



PLATINUM
ACCELERATOR

NATIONAL CONFERENCE

SUNSHINE COAST | QUEENSLAND

30TH NOVEMBER & 1ST DECEMBER 2024



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NATIONAL CONFERENCE SCHEDULE

DAY ONE: SATURDAY 30 NOVEMBER 2024

9.00 – 10.30am	1. CARD GAME
10.30 – 11.00am	M/TEA & NETWORKING
11.00 – 12.15pm	2. OVERCOMING OBSTACLES
12.15 – 1.15pm	LUNCH
1.15 – 3.30pm	3. NUMEROLOGY FOR SUCCESS
3.30 – 4.00pm	A/TEA & NETWORKING
4.00 – 5.30pm	4. HEALTH TALK

DAY TWO: SUNDAY 1 DECEMBER 2024

8.30 – 10.30am	5. DESIGN & LAND WHISPERING
10.30 – 11.00am	M/TEA & NETWORKING
11.00 – 12.00pm	6. PROFESSIONALS UPDATE
12.00 – 1.15pm	7. STUDENT SUCCESS STORIES
1.15 – 2.15pm	LUNCH
2.15 – 2.45pm	8. GROUP BUYING
2.45 – 4.30pm	9. MANAGING RISK



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1. CARD GAME





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2. OVERCOMING OBSTACLES


Overcoming Obstacles

Greg & Dan
NSW & ACT Platinum Coaches


The Good, the Bad and the Ugly.

- Requests for scenarios of when things got funky...
- Few student scenarios
- As well as some workshop to be done



What do you do when the  hits the fan?

- What's your instant reaction?
- Where does your head go to?
- Blame or Problem Solve?
- How quickly can you respond?



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How we are running this session..

- We'll give you the challenge that has arisen..
- You will workshop an answer on the table?
- But in DETAIL...
- We'll then provide what happened?

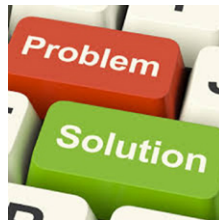


Student Scenario 1

- Imagine this:
- You have negotiated a \$1,235,000 property purchase, with these conditions/clauses
- 1. Delayed settlement dependant on DA approval by Council
- 18 Months later, Council delays and with % rate increases lender pulls previously approved funding.
- What do you do?



Solutions?

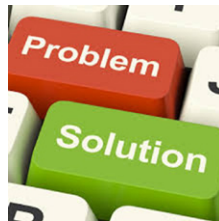


Student Scenario 2

- You find a funding solution suitable for your project
- BUT... the Credit department and valuer goes rogue and changes the goal posts last minute
- WAIT it get's better they drag your business partners wife into the mix as a guarantor on the day of settlement, and they just paid off their PPR!!



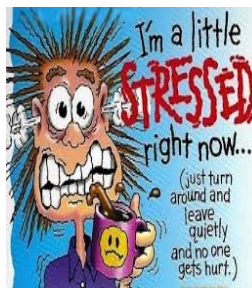
Solutions?



Student Scenario 3

Part 1

- You find a site, numbers work.
- Put together your DA and lodge with Council after careful consideration with T/Planner and D/D on other Sites in the area recently approved.
- They return it due to a 2.5% variance in Site coverage and ask you to withdraw DA... WTF??



Solutions?

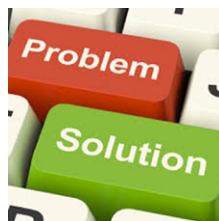


Student Scenario 3 Part 2

- You find a site, numbers work.
- Put together your DA and lodge with Council after careful consideration with T/Planner and D/D on other Sites in the area.
- They return it due to a 2.5% variance in Site coverage and ask you to withdraw DA... WTF??
- You withdraw and rework Civils / Landscaping 3 times
- They then reject new application due to tree in front yard
- What do you do????



Solutions?





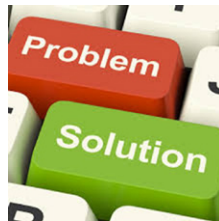
Student Scenario 4

- Lodge DA with Council for development
- Huge amounts of rain in the area highlights the already challenged stormwater system in the area.
- Council decide to change stormwater requirements
- Direct you to go thru 2 neighbour's properties to fix issue in their opinion.





Solutions?



