



PLATINUM  
ACCELERATOR

# NATIONAL CONFERENCE

SYDNEY | NEW SOUTH WALES

12TH & 13TH APRIL 2025



**I LOVE**  
REAL ESTATE





**DAY ONE: SATURDAY 12 APRIL 2025**

- 9.00 – 10.30 **1. INSIDE THE INVESTOR'S MIND – THE 4 DECISION-MAKING STYLES THAT SHAPE EVERY DEAL** Learn how to read, influence and collaborate with different personality profiles so you can close deals faster and lead teams more effectively.
- 10.30 – 11.00 M/TEA & NETWORKING
- 11.00 – 1.00 **2. THE TRUST ADVANTAGE – HIGH-LEVEL UPDATES FROM THE FRONTLINE OF STRUCTURING** Get the latest on consultancy trust frameworks from top professionals so you can protect assets, optimise tax outcomes, and plan with clarity.
- 1.00 – 2.00 LUNCH
- 2.00 – 3.30 **3. PRECISION DEAL-MAPPING – THE UNIVERSAL NEEDS ANALYSIS SYSTEM FOR PROFITABLE VENTURES** Master a repeatable framework to assess any commercial opportunity — from storage to child care to rooming houses — with clarity and confidence.
- 3.30 – 4.00 A/TEA & NETWORKING
- 4.00 - 5.30 **4. HANDS-ON APPLICATION – MAPPING OUT A LAUNDROMAT STRATEGY FROM SCRATCH** Put your new skills into action by working through a live investment scenario using real-world numbers and insights.
- 6.00 – 9.30 **BAREFOOT BOWLS & BUSINESS BANTER** Unwind and connect with your peers in a relaxed setting — the best deals often start with a casual conversation.
- 

**DAY TWO: SUNDAY 13 APRIL 2025**

- 9.00 – 10.30 **5. COFFEE & CONNECTION – STRATEGIC NETWORKING TO MULTIPLY OPPORTUNITIES** Rub shoulders with elite peers, share insights, and spark collaborations that could change the trajectory of your portfolio.
- 10.30 – 11.00 M/TEA & NETWORKING
- 11.00 – 12.30 **6. ENERGY IN PROPERTY – HEALING LAND, PEOPLE AND PROFIT WITH DR. MAHDI** Explore how energetic alignment can unlock hidden potential in property, business, and personal growth — no incense required.
- 12.30 – 1.30 LUNCH
- 1.30 – 3.00 **7. COMMERCIAL CLARITY – WHERE THE SMART MONEY IS MOVING NOW** Get laser-focused insights into what's working in commercial property, where the risks are hiding, and how to get ahead of the curve.
- 3.00 – 3.30 A/TEA & NETWORKING
- 3.30 - 5.00 **8. REAL PEOPLE, REAL WINS – STUDENT SUCCESS PANELS** Be inspired by real stories of transformation, growth, and wealth creation from people who were exactly where you are now.
-





# PLATINUM ACCELERATOR

## **1. INSIDE THE INVESTOR'S MIND – THE 4 DECISION-MAKING STYLES THAT SHAPE EVERY DEAL**

---





## Many ways to assess Personality

- DISC  
4 factors - Dominance, Influence, Conscientiousness & Steadiness
- High5  
5 factors – strengths based
- Hexaco  
6 factors – Honesty/Humility, Emotional, Extraversion, Agreeableness, Conscientiousness and Openness
- Eneagram  
9 types plus “wings”
- **Myers-Briggs Type Indicator (MBTI)**  
**16 types plus auxiliary plus factors**

We are going to have a taste of MBTI!

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## What is MBTI? 📖

- Developed by Isabel Briggs Myers & Katharine Cook Briggs
- Based on Carl Jung’s theory of psychological types  
Differences in behaviour result from inborn tendencies to use our mind in different ways  
Inborn tendencies are formed through both nature and nurture
- Assesses personality using 4 dichotomies → combination of 4 pairs = 16 “types”
- Designed to assist identification of the “nature” of our personality = innate predispositions

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## Jung’s observations and conclusions

- When a person’s mind is active, it is either:  
  
Taking in information – Perceiving  
OR  
Organisation information for decisions – Judging  
  
Jung called these the 2 Mental Processes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

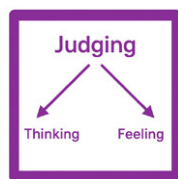
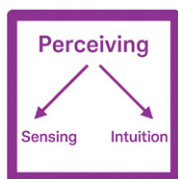
---

---



## Jung’s observations and conclusions

- Jung then observed that people use  
2 different ways to Perceive – Sensing or Intuition  
AND  
2 different ways to Judge – Thinking or Feeling



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

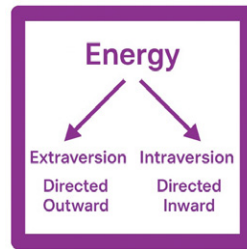
## Jung's observations and conclusions

- When a person's mind is active, it is either directed towards:

External world of people, experiences and activity – Extraversion (outer world)

OR

Internal world of ideas, thoughts, memories, emotions – Intraversion (inner world)



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## How MBTI developed

- Myers and Briggs created an instrument that could be applied broadly in the 1940s
- Assessing individual preferences in references to energy, data gathering, decision making and interactions with the outside world
- Developed the 4 pairs of “dichotomies” to provide 16 basic combinations which can provide insight into most people
- Later further developed 20 “facets” to further explain similarities and differences in more detail

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## The 16 Personality Types <sup>1 2</sup> <sub>3 4</sub>

A combination of the preferences of each of the four dichotomies creates a type

Examples:

- ISTJ – The Inspector
- ENFP – The Campaigner
- INFJ – The Advocate

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## The Four Dichotomies

1. Extraversion (E) / Introversion (I)
  2. Sensing (S) / Intuition (N)
  3. Thinking (T) / Feeling (F)
  4. Judging (J) / Perceiving (P)
- (Each person has one preference from each pair)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



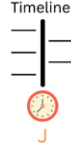


## Judging vs Perceiving

Opposite ways to approach the outside world  
 • How do you deal with the outer world?

