

PLATINUM

April 2024 Multi Unit Development

Mastermind Event

Brisbane

Tamara Read & Christine Hamilton

QLD State Coach



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Event Outline -

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

Workshop Format

- Use microphone
- Involve everyone in the conversation
- Be supportive
- Feel free to order food and drinks downstairs



Housekeeping



WELCOME NEW PLATINUM'S



- Mariska Folley*
- Andrew Carew
- Adam Lewis
- Amanda Gabrielle & Mark Hills
- Amanda & Matt Clarkson
- Amanda Jane Vaughan*
- Rohith Amaratunga & Susie de Zilva
- Rosalind & Eric Crawford
- Emily Rolley
- Carolyn Daley
- Sue Chakravarthy
- David Hind & Joanne Cavery
- Rebecca Ross*
- Eve Vega
- Leila Lau
- Jacqueline Reid*

* Platinum Elites

2024 DATES

- 1) Monthly Dates (Tuesday's)

@ Amora Hotel 6pm start

- ❖ 7th May
- ❖ 4th June
- ❖ 16th July
- ❖ 6th August
- ❖ 3rd September
- ❖ 8th October
- ❖ 5th November
- ❖ 3rd December

**** Parking
beneath
venue via
Cousins
Lane**

- 2) PA Nationals
 - ❖ 5-7th April Twin Waters
 - ❖ 2-5th July Phuket
 - ❖ 29-1st Dec Twin Waters

- 3) Ultimate Bootcamps (Live Only)

- ❖ 31 – 2nd June Sydney
- ❖ 16 -18th Aug Perth
- ❖ 18 -20th Oct Melbourne

- 4) Ultimate Other

- ❖ 15-16th June MW - TBA
- ❖ 15 – 17th Nov Super Conf Bris

- 5) Quantum

- ❖ Check Website

APRIL NATIONAL CONFERENCE

RSVP




PLATINUM
ACCELERATOR

**PLATINUM ELITE
LEADERSHIP DAY**

SUNSHINE COAST | QUEENSLAND
FRIDAY 5TH APRIL 2024


PLATINUM
ACCELERATOR

**NATIONAL
CONFERENCE**

SUNSHINE COAST | QUEENSLAND
SATURDAY 6TH & SUNDAY 7TH APRIL 2024



THAILAND – JULY 2024 National Conf

Date: Tues 2nd to Fri 5th July 2024

Venue: Pullman Phuket Arcadia
Karon Beach Resort Thailand

Travel: Fly to Phuket International
Airport – 50min drive to Resort

Costs: Students to pay own flights,
transfers, accommodation, &
meals outside of conference
meals & Gala dinner

Accom Booking: Venue will offer
discounted rate on accom
booked via Knowledge Source

Event Booking:

<https://iloverealestate.tv/pnc-thailand-2024-registration/>





Raw Impact Charity Partnership

- ❖ Trip Q&A Zoom Meeting Date: 28th May
- ❖ Non-attendees – Can Donate \$ and / or Resources (List to come)
- ❖ Resources Coordination – Key Person – Nominations Please Per State



Money Mind Mastery



Designed to tackle the top 4 Mindset issues that affect ILRE students.

- 29 Apr 2024
- 27 May 2024

Creating momentum toward success!

All sessions starting 7pm
Melb/Syd Time

Platinum Student Meetups

- ❖ PA Website / Platinum Schedule
- ❖ Must have your Facebook account / profile open to access the links

PLATINUM ACCELERATOR

[Home](#) [Education](#) [Meeting Recordings](#) [Coaches & Contact](#) [Platinum Schedule](#) [Community](#)

PA Student Meetup Groups

These Student Meetup groups are for ALL Platinum students only, both past and present. They are organised by Platinum students to facilitate networking between Platinums and staying connected with the awesome Platinum family. Typically they occur between the PA Monthly Meetings.

NOTE: You MUST have your Facebook Account/Profile open to access these links.

Brisbane Student Meetup



Student Organizer – Magen Humphreys

Click on the link below to access the Platinum Accelerator Facebook Events for each Brisbane Student Meetup. All of the upcoming dates, location, times and RSVP information is in these events.

[Brisbane Student Meetup](#)

Sydney Student Meetup



Student Organizer – Cindy Luok

Click on the link below to access the Platinum Accelerator Facebook Events for each Sydney Student Meetup. All of the upcoming dates, location, times and RSVP information is in these events.

[Sydney Student Meetup](#)

Melbourne Student Meetup



Student Organizer – Aygun Ozkan

Click on the link below to access the Platinum Accelerator Facebook Events for each Melbourne Student Meetup. All of the upcoming dates, location, times and RSVP information is in these events.