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3. NUMEROLOGY FOR SUCCESS



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4. HEALTH TALK

SESSION NUMBER 4

Health

Nicolle Beer
PA Coach QLD / NSW
Money Mind Mastery Trainer

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Tips for living a healthy lifestyle

- Exercise regularly
- Avoid smoking and drinking alcohol
- Eat a balanced diet
- Drink plenty of water
- Carry out regular health checks
- Reduce stress



myTribe

I LOVE REAL ESTATE



The End!

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Just Kidding!

We're going to explore the fascinating world of Endocrinology and see how it ties into health...

Because health in this digital age is about more than just eating more lettuce.



The Hero of our Psychology:

Serotonin




Serotonin: The Hero of Our Psychology

1. **The Mood Stabilizer:** Emotional regulator, staying anchored in positivity
2. **The Guardian of Rest:** Regulating sleep, resting deeply and awaking ready to go
3. **The Connector:** Social confidence to connect, build lasting alliances
4. **The Strategist:** Delay gratification, make wise decisions, and navigate long-term plans with precision
5. **The Scholar:** Sharpens memory and ability to learn
6. **The Protector:** Healthy balance in appetite and energy
7. **The Resilient Champion:** Face pressure with calm resolve

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**The Villain of
our Psychology:
Cortisol**



Cortisol: The Villain in Your Inner World

- 1. The Thief of Focus:** excess cortisol scatters thoughts, leading to *poor decision-making*.
- 2. The Amplifier of Fear:** *Magnifies anxieties*, keeping you from taking calculated risks essential for growth.
- 3. The Sleepless Saboteur:** *Disrupts sleep* patterns, robbing you of rest and clarity. Capacity to lead and innovate diminishes.
- 4. The Betrayer of Relationships:** Fuels *irritability and emotional outbursts*, erodes trust and connection
- 5. The Energy Drain:** Chronic cortisol leads to *fatigue*
- 6. The Silent Destroyer:** Undermines physical health, contributing to *inflammation, weakened immunity*, and long-term illnesses.
- 7. The Time Stealer:** Eats away at creativity and strategic thinking, leaving you *stuck in reaction* mode rather than proactive growth.



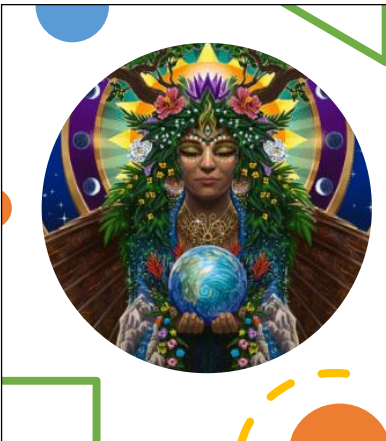
**The Damsel of
our
Psychology:
Melatonin**

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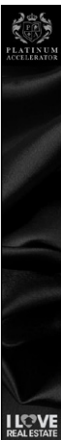


Melatonin: The Damsel of Balance and Renewal

- The Keeper of Sleep:** Orchestrates the rhythm of rest, ensuring deep and restorative sleep.
- The Balancer of Energy:** Restores vitality, allowing you to wake refreshed with clarity and strength.
- The Guardian of Immunity:** helps your body fend off illness and maintain resilience in the face of stress.
- The Light in Darkness:** Produced in response to darkness, signaling the body to wind down.
- The Protector of Mental Health:** Supports emotional stability and cognitive function.
- The Ally of Anti-Aging:** A natural antioxidant, combating oxidative stress and promoting cellular repair.
- The Amplifier of Serotonin's Strength:** Melatonin works closely with serotonin, boosting its effects by providing rest and recovery