### Judging

Like to live in a planned, orderly way, seeking to regulate and manage their lives – energised by getting things done



### Perceiving

Like to live in a flexible, spontaneous way, seeking to experience and understand life, rather than control it – energised by adapting in the moment




---

---

---

---

---

---

---

---

---

---



## How do the Letters help?

When you take 1 letter from each dichotomy, you can get an understanding of someone's preferences and put together a high-level picture them

Example: ENFP

- E – Draws energy from others
- N – Focuses on ideas and concepts
- F – Makes decisions based on feelings
- P – Prefers flexibility and spontaneity

---

---

---

---

---

---

---

---

---

---



## Dichotomies and Facets

<b>Extraversion</b>	←→	<b>Introversion</b>
Initiating		Receiving
Expressive		Contained
Gregarious		Intimate
Active		Reflective
Enthusiastic		Quiet
<b>Sensing</b>	←→	<b>Intuition</b>
Concrete		Abstract
Realistic		Imaginative
Practical		Conceptual
Experiential		Theoretical
Traditional		Original

---

---

---

---

---

---

---

---

---

---



<b>Thinking</b>	←→	<b>Feeling</b>
Logical		Empathetic
Reasonable		Compassionate
Questioning		Accommodating
Critical		Accepting
Tough		Tender
<b>Judging</b>	←→	<b>Perceiving</b>
Systematic		Casual
Planful		Open-Ended
Early Starting		Pressure-Prompted
Scheduled		Spontaneous
Methodical		Emergent

---

---

---

---

---

---

---

---

---

---

© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.



## Would you like to know your type?




---

---

---

---

---

---

---

---

---

---

## Working out our type

- Let's work through the worksheet

**MBTI - Understanding Personality**  
Narelle Costick - MBTI Certified Practitioner

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Understanding Preference: "Handedness": **Words to Describe**

Preferred Hand: \_\_\_\_\_ = \_\_\_\_\_  
Non preferred Hand: \_\_\_\_\_ = \_\_\_\_\_

**The Dichotomies**

<b>Extraversion vs Introversion</b> Where we focus our attention and get our energy		<b>Sensing vs Intuition</b> How we take in information & the kind of information we like and trust	
<input type="checkbox"/> active	<input type="checkbox"/> reflective	<input type="checkbox"/> present	<input type="checkbox"/> future
<input type="checkbox"/> outward	<input type="checkbox"/> inward	<input type="checkbox"/> practical	<input type="checkbox"/> imaginative
<input type="checkbox"/> sociable	<input type="checkbox"/> reserved	<input type="checkbox"/> facts	<input type="checkbox"/> innovation
<input type="checkbox"/> open	<input type="checkbox"/> private	<input type="checkbox"/> sequential	<input type="checkbox"/> random
<input type="checkbox"/> many	<input type="checkbox"/> few	<input type="checkbox"/> repetition	<input type="checkbox"/> variety
<input type="checkbox"/> expressive	<input type="checkbox"/> quiet	<input type="checkbox"/> enjoyment	<input type="checkbox"/> anticipation
<input type="checkbox"/> breadth	<input type="checkbox"/> depth	<input type="checkbox"/> conserve	<input type="checkbox"/> change

---

---

---

---

---

---

---

---

---

---

## What do we mean by preference?

- Similar to "Handedness"

**Activity:**

Sign your name with your preferred hand  
How does that feel? Write down some words to describe it

Sign your name with your non-preferred hand  
How does that feel? Write down some words to describe it

---

---

---

---

---

---

---

---

---

---

## Choose your preferred word

- For each of the dichotomies, there are pairs of words to choose from
- Select 1 word from each pair and tick the box next to it

**Extraversion vs Introversion**  
Where we focus our attention and get our energy

<input checked="" type="checkbox"/> active	<input type="checkbox"/> reflective
<input type="checkbox"/> outward	<input checked="" type="checkbox"/> inward
<input type="checkbox"/> sociable	<input checked="" type="checkbox"/> reserved
<input type="checkbox"/> open	<input type="checkbox"/> private
<input type="checkbox"/> many	<input type="checkbox"/> few
<input type="checkbox"/> expressive	<input type="checkbox"/> quiet
<input type="checkbox"/> breadth	<input type="checkbox"/> depth

---

---

---

---

---

---

---

---

---

---

# Identify your preference

• Identify the column which has more ticks in it and circle the heading of that column

Extraversion vs Introversion  
Where we focus our attention and get our energy

Extraversion	Introversion
<input checked="" type="checkbox"/> active	<input type="checkbox"/> reflective
<input type="checkbox"/> outward	<input checked="" type="checkbox"/> inward
<input type="checkbox"/> sociable	<input checked="" type="checkbox"/> reserved
<input checked="" type="checkbox"/> open	<input type="checkbox"/> private
<input type="checkbox"/> many	<input checked="" type="checkbox"/> few
<input type="checkbox"/> expressive	<input checked="" type="checkbox"/> quiet
<input checked="" type="checkbox"/> breadth	<input type="checkbox"/> depth

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# Review for each pair

- Activity:
  - Extraversion vs Introversion
  - Sensing vs Intuition
  - Thinking vs Feeling
  - Judging vs Perceiving

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# Self Estimate Result

Activity:  
On the worksheet, Write the first Initial of each of the headings you have circled  
Four letters = your type!

Extraversion	Introversion
<input checked="" type="checkbox"/> active	<input type="checkbox"/> reflective
<input type="checkbox"/> outward	<input checked="" type="checkbox"/> inward
<input type="checkbox"/> sociable	<input checked="" type="checkbox"/> reserved

My Self estimate result = I \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# MBTI Personality Type Matrix

<b>ISTJ</b> Inspector (Sentinel)	<b>ISFJ</b> Protector (Sentinel)	<b>INFJ</b> Advocate (Diplomat)	<b>INTJ</b> Mastermind (Analyst)
<b>ISTP</b> Craftsman (Explorer)	<b>ISFP</b> Artist (Explorer)	<b>INFP</b> Mediator (Diplomat)	<b>INTP</b> Thinker (Analyst)
<b>ESTP</b> Dynamo (Explorer)	<b>ESFP</b> Performer (Explorer)	<b>ENFP</b> Campaigner (Diplomat)	<b>ENTP</b> Debater (Analyst)
<b>ESTJ</b> Supervisor (Sentinel)	<b>ESFJ</b> Provider (Sentinel)	<b>ENFJ</b> Protagonist (Diplomat)	<b>ENTJ</b> Commander (Analyst)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## ISTJ – Responsible, serious, value traditions