[Melbourne Student Meetup](#)

Perth Student Meetup



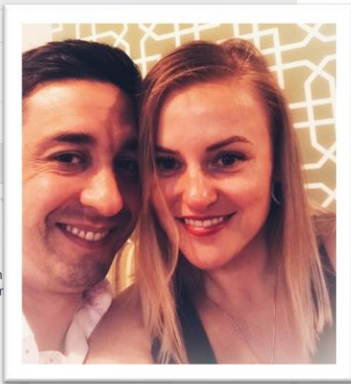
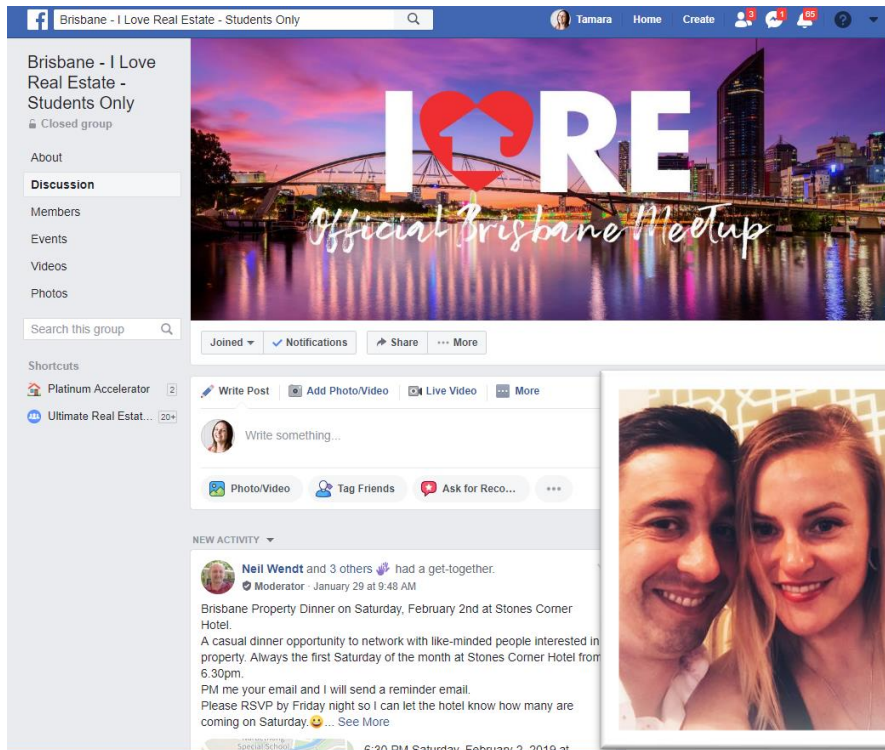
Student Organizer – Basia Garbowska & Heath Worlton

Click on the link below to access the Platinum Accelerator Facebook Events for each Melbourne Student Meetup. All of the upcoming dates, location, times and RSVP information is in these events.

[Perth Student Meetup](#)

ILRE Student Meetups

- ❖ Info & RSVP: Ultimate Website / ILRE Community / ILRE Brisbane Meetup / Link to FB Page



GRADUATING PLATINUMS



- Linda & Geoff Birch*
- Natalie Lydom*
- Sara Li*
- Allison Allo
- Helen Meader
- Fiona Beneke