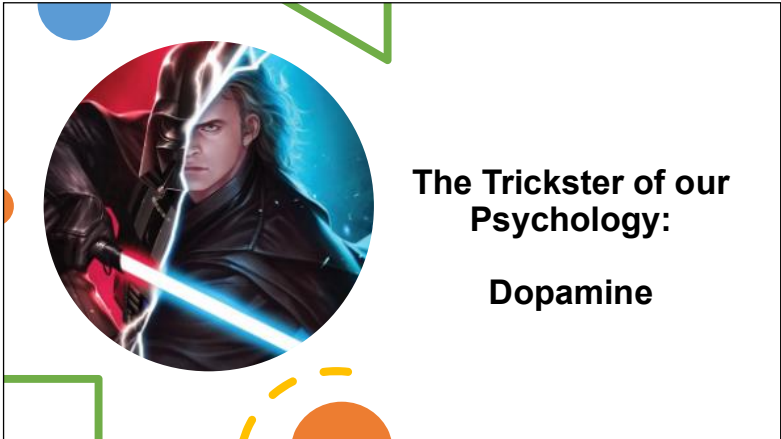
The Queen of our Psychology: Oxytocin



Oxytocin: The Empress of Connection and Compassion

- The Weaver of Bonds:** The foundation of meaningful collaboration and support.
- The Catalyst for Compassion:** Creates a positive, supportive environment internally and externally.
- The Soother of Stress:** Oxytocin brings calm and reduces anxiety
- The Enhancer of Teamwork:** Oxytocin boosts cooperation and teamwork
- The Guardian of Health:** It improves heart health by lowering blood pressure and reducing inflammation.
- The Motivator of Generosity:** Reinforces the joy of giving and the reciprocal nature of relationships
- The Architect of Emotional Intelligence:** Key to navigating complex social dynamics

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Dopamine: The Trickster of Desire and Reward

- The Motivator of Action:** Tempts you to seek *instant gratification*
- The Master of Anticipation:** Dopamine thrives on the *expectation of reward*, not the reward itself. The perfect setup for *addiction* cycles
- The Hijacker of Focus:** *Pulls attention* toward fleeting notifications, likes, and alerts.
- The Stealer of Balance:** Dopamine's overactivation suppresses serotonin, and indirectly *allows cortisol to take over*.
- The Fickle Ally:** While dopamine rewards effort, it becomes a foe when *shortcuts* like sugary snacks, stimulants, or scrolling on social media *provide instant hits*.
- The Amplifier of Stress:** The *constant pursuit* of dopamine spikes through devices or unhealthy habits keeps the body in a *state of stress*.
- The Illusionist of Happiness:** Tricks you into *equating pleasure with happiness*.

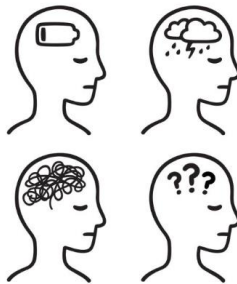
Dopamine Dependency

- Dopamine Dependency

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Cortisol Destroys Serotonin

- Chronic Stress leads to:
- Increased acidity in the body
- Compromised immune system
- Increased inflammation
- Slowed Healing
- Slowed digestion
- Less Serotonin being produced
- Less Sleep, so less melatonin
- Loss of Executive Function



Serotonin Defeats Cortisol

- Healing Begins
- Increased alkalinity in the body
- Strengthened immune system
- Increased healing
- Healthy Digestion
- More Serotonin being produced and retained
- More Sleep, so more melatonin
- Excellent Executive Function



Sleep is a Super-Power

- Creates Melatonin
- Boosts Serotonin
- Regulates Appetite and Energy
- Processes and integrates learning
- Allows healing
- Boosts immunity
- Interrupted Sleep
- Sleep Deprivation
- Sleep Apnea
- Shift-Worker Sleep Disorder



Regulate Blue Light Exposure

- Early Onset Cataracts and ARMD
- Affects circadian rhythm
- Affects Cognitive Development
- Increases Cognitive Decline
- Reduced attention span
- Impaired learning
- Anxiety and mood disturbances
- Reduces Executive Function



Regulate Social Media Use

- Social media introduces a level of social exposure our brains aren't equipped to handle. (Oxford Academic)
- Distorted social norms
- Anonymity-driven hostility
- Increases Stress and Cortisol
- Psychology Today

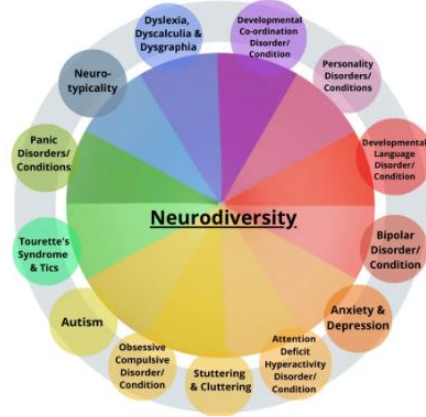


Boosting Executive Function

- Planning and Prioritising
- Attention and Focus
- Making Decisions
- Solve problems
- Self-Awareness
- Regulate Emotions
- Impulse Control



Neurodiversity includes the Adolescent brain. Especially, Male adolescent brains.

