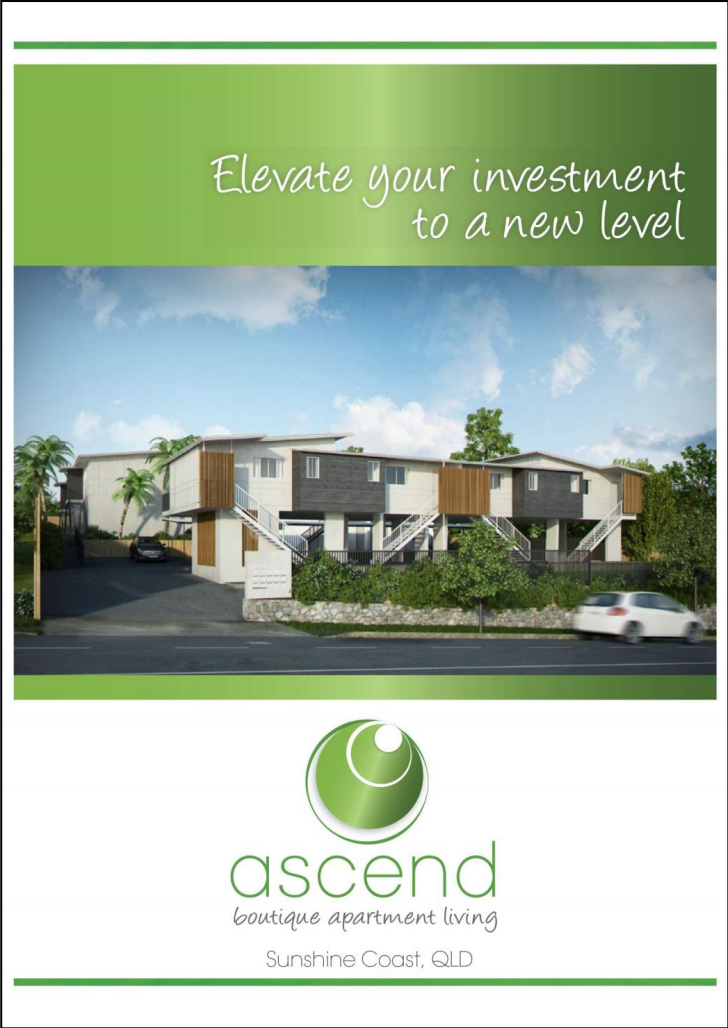
Email: info@ascendapartments.com.au

Activity – Chat Room

Share Feedback & Verdict

- _____
- _____
- _____
- _____
- _____
- _____

5 min



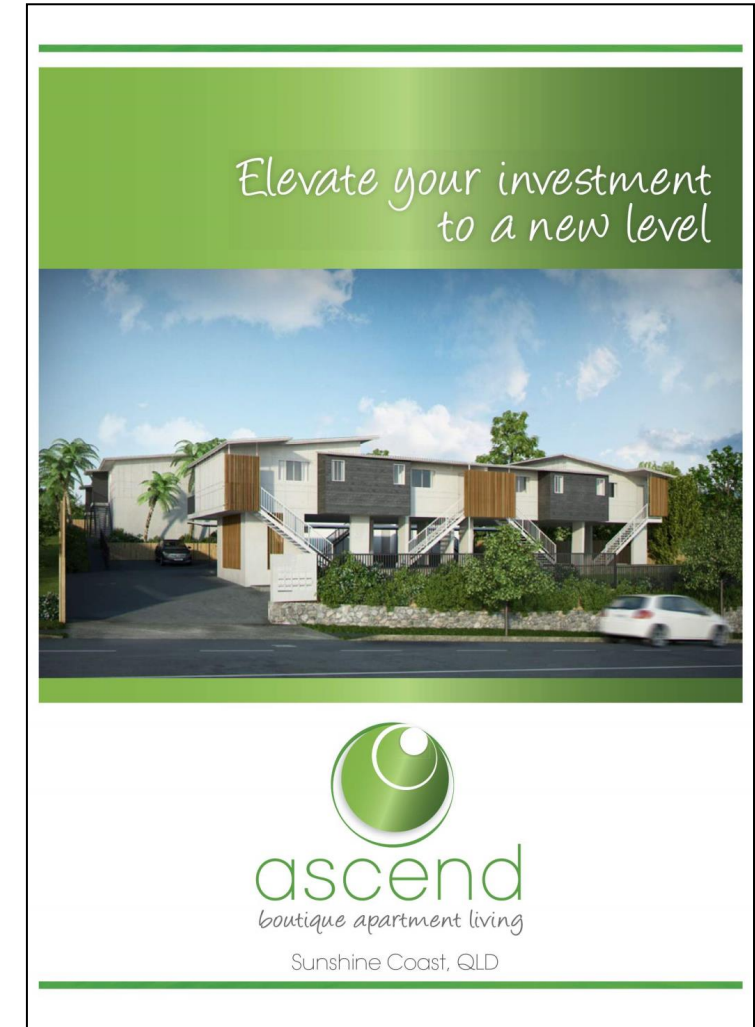
Group Share

Thoughts on Example B

- Mute audio & turn off your video
- Raise hand to share with group

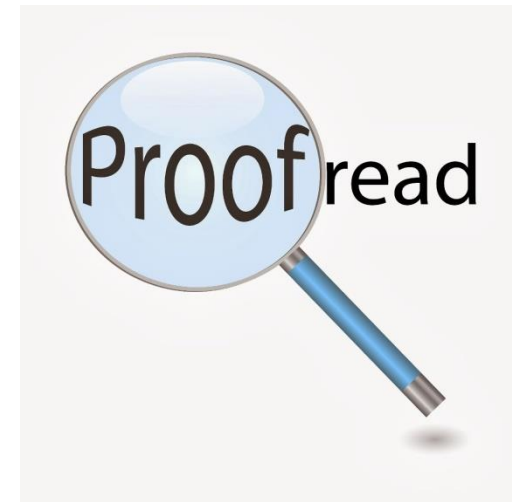
Example B – Verdict?

○ GOOD



Traits of a Good Off The Plan Sales Document

- Photo quality artist impressions
- Professional Presentation – layout, style, logo
- Proof Read – no spelling errors or calculation errors
- Photos, maps, dot points
- Executive Summary - covering key points
- Cash Flow Estimate
- Specifications and Finishes
- Floor plans



Traits of a Good Off The Plan Sales Document

- Pricing
- Rental Appraisal
- Valuation / Depreciation?
- Comparable Sales
- Location Information – Why Town, why suburb, why street?
- Team – Developer, Builder, Property Manager etc.
- Contact Details

Yes!

QUESTIONS?