* Platinum Elites



STUDENTS OF THE MONTH

PLATINUM

Basic Human Needs Model



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The Basic Human Needs Model



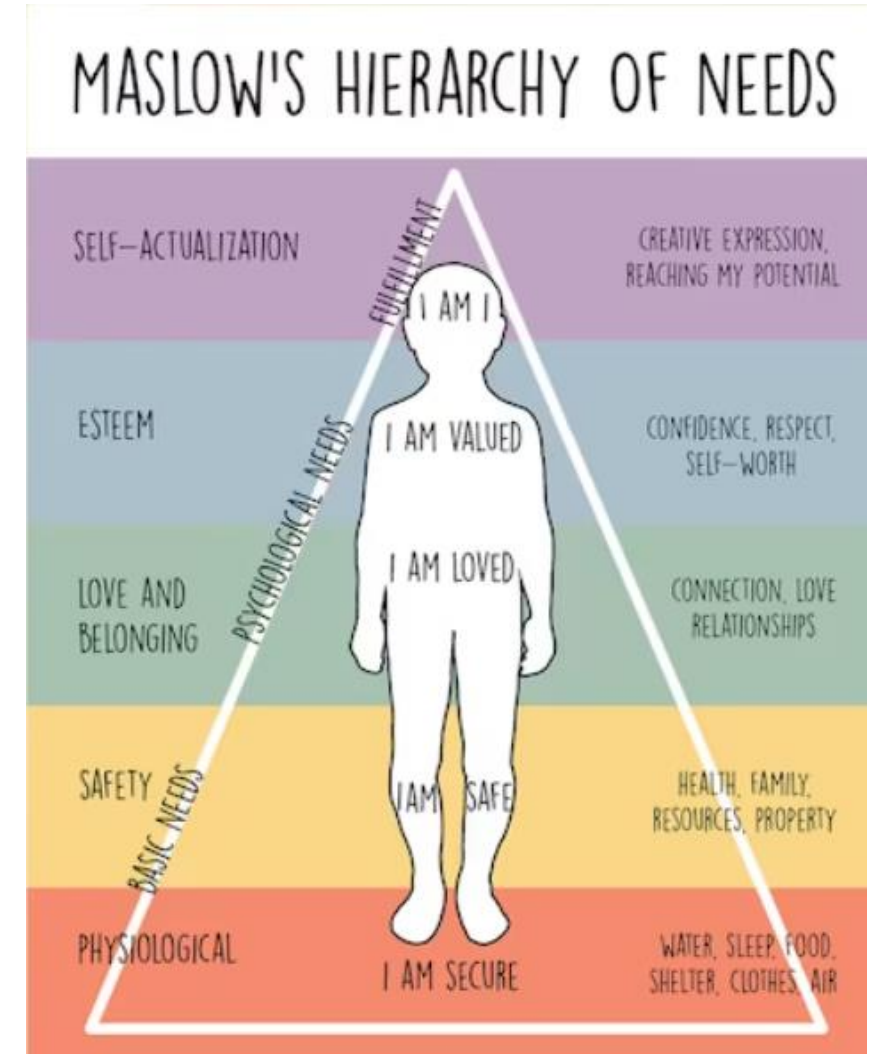
Would you like to....?

- Motivate yourself to do anything!
- Overcome Self-Sabotage!
- Do more effective Goal Setting
- Understand others e.g. in a JV scenario or a buyer-seller scenario
- Have insight into others during negotiations



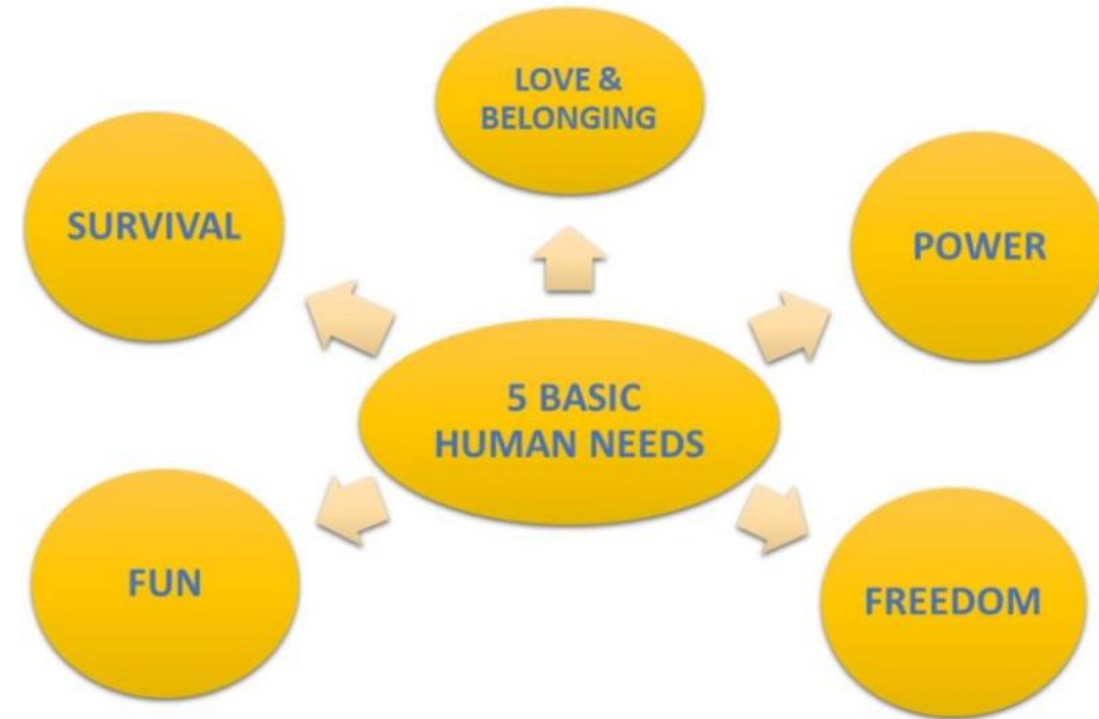
What are Basic Human Needs?