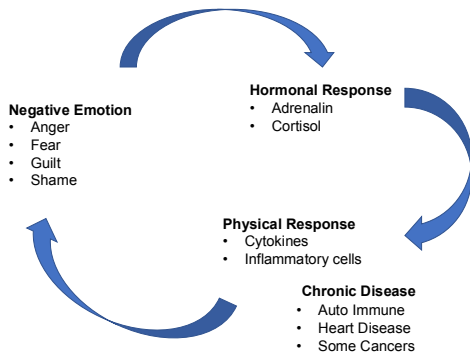


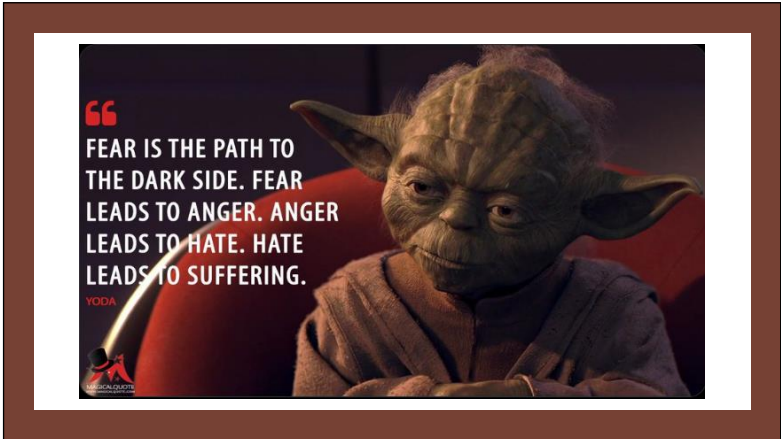
How do we fix this?

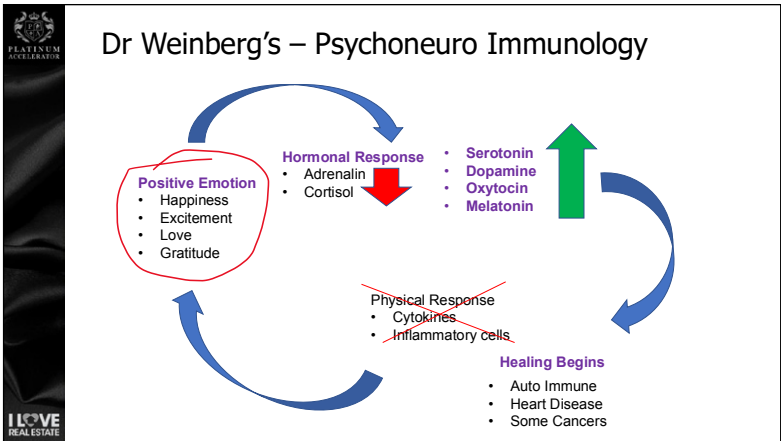
- Eat more broccoli and lettuce
- Exercise appropriately
- Sleep appropriately
- Blue light exposure in the morning, dark exposure at night
- Spend time in nature
- Cuddle friendly animals and consensual people regularly
- Connect with positive people
- **Do the 12 Week Transformation**



Dr Weinberg's – Psychoneuro Immunology







12 Week Transformation:

FLOWCODE
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5. DESIGN & LAND WHISPERING



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6. PROFESSIONALS UPDATE



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7. STUDENT SUCCESS STORIES





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8. GROUP BUYING



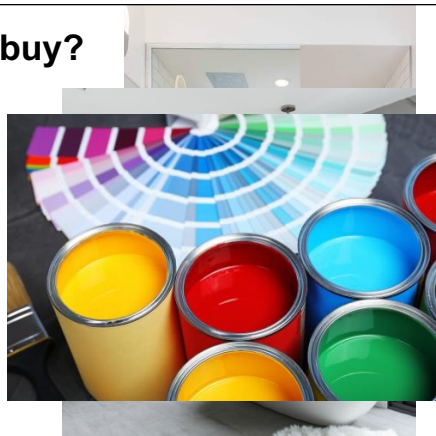
How to Buy with a Discount?

- **Seasonal Discounts:** Taking advantage of seasonal sales on materials like timber or flooring can save costs.
- **End-of-Line Discounts:** Purchasing discontinued or surplus stock can lead to significant savings.
- **Online Marketplaces:** Online platforms often offer competitive pricing and deals on construction materials.



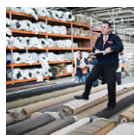
What can you buy?

