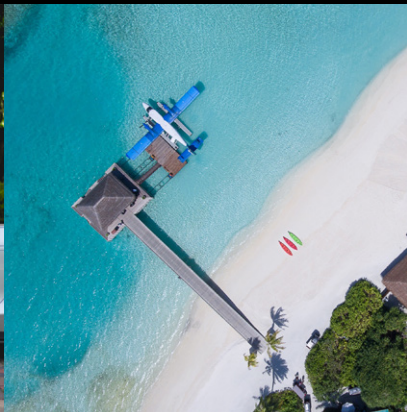




PLATINUM ACCELERATOR

NATIONAL CONFERENCE

2ND & 3RD APRIL 2022 | WORKBOOK



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DAY ONE: SATURDAY 2 APRIL 2022

8.30 – 9.00	REGISTRATION
9.00 – 10.30	1. IDENTIFYING NEED
10.30 – 11.00	MORNING TEA
11.00 – 12.30	2. BUILDING - KNOCK DOWN REBUILDS
12.30 – 1.30	LUNCH
1.30 – 3.30	3. MULTI BUILDING
3.30 – 4.00	AFTERNOON TEA
4.00 – 5.30	4. DEAL ANALYSIS

DAY TWO: SUNDAY 3 APRIL 2022

8.30 – 9.45	5. LEGAL CASE UPDATES
9.45 – 10.30	6. EMOTIONAL CHECK
10.30 – 11.00	MORNING TEA
11.00 – 12.30	7. MAHDI MASON – LAND ENERGY
12.30 – 1.30	LUNCH
1.30 – 3.00	8. STUDENT STORIES
3.00 – 3.15	AFTERNOON TEA
3.15 – 5.30	9. GETTING SORTED



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1. IDENTIFYING NEED



Needs Analysis

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What is Needs Analysis



- Needs Analysis** is a formal, systematic process of identifying and evaluating specific **needs** of an individual or group of employees, customers, suppliers, etc.
- Needs** are often referred to as "gaps," or the difference between what is currently done and what should be performed.

Where are the gaps and how can I fill them!

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How is this useful in Real Estate?

Specialty Projects

Identifying GAPS in the market for:

<ul style="list-style-type: none"> Storage Sheds Caravan Parks Pubs Childcare Centres Distribution Outlets Fast Food Outlets Car Washes 	<ul style="list-style-type: none"> Function Centres Car Parks Backpackers Fuel Stations Motels Basically any form of Industry Specific Real Estate
--	--

How is this useful in Real Estate? Resi Deals

It's also useful in identifying the gaps in the market for Resi:

- Development – should you build 2 br or 3 br townhouses?
- Are apartments or townhouses in more demand?

Resi Deals



Evaluating Resi

- How do you determine your best bang for your buck when it comes to Development/Building?
- What is going to sell better?
- What is going to make the most money?
- What can you afford to build / finance?

Single House

How many Br's

Apartments or Townhouses?

Duplex

Multi Build



Resi Development

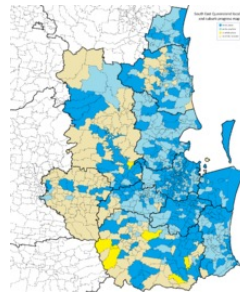
- Step 1 – Map your Target Area
- Step 2 – Determine Zoning
 - Low, Medium, High Res
 - Town Plan
- Step 3 – Demographics
 - Airbnb – 1 & 2 Bedroom, location desirability
 - Education Hubs – 2 & 3 bedrooms
 - Employment Hubs – family homes, young professionals, townhouses, 3 & 4 bedrooms
 - Aged Care - low set housing, 2 & 3 bedrooms, close to medical hubs, shops, amenities etc.
 - Luxury Properties
- Step 4. Evaluation of Community Services
- Step 5 – GVA
 - Pricing, 2 bed vs 3 bed, Requirements, sizes, regulations
- Step 6 – What's in Planning
 - Days on the market
- Step 5 – Agent Relationships
- Step 6 – Feasibility



So how do you do Need Analysis Research? (NAR)

Step 1. Identification of the Study Area(s):

- The foundation of the analysis is the establishment of the geographical Primary Study Area (PSA)
- Not too BIG – Not too SMALL





Step 2 – Determine Zoning

- Each Council has own Zoning maps and specific development regulations for different zones
- What zone is the target development approved in?
- Get to know local development codes
- Use Council mapping tools if available or talk to Council directly for zone maps



Demo gva / rp data????



Step 3 – Demographics

- What are the demographics for your chosen area & your chosen strategy
- RP Data, Pricerunner & Aus Bureau of Statistics for information
- Strategy:
 - Airbnb
 - How many bedrooms are suitable in the area (1 & 2 Bedroom)
 - Location desirability
 - Get analytics from sites like AirDNA , All The Rooms (pay for analytics on each Suburb)





Step 3 – Demographics

- Strategy:
 - Education Hubs – 2 & 3 bedrooms
 - Employment Hubs – family homes, young professionals, townhouses, 3 & 4 bedrooms
 - Aged Care - low set housing, 2 & 3 bedrooms, close to medical hubs, shops, amenities etc.
 - Luxury Properties

Step 4. Evaluation of Community Services

- An overview of services available to residents or businesses, including, but not limited to, parking alternatives, public transit, shopping, medical, public safety and recreational facilities.
- For commercial – Access for main freeways and distribution lines, reliance on residential growth eg child care and storage sheds
- Evaluated how they affect potential demand for housing or Commercial endeavours



Step 5 – GVA

Grid Variance Analysis

- What is the pricing for a 2 bed vs 3 bed house
- What are the requirements for size
- Use programs like John Bone GVA

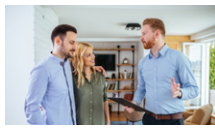
Step 6 – Competition

- What is in planning?
- Have a look at property days on the market
- Is there a demand?
- What is currently available?
- Go to open homes – Check out sizes, colours, presentations, pricing, floor plans, landscaping
- BE the AREA EXPERT



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Step 7 – Agent Relationships



- Form really good relationships with agents
- Stay in touch
- Let them know exactly what you are looking for
- Remember Property is a people Business



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Step 8 – Feasibility

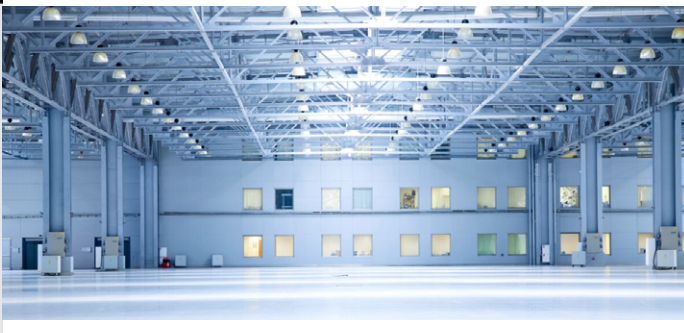
- Still have to do your Feaso
- If the numbers don't work – it doesn't matter how much need there is
- Timing of perceived Need is also important





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Specialty Deals



Step 1: Evaluation of Demographics & Economics

- Do a socio-economic profile based on your criteria or desired outcome
- Eg. For a Distribution Centre the demographic criteria will be different to a child care centre
- Think about what demographic information is going to be important to your target outcome

For non Resi – Industry associations are a good place to start for ideal demographics

 **Self Storage Association of Australasia**
@selfstoragee.org.au · ★ 5 (4 reviews) · Self-Storage Facility

 **Australian Childcare Alliance**

 **Caravan Industry Association of Australia**

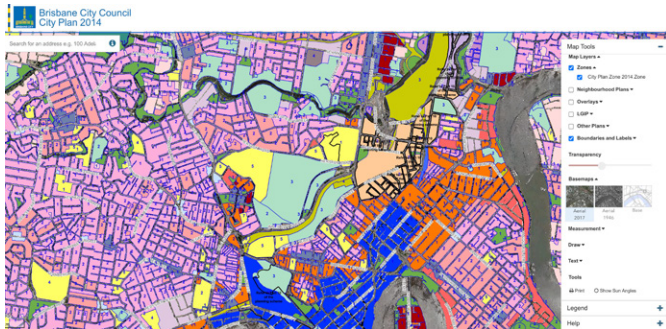
The produce reports, organise conferences, help with industry knowledge and contacts etc.