- A need is something that is necessary for an organism to live a healthy life
- 1943 – Maslow published the first model of Basic Human Needs
- **All human behaviour is motivated by these needs**
- Lower lying needs need to be fulfilled first, before progressing to higher order needs



William Glasser's Five Basic Human Needs (1993)

- Human Behavior (choices) driven by five genetically driven needs
- Understand why we are making the choices we make and what Human Needs these choices fulfil
- Increase our sense of internal control and accountability
- Satisfy our needs in an effective way
- Also supports others' needs –
- Win-Win!



William Glasser's Five Basic Human Needs



Survival

- ✓ health
- ✓ relaxation
- ✓ sexual activity
- ✓ food
- ✓ warmth



Love & Belonging

- ✓ belonging
- ✓ being loved
- ✓ being respected
- ✓ friendship
- ✓ sharing
- ✓ cooperation



Power

- ✓ recognition
- ✓ success
- ✓ importance
- ✓ achievement
- ✓ skills



Freedom

- ✓ choices
- ✓ independence
- ✓ freedom from
- ✓ freedom to



FUN

- ✓ enjoyment
- ✓ laughter
- ✓ learning
- ✓ change

How does this show up in real life?

- When people behave badly, or self-sabotage it could be an unmet need
- Listen to the following story based on real life events:





How do we use this when we are negotiating in a JV, or even, with our kids?

- When we want to motivate ourselves and others, make sure that the result of our actions aligns with the biggest needs!
- Listen to the following story based on real life events:

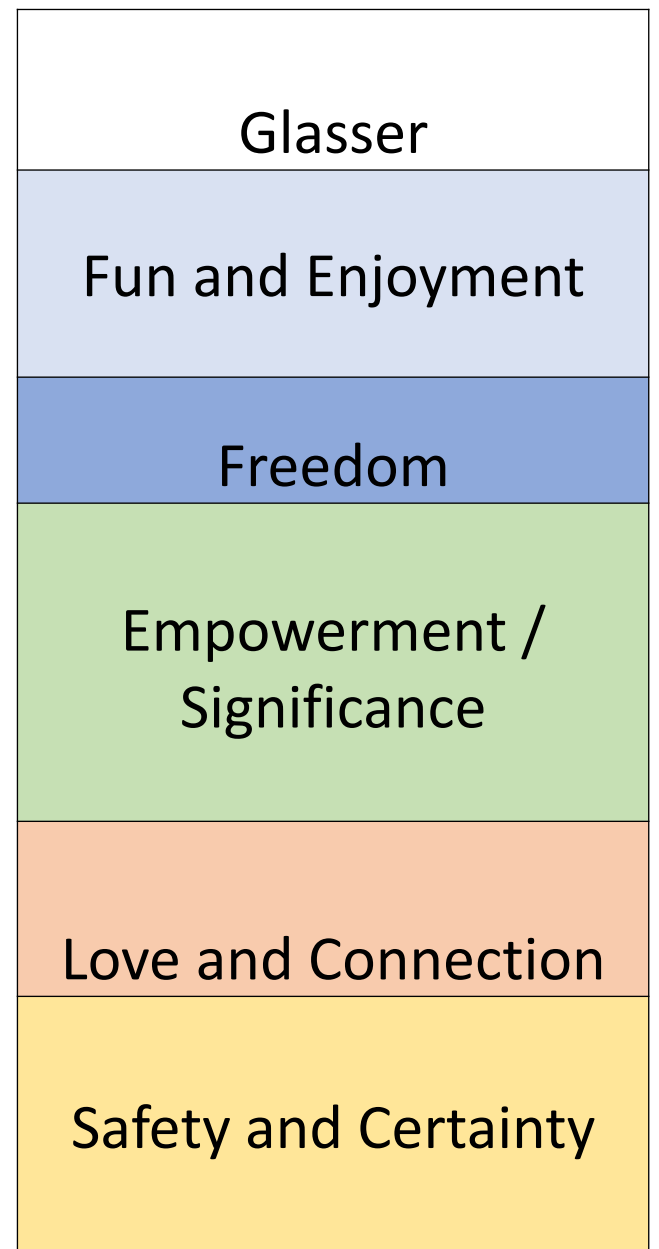
How do we use this to prevent Self-Sabotage?

A simple 3 Step Process!

- **Step 1:**
- What is your favourite kind of Self-Sabotage?
- Write it down now!