- Building Materials
 - Flooring
 - Tiles
 - Kitchen or Joinery
 - Vanities
 - Tapware
 - Bathtubs
 - Toilets
 - Mirrors
 - Shower screens
 - Doors
 - Door hardware
 - Painting products



Where are the bargains?

- Secondhand sellers
- Auction Houses
- Facebook Marketplace
- Gumtree
- Ali Express or Alibaba
- China or Overseas Importers or Importing
 - Belluxeaustralia.com.au – Helena Farrell
 - Shipyourreno.com.au – Rebecca & Craig Patterson

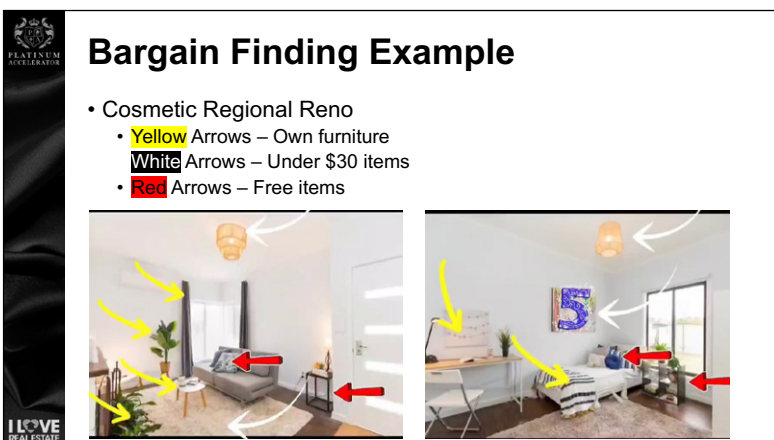




Bargain Finding Example

Cosmetic Regional Reno

What	Cost	Source
Floating Floor	\$300	Facebook Marketplace
Kitchen Cabinetry	FREE	Facebook Marketplace
Toilet / Vanity	\$50	Tip Shop
Door Handles	\$200	Facebook Marketplace
TOTAL	\$550	



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Bargain Finding Example

- Cosmetic Regional Reno



Furniture Bargain Shopping...



Be Warned!

- Takes more time and head space.
- More hands on.
- A lot more moving and fiddly parts.
- No warranty or little warranty.
- Mostly second hand or
- Discontinued stock.
 - May or may not be able to find replacements or matching materials.



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Opportunity Cost

- Yes! You may save on the material costs and ...
 - Have you considered your **holding costs**?
 - How about your time? What does your time worth?
- **Time vs Money**



Group Buying

- **Group buying** in the building industry allows builders, property renovators, and developers to access construction materials at **reduced prices**.
- This is often achieved through group buying arrangements, where members of an organization **join forces to purchase materials** in bulk from local suppliers, leveraging collective buying power to negotiate significant discounts.
- By pooling orders, they can secure prices typically reserved for larger companies, making **high-quality materials more affordable** for small and medium-sized builders.



Group Buying

- Organizations facilitating discount buying often operate on a membership basis, allowing members access to **pre-negotiated deals** and **streamlined processes** for purchasing.
- This approach is especially valuable in an industry where material costs fluctuate, giving **smaller-scale** developers and renovators the opportunity **to remain competitive** by reducing overhead without sacrificing quality.



The Benefits of Group Buying

• Savings
 • Negotiation Leverage
 • Experience
 • Local
 • Warranty
 • Mitigation

Four Types of Risk Mitigation

RISK (Accept) RISK (Avoid) RISK (Transfer) RISK (Reduce)

Case Study 1: Cosmetic Renovation

Case Study 1: Cosmetic Renovation

List of Materials:

- Stainless Steel Oven
- Kitchen Sinks
- Taps and Mixers
- Shower Screens
- Shower Heads
- Vanities
- Towel hooks
- Toilet roll holders
- Tiles
- Exhaust fans
- Laundry Trough
- Door handles
- Door stops
- Flooring (Carpet & Vinyl planks)
- Paint

Case Study 3: New Build

- Most suited for **Builders and Developers**.
- For Developers, in the Building Contract as **Prime Cost** items supplied by owner.
- Up to 30% discount on select items that equates to about **\$6000 to \$18000** savings per build includes builder's margin.