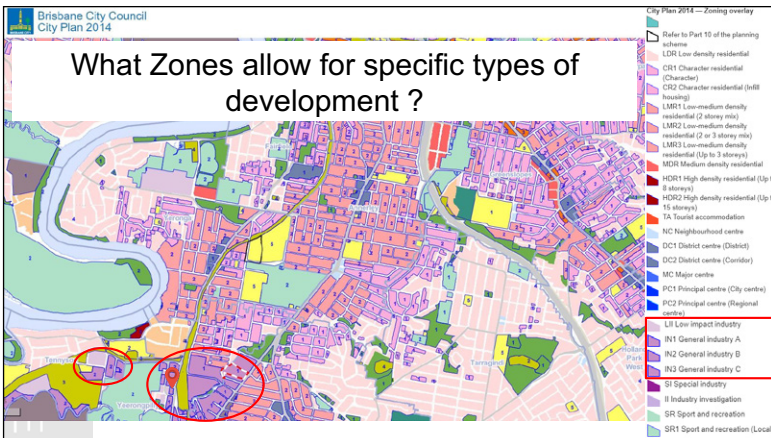
Workshop

- What demographic information would be important to collate for a storage shed complex?



Step 2 – Determine Zoning





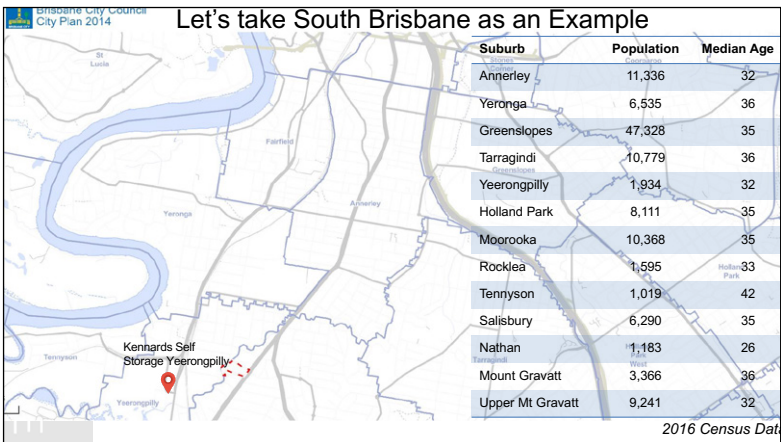
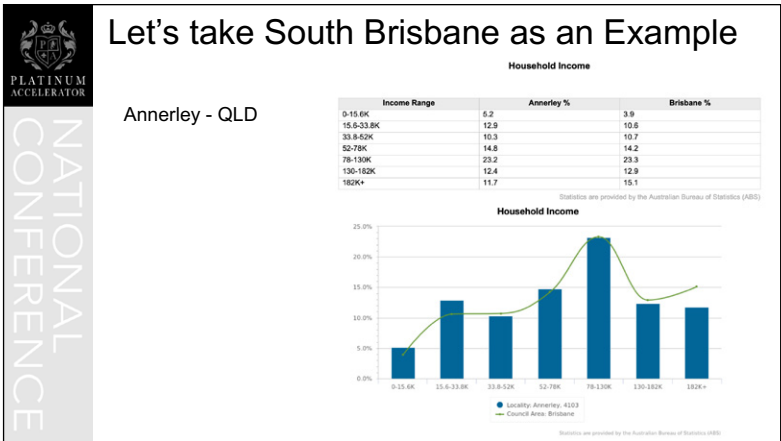
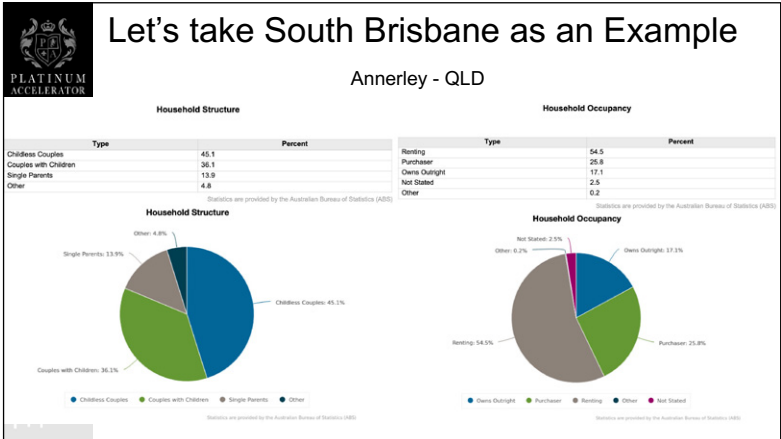
Step 3 – Industry Specific

- What demographic factors are specific to chosen industry?

Using Storage Sheds as an Example;

- People who are more likely to use storage within the next 5 years are more likely to be;
 - Younger (under 35)
 - Living in capital cities
 - Decluttering, renovating, travelling
 - Have kids at home
 - Renting
 - Living in an apartment
 - Higher income earners

Source: Self Storage Assoc of Australia - State of the Self Storage Industry Report



Example 2 – Middle Rim BNE (Archerfield, Acacia Ridge Coopers Plains)

- Plenty of suitably zoned land
- Opportunity?

Example 3 – Outer Rim BNE (Eight Mile Plains, Rochedale)

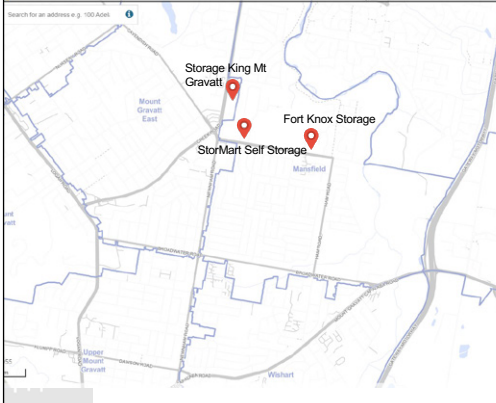
Suburb	Population	Median Age
Wishart	10,700	39
Rochedale	3,175	32
Eight Mile Plains	15,322	34

- Good population size
- No existing competition

Example 3 – Outer Rim BNE (Eight Mile Plains, Rochedale)

- Minimal/no suitably zoned land


Example 4 – Middle Rim BNE (Mansfield, Mount Gravatt)



Suburb	Population	Median Age
Mt Gravatt East	11,838	34
Upper Mt Gravatt	9,241	32
Mansfield	8,695	38
Mackenzie	2,094	36


- Good population size
- Only a few competitors

Example 4 – Middle Rim BNE (Mansfield, Mount Gravatt)



- Some suitably zoned land
- Opportunity?

Step 6 – Agent Relationships



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- Get to know commercial agents in your target area
- Do an information brief of what you are looking for
- Prepare a cheat sheet of questions to ask agents when you ring
- The more people you have out there looking for what you want, the greater likelihood you will find it



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2. BUILDING – KNOCK DOWN REBUILDS

Knock Down Rebuild

April 2022
Narelle Cosstick and Dan Betteridge



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The Questions...

- What strategy should I start with?
- There are so many to choose from
- What if I don't have much property experience
- I don't know what I am doing/never done it before
- How do I minimise risk?
- I am afraid I will mess it up



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The Answers

- Knock down Rebuild
- Great strategy if you are just starting out
 - Simple strategy to implement
 - The builder does most of the work
 - Multiple exit strategies



What is it?