### The Inspector

- Responsible, serious and value traditions
- Practical and fact-minded



---

---

---

---

---

---

---

---

---

---

---

---

## ISFJ – Nurturing and dependable

### The Protector

- Nurturing and dependable
- Quiet protectors who value loyalty



---

---

---

---

---

---

---

---

---

---

---

---

## INFJ – Idealistic and compassionate

### The Advocate

- Idealistic and compassionate
- Guided by firm principles and vision



---

---

---

---

---

---

---

---

---

---

---

---

## INTJ – Strategic and logical

### The Mastermind

- Strategic and logical
- Independent thinkers and natural leaders



---

---

---

---

---

---

---

---

---

---

---

---

## ISTP – Analytical and hands-on

### The Craftsman

- Analytical and hands-on
- Enjoy figuring out how things work



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## ISFP – Sensitive, gentle, and artistic

### The Artist

- Sensitive, gentle, and artistic
- Seek harmony and beauty



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## INFP – Empathetic and imaginative

### The Mediator

- Empathetic and imaginative
- Deeply committed to personal values



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## INTP – Logical and curious

### The Thinker

- Logical and curious
- Love exploring abstract theories and ideas



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## ESTP – Energetic and action-oriented

### The Dynamo

- Energetic and action-oriented
- Thrive on excitement and spontaneity



---

---

---

---

---

---

---

---

---

---

---

---

---

## ESFP – Outgoing, playful, fun-loving

### The Performer

- Outgoing, playful, and fun-loving
- Enjoy living in the moment



---

---

---

---

---

---

---

---

---

---

---

---

---

## ENFP – Enthusiastic, creative, sociable

### The Campaigner

- Enthusiastic, creative, and sociable
- Driven by inspiration



---

---

---

---

---

---

---

---

---

---

---

---

---

## ENTP – Inventive and outspoken

### The Debater

- Inventive and outspoken
- Thrive on challenge and debate



---

---

---

---

---

---

---

---

---

---

---

---

---

## ESTJ – Organized and direct

### The Supervisor

- Organized and direct
- Take charge and value efficiency



---

---

---

---

---

---

---

---

---

---

---

---

## ESFJ – Caring and social

### The Provider

- Caring and social
- Create harmony and enjoy helping others



---

---

---

---

---

---

---

---

---

---

---

---

## ENFJ – Charismatic and inspiring

### The Protagonist

- Charismatic and inspiring
- Lead with vision and empathy



---

---

---

---

---

---

---

---

---

---

---

---

## ENTJ – Decisive and strategic

### The Commander

- Decisive and strategic
- Natural leaders with bold ambitions



---

---

---

---

---

---

---

---

---

---

---

---

## Potential insights

- Different combinations of pairs can provide additional insights into specific personality preferences
- For example – in a sales environment:  
 STs = Practical – looking for best deal  
 SFs = Personal connection – want exceptional service  
 NFs = “Vibe” – pay more if aligned with their values  
 NPs = Innovation – want leading edge/early adopters

---

---

---

---

---

---

---

---

---

---

---

---

## Potential Leadership Insights

Let's look at some leadership insights:

- Leadership Temperament  
 S paired with J or P and N paired with T or J  
 Sensing leaders focus on the pragmatic here and now  
 Are they more structured (SJ) or a more spontaneous (SP)?  
  
 Intuitive leaders focus on the future  
 Are they focused on tasks (NT) or people (NF)?

---

---

---

---

---

---

---

---

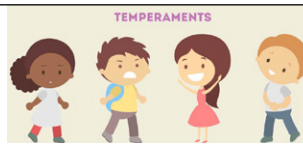
---

---

---

---

## Leadership styles: SJ



- SJ leaders will tend to focus on maintaining the status quo and ensuring that their teams are dependable and reliable
- Efficiently organize people, data and systems and establish procedures and policies
- May however be intolerant of change and adhere too rigidly to rules and procedures
- As followers, SJs will look for specific goals and timescales and a clear picture of who is responsible for what

---

---

---

---

---

---

---

---

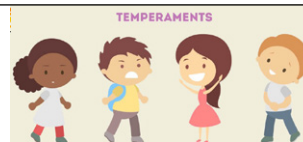
---

---

---

---

## Leadership styles: SP



- SP leaders are resourceful, responding rapidly and pragmatically to pressing problems
- Bring realistic solutions to immediate crises and problems
- Focus on the current moment can however mean that they discount the past and ignore future implications, and their followers may see them as unpredictable
- As followers, SPs respond well those who lead by example and can make things fun, active and engaging

---

---

---

---

---

---

---

---

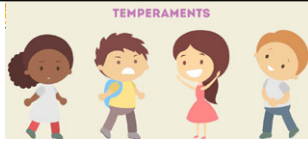
---

---

---

---

## Leadership styles: NT



- NT leaders focus on the big picture and the larger purpose behind any task
- Enjoy visualizing future possibilities and respond well to change
- Set high standards for themselves and their followers, which can lead to them being overly demanding and critical
- They may become bored by detail
- As followers, NTs value opportunities to demonstrate their intelligence and competence, and to be respected for this. They need to know the big picture and to have the opportunity to challenge and debate

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

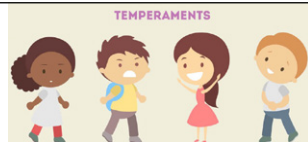
---

---

---

---

## Leadership styles: NF



- NF leaders are concerned with how the big picture fits with the human needs of their team and the values of the organization.
- They are nurturers, involving and developing their team, communicating with passion, and seeking to enthuse others with their values.
- They seek to create harmony, but this can be at the expense of the task and may make their team overly dependent on them.
- They often find dealing with unpleasant truths difficult.
- As followers, NFs want to be treated in a personal way, and will respond well to leaders who can paint an inspiring vision that speaks to their values. They will want to know how people will be affected by their work in the future.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Potential Leadership Insights

Let's look at some leadership insights:

- Decision-making  
T or F paired with J or P  
People with Judging preference extravert their decision-making  
Are they using Thinking (TJ) or Feeling (FJ)?  
  