Example:

A student procrastinating on getting Module 6 Feasibility study complete

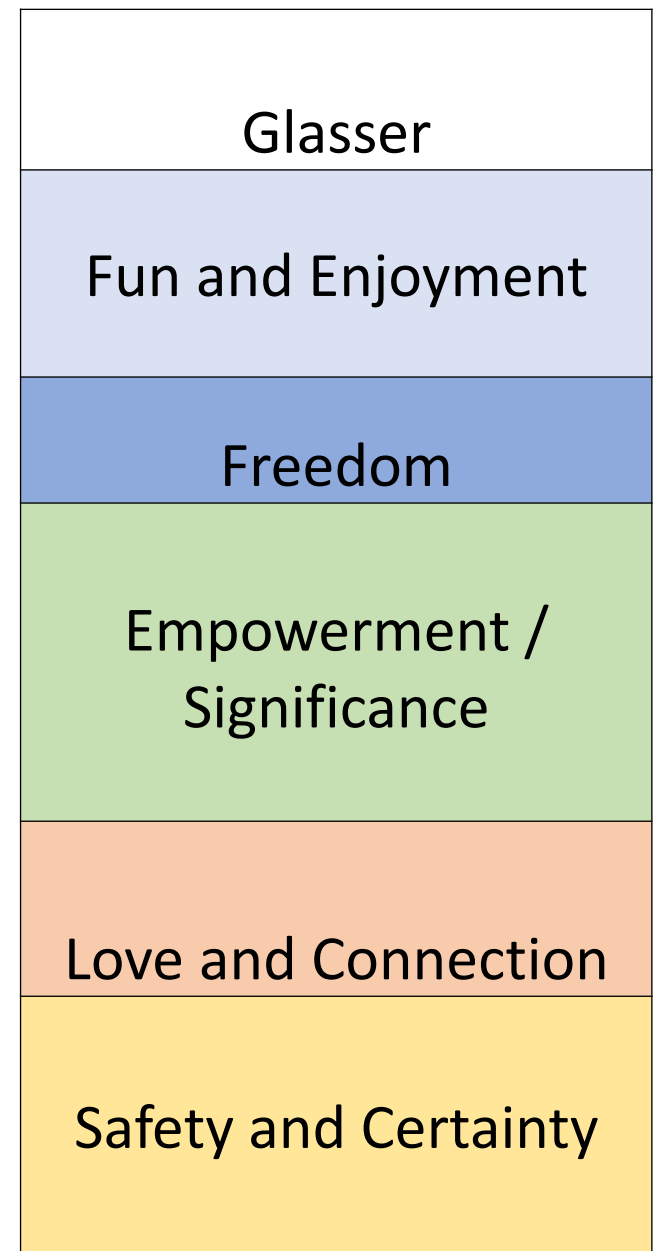


How do we use this to prevent Self-Sabotage?

Step 2:

Go through the list of needs one by one and ask yourself, “Is this need being met by doing ...XYZ?”

Write down the needs that are not being met.



How do we use this to prevent Self-Sabotage?

Step 2 Example:

- 1) “Is Safety and certainty need being met by doing the feasibility?” YES
- 2) “Is Love and connection being met by doing the feaso?” – NO
- 3) “Is Empowerment being met by doing Feaso?” - Yes

Glasser
Fun and Enjoyment
Freedom
Empowerment / Significance
Love and Connection
Safety and Certainty

How do we use this to prevent Self-Sabotage?

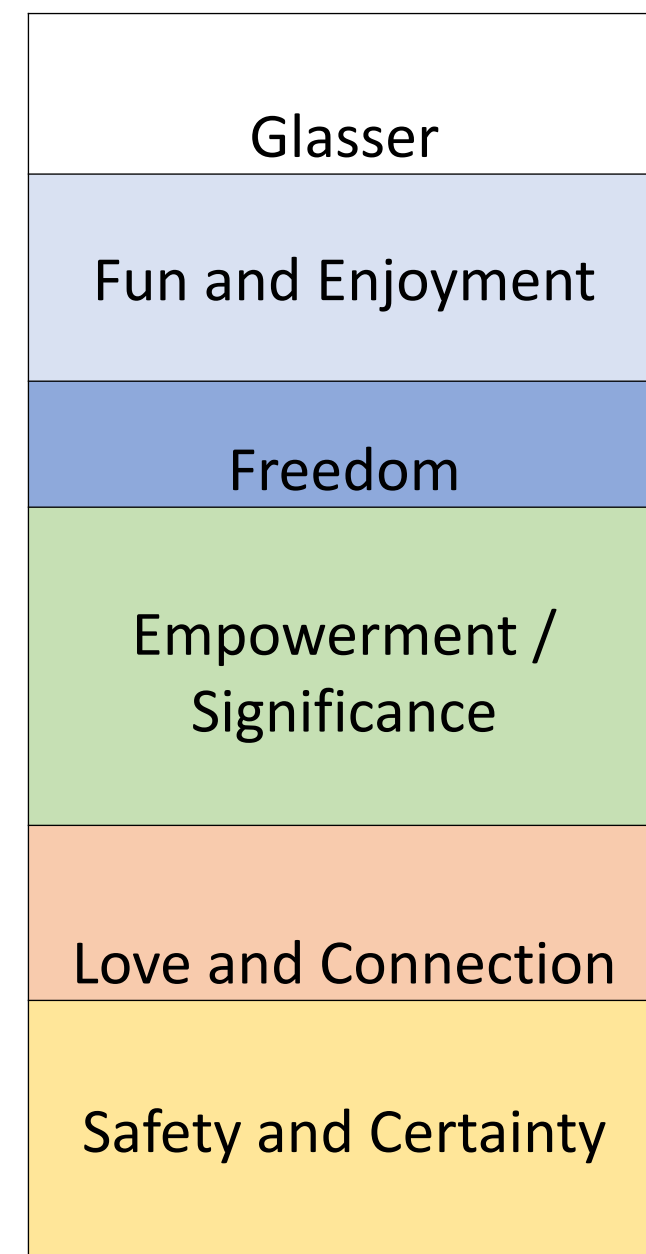
Step 2 Example (Continued):