- Deliberately demolishing the infrastructure on an existing property so as to rebuild something “better”
- It’s all about the ‘highest or best use’ of the property
- This presentation is focussed on residential space, but it can apply to other spaces too



Knock Down Rebuild

- Hard to beat as a strategy
 - Easy to implement
 - Easy to finance
 - Can be done remotely
 - Great way to get started
 - Lots of learning
- Not a new strategy
- Can be done nearly anywhere
- Simplicity – not possible to turn the sows ear into a silk purse



Why would we do it?

- To improve a property so that it is the best it can be
 - Increase bedrooms, bathrooms, parking, views, functionality
- To satisfy a demand in the market which is not being met
 - Density – Single Residence to Dual residency (duplex/granny flat)
- To increase our wealth
 - It is about the overall financial uplift

Simple Example

From this
To this...

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Then later...

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Why would we do it?

Manufactured Growth Strategy

- Creating a product that the market wants
 - Take smaller home and create a larger family home
 - Take older smaller home and create dual occupancy
 - Add levels to take advantage of views
- Creating a more affordable product
 - Take older home and create 2 smaller more affordable homes

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Why would we do it?

Income Strategy

- Potential for increased income if holding
 - Keep for rental income
 - Create better product for blended families/aging pop'n
 - Create multiple income streams through dual occupancy
 - Create multiple income streams through duplex



Why would we do it?

Risk Mitigation

- Possible to include multiple exit strategies
- Keep for income
 - Refinance to withdraw equity
 - Sell for profit
 - Partial sell down – Sell some keep some & reduce debt



Where does it work? Brainstorm

Examples of locations where it could work and why?

- _____
- _____
- _____

Why?

- _____
- _____

Examples of locations where it doesn't work and why?

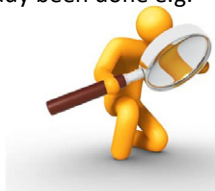
- _____
- _____
- _____

Why?

- _____
- _____

How do we find them?

- How to find them - become the area expert
- Target Area Research – Middle Rim Suburbs
- Look for... Variance in the market, comparable sales, appropriate zoning & lot sizes, demand
- Look for places where it has already been done e.g. previous slide images





How do we find them?

Target Area Expert

- Understand the demographics of the location:
 - Families – generally looking for home with yard and multiple living spaces
Solution = knock down rebuild single dwelling
 - Older couples – generally looking for smaller home with lower maintenance
Solution = knock down rebuild townhouse/dual occ/duplex

Consider Livable Housing Australia guidelines for broader appeal (ageing market/disability)



Target Area Research

Demographics & suburb info

- Realestate.com.au Suburb Profile
- Domain.com.au Suburb Profile
- RP Data Suburb Stats Report
- GVA software program – Profile tab & heatmaps
- Heatmaps.com.au
- Statistics websites like ABS – Australian Bureau of Statistics



How do we find them?

- Using GVA software
- Look for suburbs where there is a large variance between low and mid and/or mid to high



Suburb Variance – GVA Good Example

- Low = \$2.98m
- Mid = \$3.98m
- High = \$5.35m
- Low-Mid = 25%
- Mid-High = 34%



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Suburb Variance – Good Example

13 May 2021

DA for DUPLEX/DUAL OCCU
Build Value of \$1,227,273
Construction Type: DUALOCC
Permit No: DA/657/2
Build Area: 76 m²
[View development details](#)

24 Oct 2020

Sold for \$3,500,000
1 year, 5 months and 2 days ago
Sold by Sydney Sotheby's International Realty
Owned by Pearcey

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Suburb Variance – Good Example

2 x 4 bedroom duplex's blocks of 250 square metres

Sold 22/3/22 according to agent at \$4,900,000 each

Even if the above build value is doubled there is a significant margin.....



1 / 8

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Suburb Variance – Poor Example

Suburb with variances of 25 – 30% may appeal however when taken into context:
Median house price = \$350K
Average low = \$265K and
Average High = \$450K
there isn't enough space within the variance for the strategy

NO DEAL



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How do we find them?

- Using GVA software
- Look for suburbs where there is a large variance between configuration differences
 - E.g. low price 2 bedroom properties –v- 3 bedroom or 4 bedroom
 - E.g. low price single bathroom properties –v- multiple bathrooms



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Configuration Variance

Prices in Group between Middle and High Number of Bedrooms	Number found	Lowest Price between Mid and High	Median Price between Mid and High	Highest Price between Mid and High	% Variation Median to Low	% Variation Median to High
1 or less	0	\$0	\$0	\$0	0.0%	0.0%
2	0	\$0	\$0	\$0	0.0%	0.0%
3	4	\$2,255,000	\$2,380,000	\$2,750,000	5.3%	15.5%
4	7	\$2,283,000	\$2,597,000	\$2,810,000	12.1%	8.2%
5 and over	1	\$3,000,000	\$3,000,000	\$3,000,000	0.0%	0.0%
All Bedrooms in the Range	12	\$2,255,000	\$2,597,000	\$3,000,000	13.2%	15.5%

Prices in Group between Middle and Low Number of Bedrooms	Number found	Lowest Price between Mid and Low	Median Price between Mid and Low	Highest Price between Mid and Low	% Variation Median to Low	% Variation Median to High
1 or less	0	\$0	\$0	\$0	0.0%	0.0%
2	4	\$1,670,000	\$1,704,000	\$1,820,000	2.0%	6.8%
3	15	\$1,690,000	\$2,073,000	\$2,202,000	19.0%	6.2%
4	4	\$1,815,000	\$2,015,000	\$2,235,000	9.9%	10.9%
5 and over	2	\$1,950,000	\$2,094,000	\$2,238,000	6.9%	6.9%
All Bedrooms in the Range	25	\$1,670,000	\$2,072,000	\$2,238,000	19.4%	8.0%

Opportunity = 2 bedroom to 4 bedroom house
 Buy at \$1.67m All Costs \$650k Sell 4 bedroom for \$2.6m Profit = \$280,000



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How do we find them?

- Target Area Expert
- Look for suburbs where there is a large variance between older single dwelling and brand new single dwelling





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Basic Numbers

- June 2020
- Purchased for \$1,950,000
- Build Duplex
- Estimated cost???
- Let's allow \$1.6m build budget
- March 2022
- Sold for \$3,300,000 for 1 duplex
- Potential profit if sold both = \$3.05m





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Keep it Simple

- Find it, buy it, build it
- Minimise risk – duplex
- Reduce relative building costs – good design
- Residential zoning – low and mid density
- Consider Dual Occupancy as well as Duplex
- Research will reveal the right product
 - Single family home
 - Dual occ for dependent or AirBnB
 - Duplex
 - 2 homes –v- 1 home and a granny flat



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Legal Considerations

- Easy if you are working with “like for like”
- Replace single dwelling with another single dwelling
 - Replace single dwelling with dual occ or duplex (STCA)

Always - Review Build contract with solicitor

Don't get too cute or ambitious - KISS





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Tax Implications

If keeping...

Capital Gains Tax will apply when selling (after 12 months)

If done as PPR – CGT exemption applies

If selling...