Case Study 3: New Build

- The following materials and services can be purchased:
 - Excavation
 - Timber or Steel Frame
 - Timber Trusses
 - Plumbing
 - Electrical
 - Bricks
 - Concrete
 - Plastering
 - Garage Doors
 - Windows
 - Roof tiles
 - Cabinets & Joinery
 - Shower Screens & Mirrors
 - Flooring
 - Tiles

Case Study 3: New Build

- The following materials and services can be purchased:
 - Heating & Cooling
 - Paint
 - Splash backs
 - Stairs
 - Stone Benchtops
 - Screening
 - Cladding & Render
 - Wardrobes
 - Waterproofing
 - Appliances
 - Scaffolding
 - Structural Steel
 - Temp Hire
 - Plans
 - Energy Rating
 - Engineering




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9. MANAGING RISK

SESSION 8


Understanding Risk

Dan Betteridge, Platinum Coach


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What is your tolerance to Risk?

- Would you do something that could kill you?
- Would you encourage your children to do something that could kill them?
- Would you do something that could maim you?
- Would you encourage your children to do something that could maim them?




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Crossing the Street

- Do you cross the street?
- Do your kids cross the street?

•WHY



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Risk Management Systems

- Look left, look right, look left again
- Auditory Systems – Listen
- Visual Systems – Look
- Kinesthetic Systems - Feel
- Pedestrian Crossings
- Traffic Controllers
- Hold hands



What is your tolerance to Risk Now?

- Would you do something that could kill you?
- Would you encourage your children to do something that could kill them?
- Would you do something that could maim you?
- Would you encourage your children to do something that could maim them?



WHAT IS RISK?
Risk is an uncertain event or condition that, if it occurs, has a positive or negative effect on a project's objectives.

What is Risk?

- Actual
- Tangible
- Measurable
- Quantifiable
- REAL
- Perceived
- Intangible
- Emotion
- Qualifiable
- FEAR



Types Of Risk



Renovation Opportunity



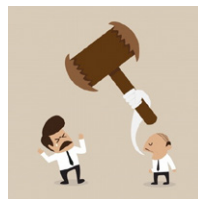
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Identify & List the Risks

- Asbestos
- Cost Blowouts
- Flood
- Market Collapse
- Meteor Strike
- Trade Shortages
- Partnership Collapse
- Tiled roof
- Landslip
- Compulsory Acquisition
- Interest Rate Rises
- Select a poor agent to sell
- Paying too high a price
- Time blowouts
- Toxic Mould
- Ribbon/Hollywood driveway

Introducing Risk Management

- Likelihood
- Probability
- Possibility
- Consequence
- Impact
- Severity



Risk matrix is a project management tool that allows to evaluate risks based on:

- the severity of their impact
- the likelihood of their occurrence.

There are few versions of the matrix:



2x2



3x3



5x5





Understanding Likelihood

- Certain 100%
- High 75-99%
- Medium 25-74%
- Low 0-24%
- Impossible <0%

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Understanding Consequence

- Catastrophic = Financial Ruin
- Severe = Significant Financial Loss
- Moderate = Affordable Financial Loss
- Concerning = Break Even
- Minimal = Minimal Profit
- Inconsequential = Maximum Profit Available