People with a Perceiving preference (TP or FP) tend to make their decisions internally, and this won't be seen by others

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Leadership styles: TJ



- TJ = Logical decision makers
- TJs are often analytical, decisive leaders. They make decisions based on principles, overall impact, and rational assessment of possible outcomes. They can sometimes be tough-minded
- As followers, TJs are effective implementers of policies – if they respect the leader

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Leadership styles: TP



- TP = Adaptable problem solvers
- TPs tend to lead by example. They value technical expertise, usually creating consistent frameworks for their decisions. They're objective, skeptical, and curious. They may change course as new information comes in
- As followers, TPs are effective problem solvers as long as they're kept interested

---

---

---

---

---

---

---

---

---

---

## Leadership styles: FP



- FP = Supportive coaches
- FPs are usually warm, flexible, and encouraging leaders. They support individual styles and like to involve others in decisions. They tend to prefer collaborative relationships, shared rewards, and harmony
- As followers, FPs are energetic, as long as they're treated with respect by others

---

---

---

---

---

---

---

---

---

---

## Leadership styles: FJ



- FJ = Values-based decision makers
- FJs are often warm, decisive leaders. They make decisions based on personal values and empathy. They usually strive for harmony, consensus, and a supportive environment. They're expressive and often inspiring
- As followers, FJs are loyal as long as their values are respected

---

---

---

---

---

---

---

---

---

---

## Taking it further

- Full MBTI questionnaire is quite extensive
- Often used in corporate environments for team dynamics
- 16personalities.com offers free test to identify type and descriptions
- Full MBTI Step ii report is extremely detailed including type and facets as well as insights and suggestions for development



---

---

---

---

---

---

---

---

---

---

# Understanding Personality - MBTI

Narelle Cosstick - MBTI Certified Practitioner

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Understanding Preference: "Handedness":

Preferred Hand \_\_\_\_\_ =

## Words to Describe

\_\_\_\_\_

\_\_\_\_\_

Non-preferred Hand \_\_\_\_\_ =

\_\_\_\_\_

\_\_\_\_\_

## The Dichotomies:

### Extraversion vs Introversion

Where we focus our attention and get our energy

Extraversion		Introversion	
<input type="checkbox"/> active		reflective	<input type="checkbox"/>
<input type="checkbox"/> outward		inward	<input type="checkbox"/>
<input type="checkbox"/> sociable		reserved	<input type="checkbox"/>
<input type="checkbox"/> open		private	<input type="checkbox"/>
<input type="checkbox"/> many		few	<input type="checkbox"/>
<input type="checkbox"/> expressive		quiet	<input type="checkbox"/>
<input type="checkbox"/> breadth		depth	<input type="checkbox"/>

### Sensing vs Intuition

How we take in information & the kind of information we like and trust

Sensing		Intuition	
<input type="checkbox"/> present		future	<input type="checkbox"/>
<input type="checkbox"/> practical		imaginative	<input type="checkbox"/>
<input type="checkbox"/> facts		innovation	<input type="checkbox"/>
<input type="checkbox"/> sequential		random	<input type="checkbox"/>
<input type="checkbox"/> repetition		variety	<input type="checkbox"/>
<input type="checkbox"/> enjoyment		anticipation	<input type="checkbox"/>
<input type="checkbox"/> conserve		change	<input type="checkbox"/>
<input type="checkbox"/> literal		figurative	<input type="checkbox"/>
<input type="checkbox"/> directions		hunches	<input type="checkbox"/>

### Thinking vs Feeling

The way we make decisions

Thinking		Feeling	
<input type="checkbox"/> head		heart	<input type="checkbox"/>
<input type="checkbox"/> objective		subjective	<input type="checkbox"/>
<input type="checkbox"/> justice		harmony	<input type="checkbox"/>
<input type="checkbox"/> cool		caring	<input type="checkbox"/>
<input type="checkbox"/> impersonal		personal	<input type="checkbox"/>
<input type="checkbox"/> critique		appreciate	<input type="checkbox"/>
<input type="checkbox"/> analyse		empathise	<input type="checkbox"/>
<input type="checkbox"/> precise		persuasive	<input type="checkbox"/>
<input type="checkbox"/> principles		values	<input type="checkbox"/>

### Judging vs Perceiving

Our attitude toward the external world & how we orient ourselves to it

Judging		Perceiving	
<input type="checkbox"/> organised		flexible	<input type="checkbox"/>
<input type="checkbox"/> structure		flow	<input type="checkbox"/>
<input type="checkbox"/> control		experience	<input type="checkbox"/>
<input type="checkbox"/> decisive		curious	<input type="checkbox"/>
<input type="checkbox"/> deliberate		spontaneous	<input type="checkbox"/>
<input type="checkbox"/> closure		openness	<input type="checkbox"/>
<input type="checkbox"/> plan		wait	<input type="checkbox"/>
<input type="checkbox"/> deadline		discoveries	<input type="checkbox"/>
<input type="checkbox"/> productive		receptive	<input type="checkbox"/>

My Self estimate result = \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MBTI Personality Types Summary

### **ENFJ - Protagonist (Diplomat)**

Charismatic and inspiring. Lead with vision and empathy.

### **ENFP - Campaigner (Diplomat)**

Enthusiastic, creative, and sociable. Driven by inspiration.

### **ENTJ - Commander (Analyst)**

Decisive and strategic. Natural leaders with bold ambitions.

### **ENTP - Debater (Analyst)**

Inventive and outspoken. Thrive on challenge and debate.

### **ESFJ - Provider (Sentinel)**

Caring and social. Create harmony and enjoy helping others.

### **ESFP - Performer (Explorer)**

Outgoing, playful, and fun-loving. Enjoy living in the moment.

### **ESTJ - Supervisor (Sentinel)**

Organized and direct. Take charge and value efficiency.

### **ESTP - Dynamo (Explorer)**

Energetic and action-oriented. Thrive on excitement and spontaneity.

### **INFJ - Advocate (Diplomat)**

Idealistic and compassionate. Guided by firm principles and vision.

### **INFP - Mediator (Diplomat)**

Empathetic and imaginative. Deeply committed to personal values.

### **INTJ - Mastermind (Analyst)**

Strategic and logical. Independent thinkers and natural leaders.

### **INTP - Thinker (Analyst)**

Logical and curious. Love exploring abstract theories and ideas.