GST will apply to the sale if sold within 5 years

Tax ruling – GST applies where there is a substantial change in nature (major reno or rebuild)





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Finance

Straightforward if AWE and serviceability allow

Residential finance application = Typically:

80% (or 90%) on purchase

80% on construction

Most lenders willing to lend for this type of project

Great strategy as Joint Venture if sell

Speak to your Wizdom Strategist





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Student Deal – Knock Down Single Dwelling

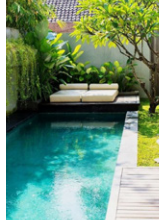
Anthea Hamilton – NSW Platinum Student

- Qualified area using GVA program - coastal regional area
- Old house 300 metres from beach - had renovation potential but full of asbestos
- Adopted knock-down-rebuild strategy
- To save time chose project builder
- 5 bed 3 bath homes in demand but scarce in this area according to RE agents



Deal Feaso

Item	\$
Purchase Price	\$819,000
Purchase Costs	\$35,000
Hold Costs	+\$8,000
Demolition	\$35,000
Strategy Costs	\$700,000
Sale Costs	\$7,000
GST	\$0
Sale Price	\$1,900,000 +
Profit	\$312,000 (forecast)



Knock Down Rebuild – Duplex

DEAL 1 SUMMARY (Aman and Thiru JV)

- Grid variance analysis to find profitable suburb
- Buy run down house, knock down and rebuild luxury architectural design duplex.



\$1.5M Profit
14 Months



Knock Down Rebuild – Duplex

Item	\$
Purchase Price	\$1,900,000
Purchase Costs	\$130,000
Hold Costs	\$350,000
Strategy Costs (E.g. Reno, Duplex etc)	\$1,100,000
Sale Costs	\$70,000
GST	\$250,000
Sale Price	\$5,300,000
Profit	\$1,500,000

DUPLEX FEASIBILITY



Knock Down Rebuild – Cookie Cutter!!!

DEAL 2 CHUNK DEAL – DUPLEX Project - AMAN



DEAL 3 CHUNK DEAL – DUPLEX PROJECT - AMAN OFF MARKET DEAL



When would you do it?

- Just starting out – simple and effective
- Land size too small to subdivide but still enough gap in market to make profit
- House not worth renovating
 - won't achieve uplift
 - damaged by fire, flood, etc
 - too many underlying structural issues



Great as a PPR deal!

- Buy land or house at or near land value
- Demolish and build duplex
- Don't have to be identical
- Design and Build your side as you want it
- Design and Build the "other side" as your market research suggests
- Sell "other side" for chunk and pay down debt
- OR
- Keep "other side" for income!



In summary...

- Use the K.I.S.S. Principle **KEEP IT SIMPLE**
- **Knock down and Rebuild a New Home/Duplex**
 - Generally targeting families or downsizers
 - No need to worry about zoning as it works in low residential zones
 - Look for suburbs with good GVA / configuration opportunities
 - Middle Rim Suburbs work best
 - Can the strategy still work in out outer Metro areas and Regional? YES!
 - More **BANG** for your buck in Inner & Middle Rim Suburbs
- **OVERALL – DO WHAT YOU CAN AFFORD**

So now....

Who is considering Knock Down Rebuild?





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3. MULTI BUILDING



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Building Bigger

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Building Multi – Units
LEARNINGS & LESSONS

- 1) Strategy
- 2) Finding Site / Purchasing
- 3) Approvals
- 4) Construction
- 5) Selling
- 6) JV
- 7) Project Management
- 8) Top Tips



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1) STRATEGY – Full Time Investing



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1) STRATEGY

- 1) Develop & Live Off Chunk Profit
 - Have to keep doing the doing & finding next deal
 - Lending impacted by sole reliance on development income
 - Long gaps between pay days – 12mths +



1) STRATEGY

- 2) Develop in JV for Income
 - Pay yourself monthly project management fee / income stream
 - Requires higher cash reserves from beginning
 - Involves more parties so potential to become more complicated



1) STRATEGY

- 3) Develop for Cash-flow – Resource / Mining
 - Less lenders, valuers, agents, property managers
 - Tighter bank lending policies
 - Property value & sale dependent on rental cash-flow
 - More volatile market hence timing is critical – 12mth development process
 - Ensure you can sustain worst case scenario – no rent/sales
 - Multiple exit strategies – 1 deal should never break you



1) STRATEGY

- 4) Develop to Reduce Debt
 - Sell majority & use profit to pay down debt on balance held
 - Cash-flow is created from low debt
 - Low debt insulates from rental fluctuations price & vacancies, interest rate increases, economy - GFC
 - Requires income from other sources



2) FINDING SITE / PURCHASING

- 1) Do feaso first so you know what you are targeting – Number of dwellings & purchase price
 - Looking for deal first then being re-active with feaso and due diligence can waste lots of time



2) FINDING SITE / PURCHASING

- 2) Purchasing DA approved site isn't always best. May be restricted by existing design -
 - Too large or too small units?
 - Poor floor plan?
 - Poor configuration – number bedrooms / bathrooms, parking for the desired market
 - Poor site layout



2) FINDING SITE / PURCHASING

- 3) Become friends with your neighbours
 - Potential to option their property
 - Or at least first option to purchase in future



2) FINDING SITE / PURCHASING

- 4) Have Initial Site Visit with Key Consultants
 - Town planner, civil engineer, traffic engineer, drafty
 - Thrash-out issues and design in 1 go (main road – access;
 - Power pole;
 - Slope;
 - Sewer;



2) FINDING SITE / PURCHASING

- 5) Government Programs - Keep up to date with new government programs / incentives / schemes = create opportunities
 - National Stimulus Package – GFC
 - NRAS
 - QLD Building Boost - \$10k
 - First Homeowners Grant
 - Solar Rebate Scheme
 - Change to Water Tank and Hot Water Requirements in QLD



2) FINDING SITE / PURCHASING

- 6) Need to be able to summarise & “sell” the virtues of your project from the outset -
 - Valuer, Banks, Agents, JV Partners, Property Manager (Rental Appraisal)
 - Think from each parties perspective
 - PM = Tenant perspective,
 - Bank = Risk mitigation, salability
 - Valuer = Salability,
 - JV Partner = Profitability, Risk,



2) FINDING SITE / PURCHASING

- Property Manager / Tenants Perspective

Brand new 16 x 1brm Apartments. Located directly opposite Nambour General Hospital & in the hub of the surrounding medical precinct, transport, shops & services. Convenience of walking across the road to work ~~no need for the car~~. All Apartments have private access with ~~no communal stairs~~, hallways etc. Maximum storage with study nook, linen, broom, pantry, built in mirror robes. ~~Double glazing~~ highly insulated, north to north-east orientation & very high energy efficiency to ~~minimise power & water bills & maximise livability~~.

8 Unit Development



Property Details

- 8 unit block, 2br, 2 bath, 1 car from \$589k
- Luxury apartments
- 5km Brisbane CBD
- Selling off-the-plan during construction

3) APPROVALS

- 2) Bin Collection & truck turning – be pro-active
- Fire Hydrant



3) APPROVALS

- 3) Ensure no ambiguity in your DA conditions
 - Seek clarification & keep records or negotiate/amend conditions
 - Different person doing compliance inspection vs planning approval hence can interpret differently
 - E.g. screening bins (plants vs built structure), fence style



3) APPROVALS

- 4) Summarise DA Conditions –
 - Provide copy to team, Review regularly

Item	Details	Approval	Condition / Page No	Person
Prior to Council Pre-start Meeting				
1 Book Council Pre-start Meeting	5 days prior – book pre-start meeting – Engineering & Landscaping	Opworks MCU	1 / pg 2 26 / pg 4	Tam
2 Advise Contact details, Start Date etc	Submit to Council pre-start docs (prior to pre-start meeting) incl Contractors names, Proposed commencement date, Evidence of Appointment of Principal contractor (Workplace Health & Safety), Plus name & contact of Proposer, land owner & superintendent (pt 18)	Opworks	1, 2 / pg 2 18 / pg 4 ANU / pg 11	Tam
3 Erosion & Sed control plan & Design Certificate	Submit to Council Erosion and Sediment Control Plan and completed Design Certificate (Attachment 1 Form) for Erosion & Sed control.	Opworks	17 / pg 4	Tam/ Nick
4 Construction Management Plan & Traffic Plan	Submit Construction Management Plan including Traffic Management: <ul style="list-style-type: none"> o Traffic Management Control Plan o Pedestrian access o Fencing o Approval of Traffic Management Control Plan by Main Rds prior to pre-start o Water quality mgmt o Works programme o Communication protocol o Complaint mgmt procedure 	MCU	30 / pg 4,5	Tam/ Nick
5 Excavation & fill info	Submit prior to pre-start – Excavation & Fill info: <ul style="list-style-type: none"> o Location external fill sites/sources, haulage route, vehicle type & frequency o Location of source of fill incl volume (Approved source) 	MCU	34 / pg 5	Nick/ Tam

3) APPROVALS

- 5) Get Energy Efficiency rating done at design stage not BA stage - so can incorporate changes into plans.