4) “Is Freedom being met by doing the feaso?” – Yes, will give me more choices

5) Is Fun and Enjoyment being met by doing Feaso? - NO

So, **Love and Belonging** and **Fun and Enjoyment** needs are not being met!

What is it for you?

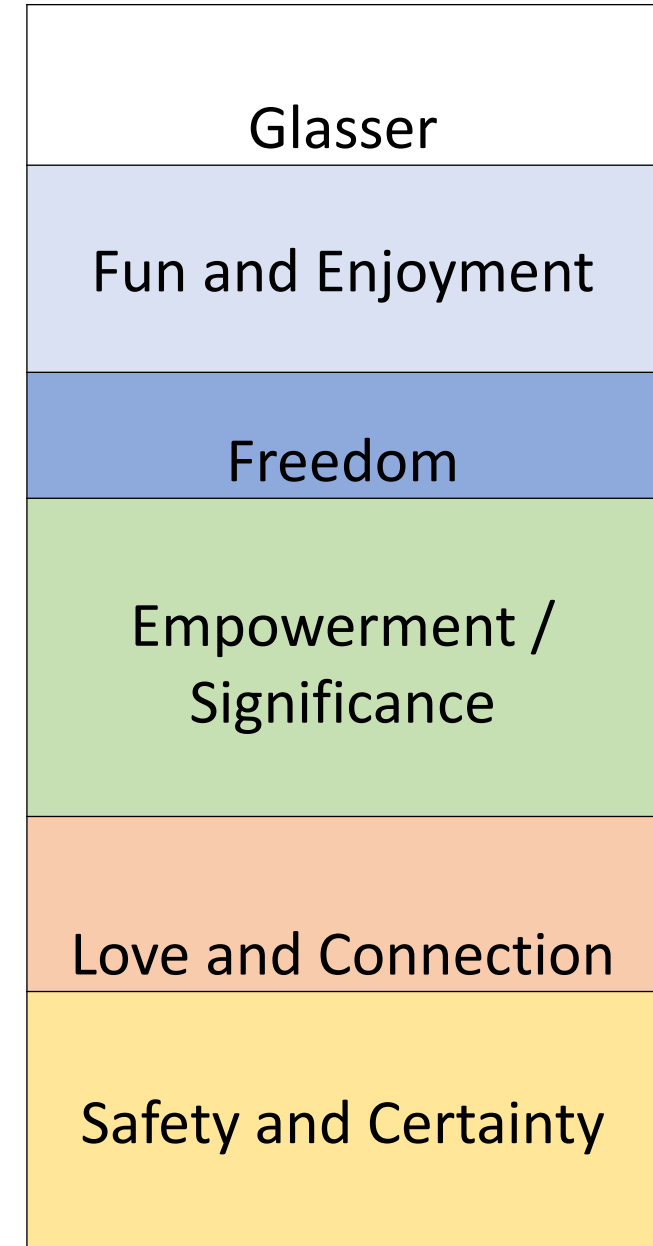


How do we use this to prevent Self-Sabotage?

Step 3: Then ask

“What will fulfill this need? What can I do?”

Write your answers down



How do we use this to prevent Self-Sabotage?

Step 3 Example:

“What will fulfill Love and belonging? What can I do?” – Do it with my accountability buddy who has done feaso’s before!

“What will fulfill Fun and enjoyment? What can I do?” – My accountability buddy is fun... maybe have a glass of wine ... afterwards!