### **ISFJ - Protector (Sentinel)**

Nurturing and dependable. Quiet protectors who value loyalty.

### **ISFP - Artist (Explorer)**

Sensitive, gentle, and artistic. Seek harmony and beauty.

### **ISTJ - Inspector (Sentinel)**

Responsible, serious, and value traditions. Practical and fact-minded.

### **ISTP - Craftsman (Explorer)**

Analytical and hands-on. Enjoy figuring out how things work.



# PLATINUM ACCELERATOR

## **2. THE TRUST ADVANTAGE – HIGH-LEVEL UPDATES FROM THE FRONTLINE OF STRUCTURING**

---

SESSION TWO

## The Trust Advantage – High-Level Updates from the Frontline of Structuring

Professionals Panel

## Legal Update Derek Sky

Pacific Law / Investor Pacific Structures

### Legal Update: Bank of Mum and Dad

- Gift or Loan?
  - Reality v banks
- Vulnerability of transactions
  - Your child's ability to repay.
  - Your child's relationship.
- Requirements for the Loan
  - In writing
  - Loan term
  - Interest rate



### Obtain Advice from the Right Adviser

- “The gift and loan back arrangement does not work.”
  - On further enquiry (“...if not done right.”)
  - Recent cases strengthen the reliability of the gift and loan back arrangement.
- “What risks are there in business?”
  - 20% fail in the first year
  - 60% fail in the first three years
- “Who gets sued.”
- “I don’t believe in testamentary trusts.”



© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.















# Money Flow



---

---

---

---

---

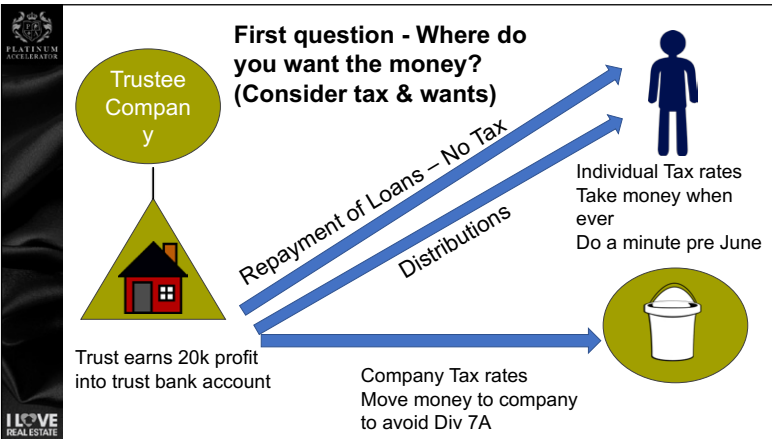
---

---

---

---

---



---

---

---

---

---

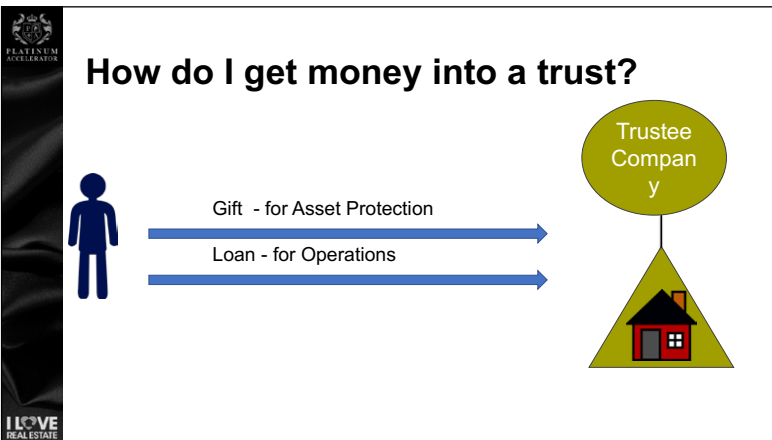
---

---

---

---

---



---

---

---

---

---

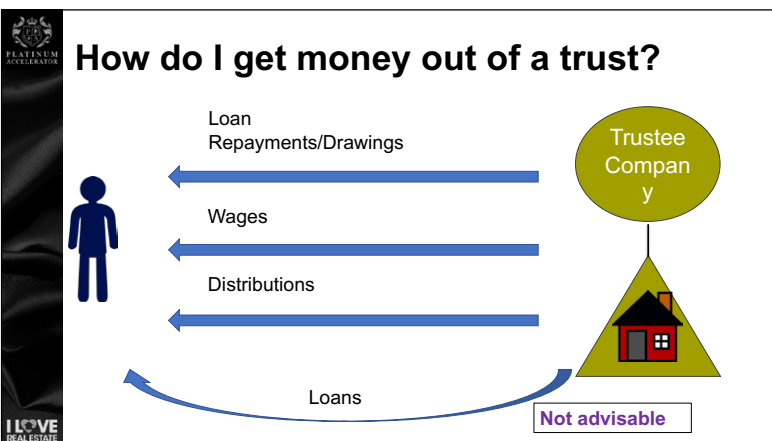
---

---

---

---

---



---

---

---

---

---

---

---

---

---

---











### Scenario 2 – Investment Property Owned in Own Name (Not PPR)

#### Strategy: Manufactured growth eg reno/subdivision

- Which entity engages tradies & consultants and accepts quotes eg town planner and who enters contracts eg build contract
- What name is the electricity and the house insurance in?




---

---

---

---

---

---

---

---

---

---

---

---



### Scenario 2 – Investment Property Owned in Own Name (Not PPR)

#### Strategy: Manufactured growth eg reno/subdivision

- Which entity is invoiced for bills and what name appears on the invoice?
- Who physically pays bills: Consultancy Trust, Money Partner, Property Ownership entity?




---

---

---

---

---

---

---

---

---

---

---

---



### Scenario 2 – Investment Property Owned in Own Name (Not PPR)

#### Strategy: Manufactured growth eg reno/subdivision

- Can profits be moved into the Consultancy Trust?




---

---

---

---

---

---

---

---

---

---

---

---



### Scenario 2 – Investment Property Owned in Own Name (Not PPR)

- When Consultancy Trust invoices ownership entity for consultancy fees (split of profit) what name is on invoice?
- If it's a large development, can the profits be moved into the Consultancy Trust?