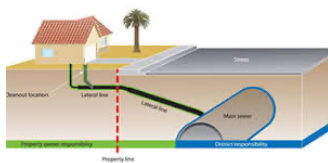
4) CONSTRUCTION

- 1) Specifications – Provide detailed specs to builders for quoting
 - Comparing apples with apples
 - Quote based on required level of finish – avoids variations (laminite vs stone bench top, prefab vanity vs custom, ceramic vs porcelain tiles), security screens vs fly screens



4) CONSTRUCTION

- 2) House Removal/Demolition - Services disconnection / reconnection / upgrade
 - Beware of terminology – e.g. sewer capping vs sealing, sewer main vs sanitary drain



4) CONSTRUCTION

- 3) House Relocation - Target new location with large variance between low & mid \$



4) CONSTRUCTION

- 4) House Relocation –
 - Cash intensive
 - Bank won't finance move!!



5) JV – JOINT VENTURE

- 1) Ensure JV partner understands the variability in development (Council, Banks, Valuers, Building, Sales etc)
 - Increased pressure when you have to explain unexpected changes
- 2) Can be very time consuming if partner wants input in decision making e.g. design, marketing
 - Consider passive JV partner - where you make all decisions



6) Selling

- 1) Have buyer in place at outset is the ultimate
 - Turnkey Design & Construct – Government, SMSF



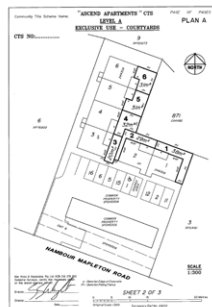
6) Selling

- 2) Marketing Brochure – Buyers perspective



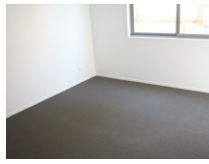
6) Selling

- 3) Start marketing ASAP
- 4) Selling off-the-plan -
 - Disclosure documents
 - Draft CMS (Community Management Statement)
 - Draft survey plans - Exclusive use plans
 - Fittings / fixtures schedule



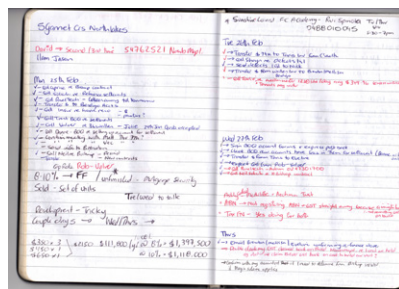
6) Selling

- 5) Staging furniture
 - For sale
 - For rental
- 6) Professional photos



7) PROJECT MANAGEMENT

- 1) My diary
 - Note book & diary combined
 - Make lists
 - Phone numbers



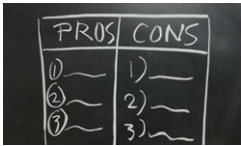
7) PROJECT MANAGEMENT

- 2) Prioritise your daily list
 - Do the most uncomfortable thing first
 - Do the most impactful thing next
 - Do yesterdays outstanding items next
- 3) Focus on your to-do list first before checking emails



7) PROJECT MANAGEMENT

- 4) Never assume anything – Ask questions
- 5) Follow-up phone call with email (& vice versa)
- 6) Don't be afraid to ask for timeframe
- 7) Decision making
 - Don't keep it in your head
 - Write pro's & con's on each option
 - Do numbers / feaso on each option



7) PROJECT MANAGEMENT

- 8) Summarise project learnings on completion
 - What worked
 - What didn't work
 - What to do differently
 - Learnings
 - Document your progress so you can improve



8) TOP TIPS

- 1) Be solutions focused
 - There is always a solution
- 2) Don't rely on others to find solution:
 - You know your project best
 - Only you will be thinking of your project in bed



8) TOP TIPS

- 3) Be flexible
 - This is not an exact science
 - E.g. Building process involves 1000's of hands



- 4) Ask questions
 - Just because your team is highly educated, don't be afraid to ask questions e.g. from engineer to Solicitor



8) TOP TIPS

- 5) Attention to detail
 - Plans, process, documents, communication

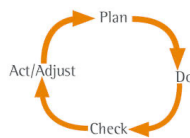


- 6) Develop a relationship with valuer early on
 - Ensure valuer is on all major bank panels
 - Include them early in the project




8) TOP TIPS


- 7) Review every project on completion & document
 - What worked
 - What didn't work
 - What to do differently
 - Learnings
 - Document your progress so you can improve
- 8) Remain positive & forward focused
 - Don't dwell on past decisions
 - Decisions are made with the best info available at the time



High Rise Development 1,2 & 3 Br Units – 4 Floors

From this 



To this 



Pre Development Approval

- Town Planner
- Architect
- Finance Broker
- Traffic Engineer
- Surveyor
- Real Estate Agent / marketer
- Accountant
- Mentor
- Flood / Stormwater Engineer
- Civil Engineer
- Acoustic Engineer
- Sign Writer for public advertising
- Landscape architect

Post Development Approval

- Architect
- Solicitor
- Body Corporate Manager
- Real Estate Agent / marketer for presales
- Finance Broker
- Accountant
- Surveyor
- Landscape architect
- Civil Engineer
- Mechanical Engineer
- Mentor
- Builder
- Demolisher for existing house
- Quantity Surveyor
- Interior Decorator



LEARNINGS

- Listen to recommendations but make your own informed decisions
- Use referrals from Town Planners, Architects for Builders & vice versa e.g. Builder can refer team members e.g. Certifier, engineer etc



Pre Development Approval

- Town Planner and Architect – critical to success, use their contacts
- Finance Broker – get financial ready
- Traffic Engineer – design ramp and circulation space, traffic flow for Council
- Surveyor – detailed survey including contours and location of each tree
- Real Estate Agent / marketer – what is market requiring, what price, level of finish
- Mentor – a person experienced in this type of development
- Flood / Stormwater Engineer – property backs onto creek, required by Council but potentially saved \$200K in construction costs
- Acoustic Engineer – from noise level testing, designed window and screening requirements
- Landscape architect – preliminary landscaping plans required for Council



Post Development Approval

- Architect – working drawings, tendering
- Solicitor and Body Corporate Manager – CMS and budget preparation, first AGM, convenancing etc
- Real Estate Agent / marketer for presales, sales during construction and if required post construction
- Finance Broker – arranging the finance for construction
- Accountant – the best structure for construction, GST and taxation
- Surveyor – layout and later unit survey for title registration
- Landscape Architect - detailed plan identifying type, size and numbers required
- Quantity Surveyor – Detailed costing of development also confirm value at progress claims.