Glasser
Fun and Enjoyment
Freedom
Empowerment / Significance
Love and Connection
Safety and Certainty

We must realize that when basic needs
have been met, human development is
primarily about being more, not having
more

~ Dalai Lama XIV

WISEFAMOUSQUOTES.COM

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Accountability
Monthly Goals



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Buddy Process Follow-Up



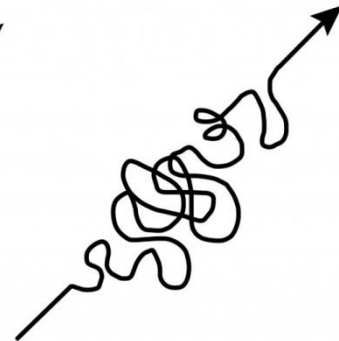
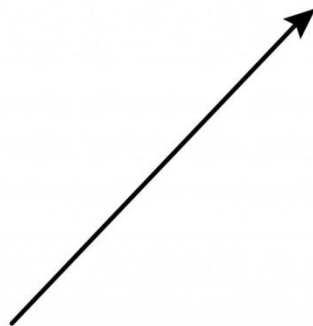
- Partner with someone you don't know
- Platinum Partners split up
- Exchange Mobile No.
- Schedule to "TALK" weekly
- Finishing students partner together

Last Month In Review

Share Your Successes and Challenges

SUCCESS

SUCCESS



what people think
it looks like

what it really
looks like

This Months Plan

Share Your
Key Goals For Month

Monthly
✓
goals



Tea / Coffee Break

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
 - Selling the **Finished End Product**



Selling the Finished End Product



Aspects of Selling

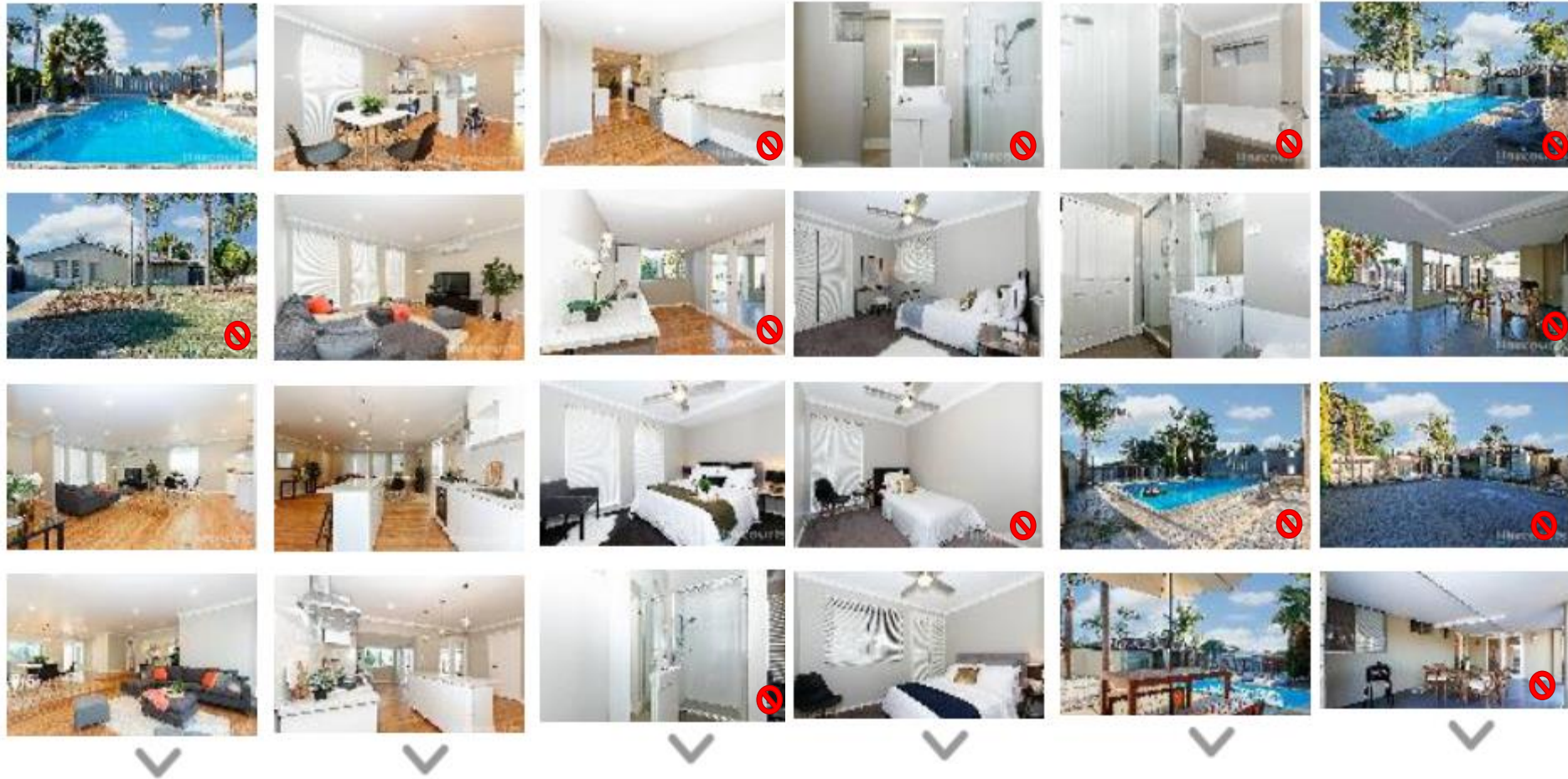
- 1) **Photographs** – Selection, order, money shot
- 2) Advertisement **Copywriting** – Written add on internet listing, sign board, fliers, newspaper, agents window etc.
- 3) **Pricing** – Set price, range, offers over, auction, tender, submit all offers
- 4) Selling **Method** – Listing, Auction vs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