---

---

---

---

---

---

---

---

---

---

---

---

# DISCUSS IN GROUPS



---

---

---

---

---

---

---

---

---

---

## Scenario 3 – PPR Property Owned in Own Name

Strategy: Manufactured growth eg reno

- Is the Consultancy Trust used in this deal? If so, how?

---

---

---

---

---

---

---

---

---

---

## Scenario 4 – Positive Cash flow Investment Property Owned in new Co/Trust

Strategy: Reno, increase rent via reno, Airbnb, Rooming accommodation – hold for cash flow

- Where does the standard rental income go?
- For rooming accommodation, what name is the lease in and how does the cash flow?

---

---

---

---

---

---

---

---

---

---

# DISCUSS IN GROUPS



---

---

---

---

---

---

---

---

---

---



### Scenario 5 – JV Deal where student is the working partner

**Strategy: Manufactured growth eg reno/subdivision**

- What name goes on the JV/Consultancy agreement?
- Which entity engages tradies & consultants and accepts quotes eg town planner and who enters contracts eg build contract?



---

---

---

---

---

---

---

---

---

---

---

---



### Scenario 5 – JV Deal where student is the working partner

**Strategy: Manufactured growth eg reno/subdivision**

- Which entity is invoiced for bills and what name appears on the invoice?
- Who physically pays bills: Consultancy Trust, Money Partner, Property Ownership entity?



---

---

---

---

---

---

---

---

---

---

---

---



### Scenario 5 – JV Deal where student is the working partner

**Strategy: Manufactured growth eg reno/subdivision**

- When Consultancy Trust invoices ownership entity for consultancy fees (split of profit) what name is on invoice?
- Frequency of payment from Ownership entity to Consultancy Trust?



---

---

---

---

---

---

---

---

---

---

---

---



## DISCUSS IN GROUPS



---

---

---

---

---

---

---

---

---

---

---

---





# PLATINUM ACCELERATOR

## **3. PRECISION DEAL-MAPPING – THE UNIVERSAL NEEDS ANALYSIS SYSTEM FOR PROFITABLE VENTURES**

---

SESSION THREE

# Precision Deal-Mapping – The Universal Needs Analysis System for Profitable Ventures

Dymphna Boholt

## What is a Systematic Needs Analysis?

- The process of Systematically and Logically finding where there is a NEED for a particular item



## Needs Analysis

- This process can be used for any endeavour – both Property and Non-Property related
- It is a process of Logical thinking
- Is sometimes also called GAP Analysis



## So where do we start?

### A 5 Step Process

1. Understand the Product Characteristics
2. Compare the Product to Similar Existing Product
3. Do SWOT Analysis on Existing Product in the Market
4. Identify your Criteria
5. Select Area / Region / Location / Property



© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.

## 1. Understand the Product Types

- OK so we have settled on Small Scale Permanent Structure, Regional & Metro Outskirts – New or Existing with Upside
- What Characteristics are we looking for?

• Multiple Rentable Doors

• Easy Access

---

---

---

---

---

---

---

---

---

---

## 1. Understand the Product Characteristics

• Cont'

• Cont'

---

---

---

---

---

---

---

---

---

---

## 2. Compare the Product to Similar Existing Product

- Australia currently has between 2,000 and 2,500 self-storage facilities, servicing around 500,000 households
- **Growth and Demand:**
  - The industry has shown resilience and steady growth, fueled by urbanization, smaller living spaces (especially in apartments), and a rise in e-commerce.
- Demand remains strong due to life events like moving, downsizing, and business needs
- Revenue projected to grow as discretionary spending improves with anticipated interest rate cuts in 2025.




---

---

---

---

---

---

---

---

---

---

## 2. Compare the Product to Similar Existing Product

- **Supply Levels:**
  - A significant development boom is underway, with over 250 new facilities expected to come online between 2025 and 2027, particularly in capital cities where new stock is concentrated
- While this meets rising demand, it may pressure occupancy rates and rental fees in some areas due to potential oversupply
- What does that mean?




---

---

---

---

---

---

---

---

---

---







### 3. Do SWOT Analysis on Existing Product in the Market

- Are they new or old
- Do they have good lighting
- Are they automated
- Do they have good access
- Are they well positioned
- Do they have good signage
- Do they have a good internet presents
- Etc.

Analyse the competition and see if there is room for improvement

Are there any old ones that can be purchased and upgraded

---

---

---

---

---

---

---

---

---

---

### 4. Identify your Criteria

- Use AI for Populations
- Use Google Maps and Count for numbers of facilities
- Use Industry Standards to work out Need now and Later eg. Qld Regional Now is ~1 per 150–400 (Queensland regional estimate)
- Identify the Supply and Demand GAPS
- Target Specific Location for in depth analysis



---

---

---

---

---

---

---

---

---

---

### 5. Select Area / Region / Location / Property

- Start Gridding / Mapping areas for GAPS
- Do the calling
- Identify Vacancies
- Identify zoning for new construction
- Are there any old ones for sale that could be improved
- Check applications at Council for additional construction



---

---

---

---

---

---

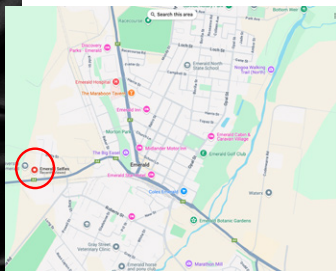
---

---

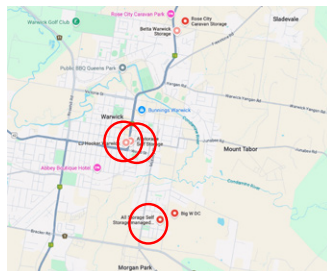
---

---

#### Example Emerald QLD



#### Warwick QLD



---

---

---

---

---

---

---

---

---

---



# 1. Understand the Product Types

- High rise

- Mobile Collect Cubes

# 1. Understand the Product Types

- New or Existing – Let's Brain Storm

- New

- Existing

# 1. Understand the Product Types

- OK so we have settled on Small Scale Permanent Structure, Regional & Metro Outskirts – New or Existing with Upside
- What Characteristics are we looking for?