PLATINUM ACCELERATOR

4. DEAL ANALYSIS

Deal Analysis Workshop



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NATIONAL CONFERENCE

Objective

- Assess the Deal for Viability, Profitability, Affordability, Desirability and Do-ability
- What would you Build and why?
- Have your group split up to complete the varying tasks – then come together to make your decision

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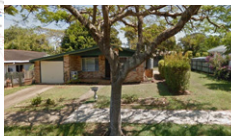
The Deal



122 King Street Buderim QLD 4556 - Built 1975 - lowest brick

3 1 109m² 678m²

SOLD NOV 2021	Sale Price \$863,000
PPrice	863,000
Stamp Duty	31,860
Rates	54
Legals	1,661
TOTAL	896,575



More details on the site:

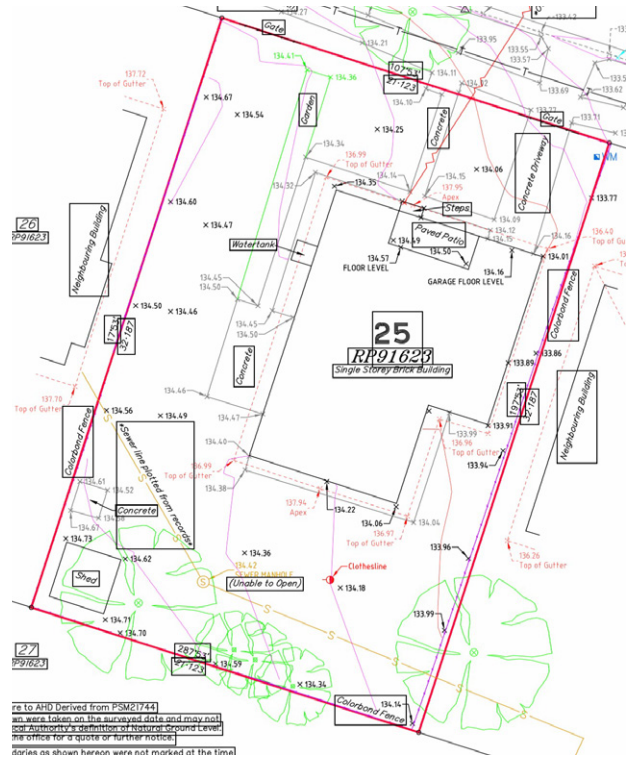
- Zoned medium Density
- What could / should be built on the site?
- What would the rough feaso look like?
- Justify your Decision

4. Deal Analysis Workshop






Objective

- Assess the Deal for Viability, Profitability, Affordability, Desirability and Do-ability
- What would you Build and why?
- Have your group split up to complete the varying tasks – then come together to make your decision

The Deal



122 King Street Buderim QLD 4556 - Built 1975 - lowest brick

 3
  1
  -
  109m²
  678m²

SOLD NOV 2021 Sale Price	\$863,000
Stamp Duty	\$31,860
Rates	\$54
Legals	\$1,661
TOTAL	\$896,575

More details on the site:

- Zoned medium Density
- What could / should be built on the site?
- What would the rough feaso look like?
- Justify your Decision



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5. LEGAL CASE UPDATES

Lined writing area with horizontal lines.



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6. EMOTIONAL CHECK

Emotional Self Management



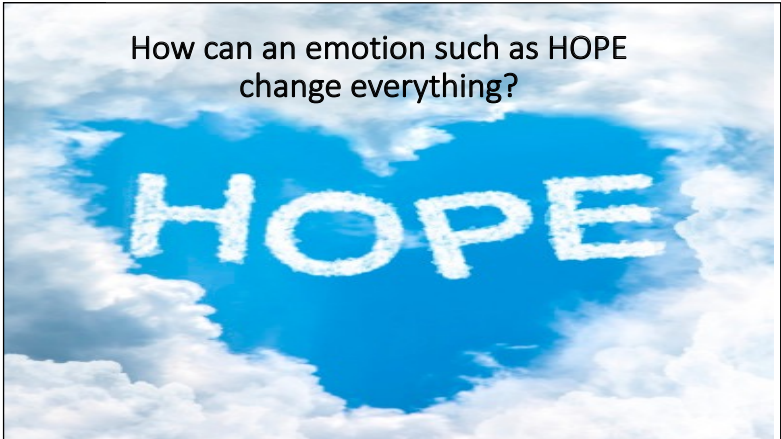


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Imagine yourself on a life boat stranded on the big ocean






How can an emotion such as HOPE change everything?



 **Learning to Manage Stress**

- **MANAGING STRESS** is learning to **MANAGE YOUR EMOTIONS** so that you can deal with whatever comes your way with more balance, clarity and self assurance rather than anger, impatience, frustration or anxiety



MANAGING YOUR EMOTIONS



Harnessing and Directing your own EMOTIONAL Energy




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Imagine the human body had a battery inside it!



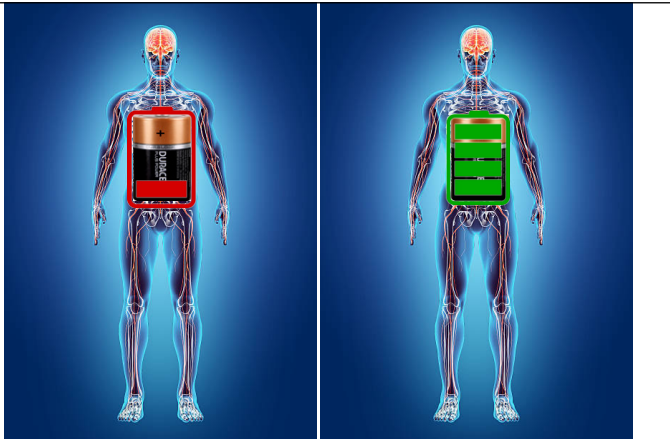


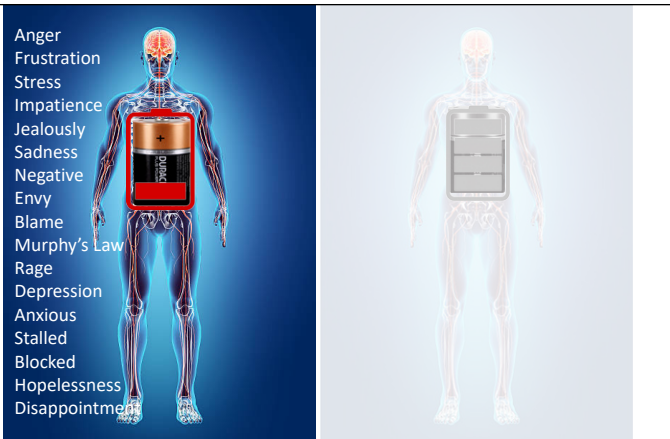
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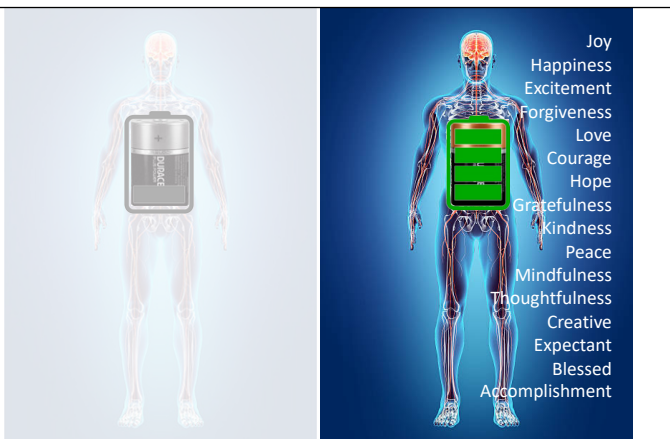
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Now imagine that battery is either charged or depleted depending on what emotions we experience!