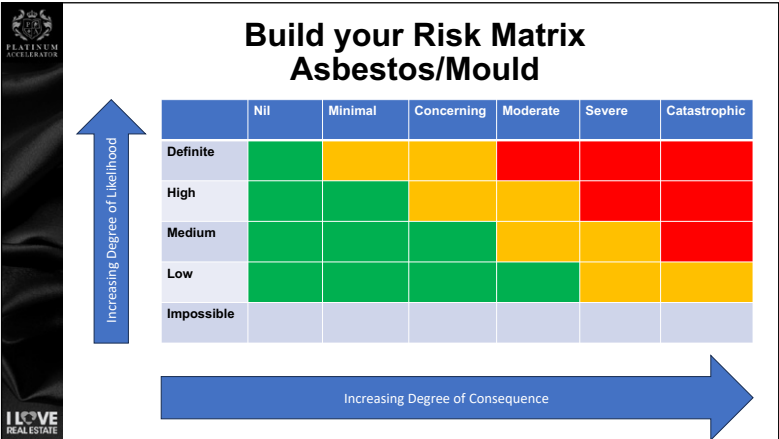
Quantify the likelihood for each risk

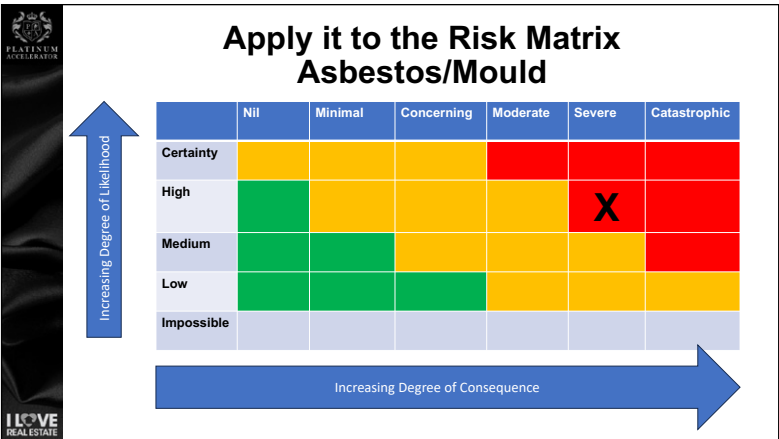
- | | | | |
|------------------------|---|-------------------------------|--------|
| • Asbestos | High | • Landslip | Low |
| • Cost Blowouts | Medium | • Compulsory Acquisition | Low |
| • Flood | Possible | • Interest Rate Rises | Medium |
| • Market Collapse | Possible | • Select a poor agent to sell | Low |
| • Meteor Strike | Impossible | • Paying too high a price | Low |
| • Trade Shortages | High | • Time blowouts | Medium |
| • Partnership Collapse |  | • Toxic Mould | High |



Quantify the Consequence

- | | | | |
|------------------------|-----------------|---------------------------|-------------|
| • Asbestos | Severe | • Landslip | Significant |
| • Cost Blowouts | Significant | • Compulsory Acquisition | Moderate |
| • Flood | Significant | • Interest Rate Rises | Moderate |
| • Market Collapse | Catastrophic | • Bad selling agent | Moderate |
| • Meteor Strike | Catastrophic | • Paying too high a price | Significant |
| • Trade Shortages | Significant | • Time blowouts | Moderate |
| • Partnership Collapse | Catastrophic | • Toxic Mould | Severe |
| • Tile Roof | Inconsequential | | |







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Understand the Risk

- **Why is it a risk?**
 - Who to?
 - When?
 - What is it?
- **Do your due diligence**
 - Building Inspection
 - Get materials tested
 - Assess the market
 - Get quotes
- **Be balanced and objective in your consideration of the facts**



Mould/Asbestos

- Risk to your health
- Risk to your tradespeople's health
- Risk to visitors/buyers/agents health
- Risk of Stigma affecting the Property
- Risk of FEAR in the market
- Risk of Project Cost Blowout



Problem Solve

How can we reduce the likelihood?

How can we reduce the consequence?



Risk to your health

Reduce the likelihood

- Wear PPE
- Use trades
- Don't disturb
- Treat – paint, cover etc

Reduce the consequence

- Minimize exposure
- Bury our head in the sand
- Health Insurance



Risk to your trades health

Reduce the likelihood

- Do not disturb
- Inform Trades
- Ensure qualified Trades
- Ensure safe work safety practices
- Minimize exposure

Reduce the consequence

- Minimize exposure
- Insurance
- Asset protection



Risk to buyer/visitors/agents Health

Reduce likelihood

- Remove
- Treat – paint or cover?
- Warn

Reduce consequence

- Asset protection
- Insurance



Risk to the project viability

Reduce the likelihood

- Remove it
- Cover/Seal it
- Educate

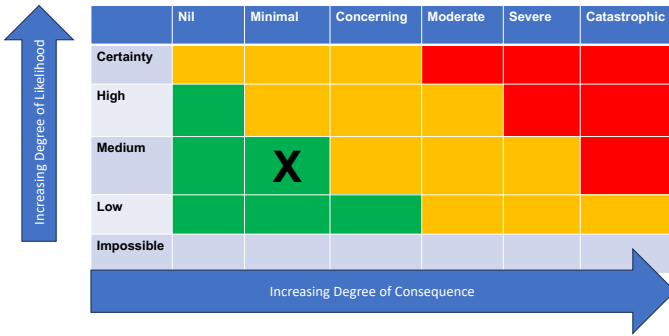


Reduce the consequence

- Remove it
- Cover/Seal it
- Educate



Apply it to the Risk Matrix Asbestos/Mould



Which Approach will we take?





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