- Multiple Rentable Doors

- Easy Access

## Let's do some comparison Work

Pick 6 towns in Qld to research – Inland & Coastal

- Regional Coastal – remember to discount boat storage @ Marinas

Location	Population	# of Facilities	Fac / Pop Ratio

- Regional Inland

Location	Population	# of Facilities	Fac / Pop Ratio

## 2. Understand the Product Types

- Compare the competition

•

•

## 3. Do SWOT Analysis on Existing Product in the Market

•

•

## **4. Identify your Criteria**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## **5. Select Area / Region / Location / Property**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Appendix

### Factors Influencing Variation in Number of Units per Facility

#### 1. Population Density and Demand:

1. Regional areas in states with larger populations, like New South Wales (NSW) and Victoria (VIC), may have higher demand for storage due to more people and businesses, potentially leading to larger facilities with more units.
2. States with smaller or more dispersed populations, like Tasmania (TAS) or the Northern Territory (NT), might have lower demand, resulting in smaller facilities with fewer units.

#### 2. Economic Activity:

1. Regional areas with strong economic drivers, such as mining in Western Australia (WA) or Queensland (QLD), may see higher demand for storage from businesses (e.g., for equipment or materials), leading to larger facilities.
2. In contrast, agricultural-focused regions in South Australia (SA) or Tasmania might have more demand for residential storage, potentially resulting in smaller facilities.

#### 3. Land Availability and Cost:

1. In states where land is more expensive or scarce in regional areas (e.g., NSW or VIC, closer to metropolitan hubs), facilities might be smaller or multi-level to maximize space, potentially increasing the number of units per facility.
2. In states with more available and cheaper land, like WA or QLD, facilities might be larger in footprint but single-level, possibly with fewer units per facility due to sprawling designs.

#### 4. Urban Proximity and Development Trends:

1. Regional areas closer to major cities (e.g., Hunter Region in NSW, near Newcastle, or Geelong in VIC, near Melbourne) might have more modern, larger facilities influenced by urban trends, with higher unit counts.
2. More remote regional areas, like those in the NT or outback SA, might have older, smaller facilities with fewer units.





# PLATINUM ACCELERATOR

## **4. HANDS-ON APPLICATION – MAPPING OUT A LAUNDROMAT STRATEGY FROM SCRATCH**

---





### 3. Do SWOT Analysis on Existing Product in the Market

•	•
---	---

---

---

---

---

---

---

---

---

---

---

### 4. Identify your Criteria

- Identify the Supply and Demand GAPS
- Target Specific Location for in depth analysis



---

---

---

---

---

---

---

---

---

---

### 5. Select Area / Region / Location / Property

- Start Gridding / Mapping areas for GAPS
- Do the calling
- Identify Vacancies
- Identify zoning for new construction
- Are there any old ones for sale that could be improved
- Check applications at Council for additional construction



---

---

---

---

---

---

---

---

---

---

### So where do we start?

#### A 5 Step Process

1. Understand the Product Characteristics
2. Compare the Product to Similar Existing Product
3. Do SWOT Analysis on Existing Product in the Market
4. Identify your Criteria
5. Select Area / Region / Location / Property



---

---

---

---

---

---

---

---

---

---

# 1. Understand the Product Types

- High rise

- Mobile Collect Cubes

# 1. Understand the Product Types

- New or Existing – Let's Brain Storm

- New

- Existing

# 1. Understand the Product Types

- What Characteristics are we looking for?

- Multiple Rentable Doors

- Easy Access

## Let's do some comparison Work

Pick 6 towns in Qld to research

Location	Population	# of Facilities	Fac / Pop Ratio

Location	Population	# of Facilities	Fac / Pop Ratio

## 2. Understand the Product Types

- Compare the competition

•

•

## 3. Do SWOT Analysis on Existing Product in the Market

•

•



# So where do we start?

## A 5 Step Process



- 1. Understand the Product Characteristics**
- 2. Compare the Product to Similar Existing Product**
- 3. Do SWOT Analysis on Existing Product in the Market**
- 4. Identify your Criteria**
- 5. Select Area / Region / Location / Property**





# PLATINUM ACCELERATOR

## **5. COFFEE & CONNECTION – STRATEGIC NETWORKING TO MULTIPLY OPPORTUNITIES**

---





## Session 5 – Networking Ice Breaker

What was your favourite question and why?

---

---

---

---

What insights did you gain about the people on your table?

---

---

---

---

What insights did you gain about yourself?

---

---

---

---

---

What learning can you apply to your property journey?

---

---

---

---

**Actions:**

**Priority?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



# PLATINUM ACCELERATOR

## **6. ENERGY IN PROPERTY – HEALING LAND, PEOPLE AND PROFIT WITH DR. MAHDI MASON**

---





# PLATINUM ACCELERATOR

## 7. COMMERCIAL CLARITY – WHERE THE SMART MONEY IS MOVING NOW

---

SESSION SEVEN

# Commercial Clarity – Where the Smart Money Is Moving Now

Nicolle Beer

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Disclaimer**

- The following is meant to assist members understand the fundamentals of Commercial Investing
- The following represents *my personal approach* in explaining the basics. It is by no means a definitive or comprehensive theory or system; it is meant to inspire and suggest ideas relating to the “how to” of Commercial Property investing.
- I will be discussing only **cashflow Commercial** properties, and the yield ranges I will be mentioning are **generalized** to illustrate specific points and are **subject to exceptions**.

Nicolle Beer – Platinum Accelerator Coach QLD/NSW

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

### What can we buy with \$200K?

Address	Price	Area	Property Type
39-41 George Street, Millicent, SA 5280	\$259,000 - Negotiable	590 m <sup>2</sup>	Shop & Retail
3/30 Marung Road, Melung, VIC 3904	\$185,000 + GST (if applicable)	30 m <sup>2</sup>	Shop & Retail
Units 15 & 20, 20 Brookies Street, Nambour, QLD 4560	Prices from \$146,000 + GST (if Applicable)	80 m <sup>2</sup>	Warehouse, Factory & Industrial
Level 1, 107/58 Franklin Street, Melbourne, VIC 3000	\$44,000	13 m <sup>2</sup>	Other

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

### Why would we invest in Commercial Property?

- Higher **cashflow** than residential
- Less management
- Less tenant turnover
- Less maintenance
- **Built in return** and growth rates in lease
- **Longer term leases**

Nicolle Beer – Platinum Accelerator Coach QLD/NSW

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.