Activity –

- On your table - select the photos to keep & those to remove (tip – group lounge/dining, kitchen/laundry, bedrooms, bathrooms, outside)
- Discuss which photos to keep and which to remove & why
- Group feedback on photo selection



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 –

- On your table – select the **money shot** & decide on the **photo order**
- Group feedback



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**.
- Have **glasses & nibbles** on the outside table – create lifestyle feel?
- **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 –

- Read original add copy that went with the agents photos
- Share thoughts on table
- Share with 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

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 first home buyer
- 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 –

- Re-read original add copy relative to the principals you now know about good copy writing
- Share thoughts on table
- Share with group

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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.

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Advert Agent: Amanda Mills

Agent Phone Number: 0401 912 666

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 –

- 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 –

- **Pair up** & 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



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	

Activity – Convert Feature into Benefit

Features	Benefits
<ul style="list-style-type: none"> • Beautifully renovated 	Nothing left to do but sit back and enjoy
<ul style="list-style-type: none"> • Open plan living & dining very spacious 	Be wowed every day as you come home to your expansive light filled open plan living area
<ul style="list-style-type: none"> • Galley style kitchen with sense of style & storage 	Become your own Master Chef in your designer
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Master bedroom has own ensuite 	Enjoy the sanctuary of your master bedroom ...
<ul style="list-style-type: none"> • Bathroom with bath, single vanity & shower 	Relax with a bubble bath
<ul style="list-style-type: none"> • Entertaining area is huge 	

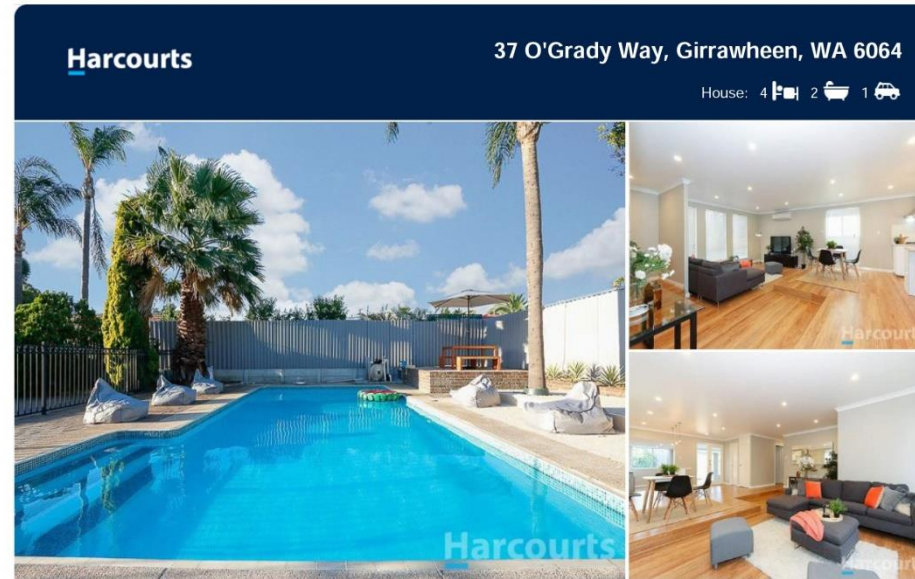
Activity – Convert Feature into Benefit

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

Activity –

Final Copy

- Read final copy
- Share thoughts on table
- Share with group



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

Final Copy

37 O'Grady Way Girrawheen

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- 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) - 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](#)

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.

QUESTIONS?