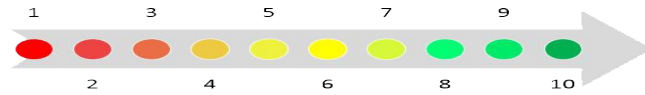




On a scale of 1 – 10 I want you to Rate how well you are managing your Emotions on these Topics

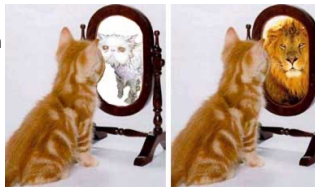
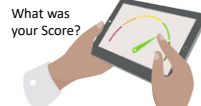
YOU

- Your Physical Body / Health
- Your Environment / Home / Work Place
- Your Relationships
- Your Actions / Contributions



YOU

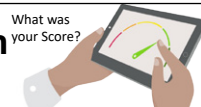
- Do you have a routine to work on yourself?
- Do you have an action plan for Self Mastery?
- Is your Self Talk serving you?
- How positive are your first thoughts in the morning?
- How positive are your last thoughts going to bed?
- How are you going achieving your goals?
- Do you do enough things just for you?
- Do you know your life purpose?
- Do you operate from a place of passion?
- How would you rank your self image?



Add up all your scores and divide them by 10

Your Physical Body / Health

- Are you happy with your health?
- Are you taking active steps to improve your health / body?
- How positive is your self talk?
- How happy are you with your exercise activity?
- How happy are you with your diet?
- How happy are you with what you are doing to improve your health?
- How much do you like the look of the person in the mirror?
- Are you happy with yourself naked?
- How would you rank your best feature – and what is it?
- How would you rank your worst feature – and what is it?



Add up all your scores and divide them by 10



NATIONAL CONFERENCE

Your Actions / Contributions



The highest level on Maslows' pyramid of hierarchy is Contribution!

- How active are you in your community?
- How well known are you in your community?
- If you moved away would your community remember you?
- How much impact do you have on other peoples lives?
- Do you feel you are living life to the fullest?
- When was the last time you volunteered for something to help you community?
- When was the last time you volunteered to help out someone else?
- How much do you participate in a club or in other activities?
- How do you feel about your contribution to community?
- How often do you greeted / introduced yourself to a stranger?

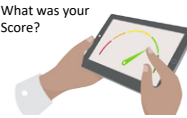
YOUR LIFE IS YOUR MESSAGE TO THE WORLD.
MAKE SURE ITS INSPIRING.

Add up all your scores and divide them by 10



NATIONAL CONFERENCE

What was your score for each of the following?



What was your Score?

What area of your life needs most attention?



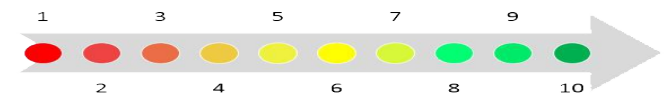
NATIONAL CONFERENCE

Do you want your grave stone to say

‘ A Life not used up!’

or

“F@#K Yeah! – What a Ride!”





6. Emotional Self Management

On a scale of 1 – 10 I want you to Rate how well you are managing your Emotions on these Topics.

YOU

Do you have a routine to work on yourself? _____

Do you have an action plan for Self Mastery? _____

Is your Self Talk serving you? _____

How positive are your first thoughts in the morning? _____

How positive are your last thoughts going to bed? _____

How are you going achieving your goals? _____

Do you do enough things just for you? _____

Do you know your life purpose? _____

Do you operate from a place of passion? _____

How would you rank your self image? _____

Add up all your scores and divide them by 10 _____

Your Physical Body / Health

Are you happy with your health? _____

Are you taking active steps to improve your health / body? _____

How positive is your self talk? _____

How happy are you with your exercise activity? _____

How happy are you with your diet? _____

How happy are you with what you are doing to improve your health? _____

How much do you like the look of the person in the mirror? _____

Are you happy with yourself naked? _____

How would you rank your best feature – and what is it? _____

How would you rank your worst feature – and what is it? _____

Add up all your scores and divide them by 10 _____



6. Emotional Self Management

Your Environment

- How happy are you at work? _____
- How happy are you at home? _____
- How would you rate your happiness factor? _____
- How happy are you with your friend group? _____
- During the week do you have episodes of feeling really happy – rate on the scale? _____
- How tidy is your desk or place of work? _____
- How tidy is your car? _____
- How do you feel about where you live? _____
- How do you feel about where you work? _____
- Do you feel you get grounded on a daily basis? _____
- Add up all your scores and divide them by 10** _____

Your Relationships

- Are you in a loving relationship? _____
- Do you have good friends? _____
- Do you socialize often? _____
- How often do have meaningful discussions? _____
- How would you rank the attitude of your friends? _____
- Do your work associates have a positive impact on you? _____
- Does your family have a positive impact on you? _____
- Do your friends do things for you? _____
- At a BBQ do you mix easily? _____
- How would you rank your relationships? _____
- Add up all your scores and divide them by 10** _____



6. Emotional Self Management

Your Actions / Contributions

- How active are you in your community? _____
- How well known are you in your community? _____
- If you moved away would your community remember you? _____
- How much impact do you have on other peoples lives? _____
- Do you feel you are living life to the fullest? _____
- When was the last time you volunteered for something to help your community? _____
- When was the last time you volunteered to help out someone else? _____
- How much do you participate in a club or in other activities? _____
- How do you feel about your contribution to community? _____
- How often do you greeted / introduced yourself to a stranger? _____
- Add up all your scores and divide them by 10** _____

What was your score for each of the following?

- YOU _____
- Your Physical Body / Health _____
- Your Environment / Home / Work Place _____
- Your Relationships _____
- Your Actions / Contributions _____

What area of your life needs most attention? _____

Notes:



PLATINUM ACCELERATOR

7. MAHDI MASON – LAND ENERGY


PROPERTY HEALING

DR MAHDI MASON

drmahdimason.com

What is property healing?

'Property healing is the raising of the vibration of a property through the removal of dense energy (hutchu) and replacement with high frequency energy'



drmahdimason.com 2

My story



- Environmental scientist
- Reiki Master
- Q'ero mesa carrying shaman
- Land healer
- Author
- Business healer



drmahdimason.com 3

What I do

- Take your address, floor plan, photos and other details
- Tune into the property and 'walk through it'
- Feel for dense areas
- Remove them and uplift them
- Create report with tasks for you
- Phone consultation



drmahdimason.com

Why I do what I do

- Helps the environment and Mother Earth
- Raises the vibration of the planet
- Expands humanity's consciousness
- Makes the world a better place to live



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5

Signs a property needs a healing

- Paranormal activity
- Can't sell
- Can't get tenants
- Lots of bad tenants
- Bad neighbours
- Constant run of bad luck
- Problems with contractors
- Problems with water
- Constant fights in the house
- Doesn't feel right
- Plants/trees not growing
- Dogs pooing in one location
- Can't sleep
- Animals dying on the property
- History of trauma at the property
- Constant activity around the property
- Constant change
- You are always angry or down there



drmahdimason.com

6

What causes problems on a property

- Geopathic stress
- Negative ley lines
- Build of emotional and mental energy
- Stagnation
- Contamination of land or water
- Clearing of trees
- Unconsolidated energy
- Lack of life force energy
- Spirits
- Entities
- Energy imprints
- Attachments to a property
- EMF
- Disruptions to energy flows
- People living in the property
- People visiting or living around the property
- You



drmahdimason.com

7

Spirits

- Are everywhere
- Have personalities just like you and I – some kind, some not
- Are attached to places, people or don't realise they have died
- Can't be forced to leave (but 90% do)



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8

What happens after a healing

- Results can be subtle or dramatic
- Can feel great immediately or take a few days if you are living there
- Feels like crisp, clear energy
- Can attract new tenants, sell a property or move neighbours on
- Can improve states of mind and relationships



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9

What a healing won't fix

- Physical structure
- Location of a property
- Numerology of address
- Your belief systems
- Divine timing
- Life lessons



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10

Common problems

- Build up of mental and emotional energy
- Unconsolidated energy in new developments
- House numbers
- Attachments
- Porous materials
- Blatant disregard for vegetation and wildlife



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11

Things you can do to raise the vibration of a property

- Remove old carpets, curtains and couches
- Open doors and windows
- Let natural light in
- Declutter
- Re-vegetate
- Play music you love
- Diffuse natural oils or smudge
- Have fun/laugh



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12

The power of You!