## The Dark Side of Commercial:

- Vacancy
- Longer to tenant
- Longer to sell
- Need more money to finance
- Subject to commercial movement
- Subject to economic downturns




---

---

---

---

---

---

---

---

---

---

---

---

"Education is of no value and talent is worthless - unless you have an unwavering aim. Never find yourself without a compass."

Condoleezza Rice

Nicolle Beer – Platinum Accelerator Coach QLD/NSW

---

---

---

---

---

---

---

---

---

---

---

---

## Your True North? Knowing what you want.

- Cashflow or Security?
- What is more important?



Nicolle Beer – Platinum Accelerator Coach QLD/NSW

---

---

---

---

---

---

---

---

---

---

---

---

## What do you want?



Meet Goldilocks:  
- High Cashflow  
- Low Risk Profile



Bed 1: High Cashflow  
Bed 2: Med Cashflow  
Bed 3: Low Cashflow

Nicolle Beer – Platinum Accelerator Coach QLD/NSW

---

---

---

---

---

---

---

---

---

---

---

---

© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.



## 2. What is your tolerance to risk?

- Personal tolerance
- Investment history
- Experience
- Age
- If investing in SMSF, then seek specialist advice
- Low Risk; Medium Risk; High Risk




---

---

---

---

---

---

---

---

---

---

---

---

## 3. What is the asset's Risk profile?

- i. Location – Metro; Semi-Regional; Regional
- ii. Tenure – Lease Term and Conditions
- iii. Tenant Type
- iv. Asset Class
- v. Premises
- vi. Resilience




---

---

---

---

---

---

---

---

---

---

---

---

## 3. What is the asset's Risk profile?

- i. Location –  
The closer to the big populations, the more prospective tenants there are, the less risk.  
Metro 4-6%; Semi-Regional 6-8%; Regional 8-9%
- ii. Tenure – Lease Term and Conditions  
The longer and stronger, the less risk!




---

---

---

---

---

---

---

---

---

---

---

---

## iii. Tenant Types\*

- National Tenants
- Government Tenants
- Franchise
- Long Standing Tenants
- Small Business
- Start – up
- Essential Services Tenants



\*Affected by Location; Tenure; Industry type

---

---

---

---

---

---

---

---

---

---

---

---






**Your Feaso is your Compass**

The three pieces of information that we get:

- Potential Purchase Price ceiling
- Potential Yield
- Potential Net Income required to fulfil Target

Other Information we need to decide on:

- What location?
- Asset Type
- Type of Premises: Unit; Freestanding; Multi-tenanted.
- **Be flexible...** having an "ideal range" is more helpful than fixed targets or numbers!



**Let's take 3 Ordinary Avatars and step through the steps we have outlined:**

Meet **Tony & Kym** mid 40's, Both work \$120K and \$40K.  
PPR \$650K Loan \$220K  
AWE \$300K

**Build Passive Income**

Meet **John & Grace** – early 60's  
Own home \$500K no debt, Super of \$450K, Savings \$40K  
Grace is an artist on \$50K  
John not working

**Goal – Income for Retirement**

Meet **Martin** – Age 49, Recently Divorced, adult children  
2 Investment properties, unencumbered.  
AWE -\$150K

**Goal – Build Passive Income; Increase wealth**

Meet **Tony & Kym** mid 40's, Both work \$120K and \$40K.  
PPR \$650K Loan \$220K  
AWE \$300K

**Build Passive Income**

1. What purpose? – **Cashflow**
2. What is your personal tolerance to risk?  
**Low Risk Profile**
1. What is the asset's Risk profile?  
**Low Risk Profile**
1. What is our Target Return on Investment?  
**At least 7%**
1. What Purchase Price can we afford?  
**TBA**
2. What Location? **Metro**
3. What Type of Property? – **TBA**

© Copyright I Love Real Estate. Distribution of this material without permission is prohibited.



Meet **John & Grace** – early 60's  
own home \$500K no debt,  
AWE - \$250K  
Super of \$450K, Savings \$40K  
Grace is an artist on \$50K  
John not working

Goal – Income for Retirement

1. What purpose? – **Cashflow**
2. What is your personal tolerance to risk?

**Low Risk Profile**

1. What is the asset's Risk profile?

**Low Risk Profile**

1. What is our Target Return on Investment?

**At least 8%**

1. What Purchase Price can we afford?

**TBA**

2. What Location? **TBA**

3. What Type of Property? – **Medical & Consulting**



Meet **Martin** – Age 49,  
Recently Divorced, adult children  
2 Investment properties,  
unencumbered.  
AWE -\$150K

1. What purpose? – **Cashflow**
2. What is your personal tolerance to risk?

**Med Risk Profile**

1. What is the asset's Risk profile?

**Med Risk Profile**

1. What is our Target Return on Investment?

**At least 10%**

1. What Purchase Price can we afford?

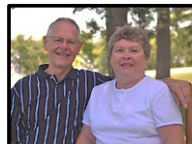
**TBA**

2. What Location? **TBA**

3. What Type of Property? – **Retail; Industrial**



**Tony & Kym:**  
**AKA VANDY**  
Regional Centre  
Purchase \$583,000  
Yield: 7.5%  
Income: \$43,725  
Home Improvement Tenant  
Unit can be split into 2  
Tenancies



**John & Grace**  
**AKA Tony and Felice**  
Regional  
Purchase: \$485,000  
Yield: 8%  
Income: \$38,800  
Medical Tenant  
Free-standing building  
Additional land



**Martin**  
**AKA Jenni**  
Semi-Regional  
Purchase \$1,2mill  
Yield: 8.5%  
Income: \$102,000  
Free-Standing; Multi-Tenanted; Industrial; Flexible.

## Commercial – How do we do it?

- **Get Educated!**
- Understand the **terminology**
- Understand the relationship between **Yield; Risk; and Value.**
- Have a clear picture of **what you want out of the investment**
- Form **good relationships** in the market
- Be prepared to **pay for good advice**



Nicolle Beer – Platinum Accelerator Coach QLD/NSW







PLATINUM  
ACCELERATOR

**7. REAL PEOPLE, REAL WINS –  
STUDENT SUCCESS PANELS**

---







PLATINUM  
ACCELERATOR

**I LOVE**  
REAL ESTATE