- We are having an impact on the world around us everywhere we go, every day
- Looking after yourself and making yourself happy SIGNIFICANTLY impacts the WORLD
- We need more people to take responsibility of that
- The happier and healthier you are, the more power you have
- The more power you have, the more you can help others

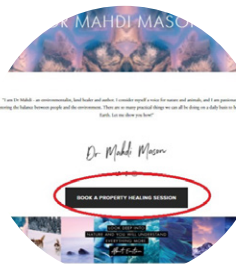


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13

Booking a session

- Head to drmahdimason.com
- Click on 'Book a session' on home page
- Cost is \$298 for Platinum members (usually \$333)



DRMAHDIMASON.COM

14

Want to become a property healer?

- Land and Property Practitioner Course
- Learn to heal properties for yourself or offer the service for others
- IICT approved course (insurable)
- 5 day intensive
- Must have an interest in energy and healing



drmahdimason.com

Business Healing

- A new way to look after your business
- Raises the vibration of a business
- Energetically aligns it with business goals
- Consists of:
 - 2 x 1-on-1's with me
 - Business healing
 - Property healing of head office



16

Questions and experiences



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17

THANK YOU!



DR MAHDI MASON



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8. STUDENT STORIES



PLATINUM ACCELERATOR

9. GETTING SORTED



**PLATINUM
ACCELERATOR**





**I LOVE
REAL ESTATE**

GET SORTED

Tamara Read

**Raise your hand if you want a portfolio generating \$200k+ positive cash flow?
Who wants to be doing multiple deals at once 3, 4 or more?
Who wants to be doing larger deals of \$1M plus profit per deal?**

Do you think being organised is important to achieving these goals?

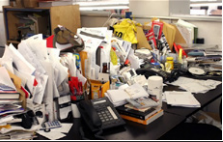



**So now I want you to get really honest with yourself.
I want you to write down 5 words that describe your surrounds and the processes you use.
Now share them with your neighbor.**

Be honest




Chaotic
Messy
Disorganised
Haphazard
Unstructured
Cluttered
Reactive




Overwhelmed
Stressed
Ashamed
Undisciplined
Embarrassed
Unproductive




How Does This Make You **Feel**?

Are These Feelings Conducive to **Success**?





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RAISE YOUR OWN PERSONAL STANDARDS


Mess, Disorder, Chaos is
no longer acceptable –
Take control!
Be proud of your surroundings, your personal
conduct & processes!!




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SORTED

- S. Systems
- O. Organisation
- R. Routines
- T. Tools
- E. Energy & Emotion
- D. Discipline



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SYSTEMS

PROPERTY & OTHER FOLDERS

- o Folder per property – Purchase, Development, Rental Info
- o Tax folder per FY – Divider per property (Rental statements & Invoices)
- o Bank statements folder
- o Insurance folder
- o Loan doc folder
- o Co/Trust doc folder



SYSTEMS

DOCUMENT DRAWS

- o Use draws to store docs before filing in folder
- o 1 draw per property
- o Insurance draw
- o Bank statements draw
- o Personal / home draw
- o Other draw



SYSTEMS


TRAYS - BILLS TO PAY, PAID INVOICES & WORK IN PROGRESS

- o Separate tray for each
- o Use trays to store before going in draw or folder
- o Bills to pay → Paid invoices
- o Paid invoices → Tax folder
- o Work in progress → Property draws or folders



SYSTEMS **DIARY**


- You Must USE One!!
- Electronic is fine but you must look at it regularly
- Schedule tasks
- Should reflect your 7 Day Goal Sheet



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SYSTEMS **EDUCATION INFORMATION**

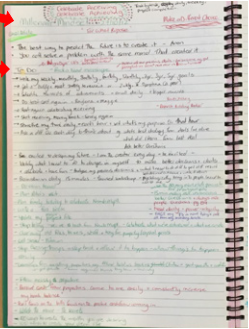
- Take Notes
- Use a single notebook until full & date the year
- Separate section per strategy
- * - Actions



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SYSTEMS **SEMINAR INFORMATION**

- Use single notebook until full & date the year
- * - Actions
- Create Action / To Do List & Ref Page
- Use 2 highlighters (Actions, Great Info)
- Schedule day after event to digest info & add to your plan



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Organisation

DESIGNATED WORKSPACE

- Avoid shared zones
– dining table
- Avoid your bedroom
– sleep zone
- Permanent set-up
- Clear space to work



Organisation

EVERYTHING CLOSE AT HAND

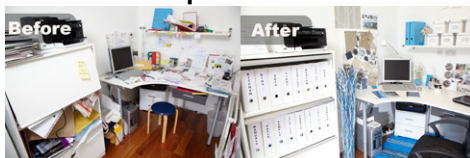
- Stock your stationary needs
- Use bank of draws
- Use shelving units



Organisation

DECLUTTER

- Do 1 shelf @ a time or 1 tray @ a time
- Do 10 min sessions not 3 hours
- Put pile of paper in clear box & sort a handful @ a time
- Everything must have a place



Organisation

PARTNERS WORKING TOGETHER

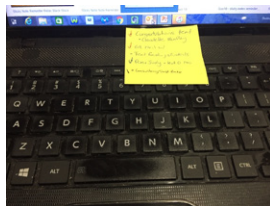
- Assign tasks
- Work to your strengths & time availability
- Ensure both using same system
- Schedule weekly meetings
- Schedule regular planning meetings



Organisation

AVOID DISTRACTIONS

- Write mission statement per 1/2 hour
- Sticky note reminder: top 3-5 tasks/day



Organisation

REMINDERS

- White-out on finger nail / rubber band on wrist
- Set phone alarm e.g. check diary



Routines

ROUTINES

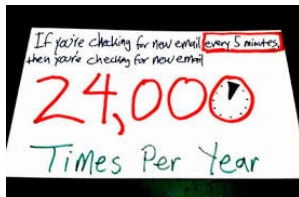
- o Email
- o Mail
- o Calls / Meetings
- o Diary
- o Morning / Evening Routine / Ritual
- o Folder Filing



Routines

EMAIL

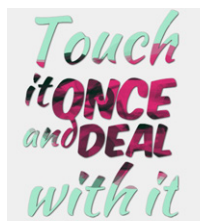
- o Not finished with until it's electronically filed
- o Only check twice daily



Routines

MAIL

- o Open & file into draw or tray
- o Aim to touch paper only once - deal with it immediately



Routines

CALLS & MEETINGS

- Not finished until notes are updated & filed



Routines

DIARY

- Check min. 3 times / day
- Set alarm as reminder



Routines

MORNING / EVENING ROUTINE / RITUAL

- 7 Daily Rituals
- Today's intention
- Meditation
- Visualization e.g. offer accepted, property sold / settled, tenant approved
- Whenever I I experience
- Star chart



Routines

FOLDER FILING

- o Monthly - File contents of trays / draws
- o Docs already in chronological order
- o Great skill to teach kids



Tools

TOOLS

- o Folders & dividers
- o Draws & trays
- o Note book
- o Diary
- o Sticky notes
- o "Sorted" book plus other resources
- o Bull dog clips



Energy

ENERGY / EMOTION

- o Love your work space
- o Sooth all senses



Discipline

DISCIPLINE

- o Make it simple & easy – complexity is the enemy of execution
- o Regularly reward yourself – Mini reward system:
 - o Dinner after desk tidied
 - o Read 2 pages of book
 - o 5 minutes on Face Book



Share with your neighbour
your list of ideas to implement.

Share your contacts & agree to call / text each other once a week for a month to **hold each other to account** on the items your going to implement.



Celebrate Getting & Staying Sorted



I LOVE
REAL ESTATE