

PLATINUM

November 2017

Option Contracts

Mastermind
Event

Brisbane

Tamara Read

QLD State Coach



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Event Outline -

- 6:00 – 6:30 Networking
- 6:30 - Start
- 6:30 – 6:45 Introductions
- 6:45 – 8:00 Accountability
- 8:00 – 8:30 Networking Break
- 8:30 – 10:00 Options

Workshop Format

- Use microphone
- Involve everyone in the conversation
- Be supportive



Housekeeping

- Platinum Namaste – Graduate Bali 4 Day Retreat

❖ **RSVP** – This Friday – 10th Nov

- ❖ 10th Dec – 13th Dec
- ❖ Novotel Nusa-Dua



Housekeeping

- **Platinum Graduate Offer** (Inc. Platinum *Namaste* Bali):
 - ❖ **Part Payment Option:** Re-join within 30 days of expiry date @ \$1250 x 12 payments
 - ❖ **Payment in Full** = \$12,995
 - ❖ **Partner Option** Pay in Full Only = \$4,995
 - ❖ **Re-application** Process

Housekeeping

- **December PA National Conference:** 2nd – 3rd Dec, Sydney, RSVP with Knowledge Source - Open bar evening of Fri 1st & Networking dinner evening of Sat 2nd.
- **Seminar:**
 - ❖ I Love Realestate Conference – Brisbane 17th – 19th Nov
 - ❖ COME SEE OUR HOME GROWN PLATINUM FINALISTS!!!

Housekeeping

iLove Real Estate Professionals

WIZDOM:

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Year End Tax Planning
Strategic Planning



INVESTOR PACIFIC STRUCTURES

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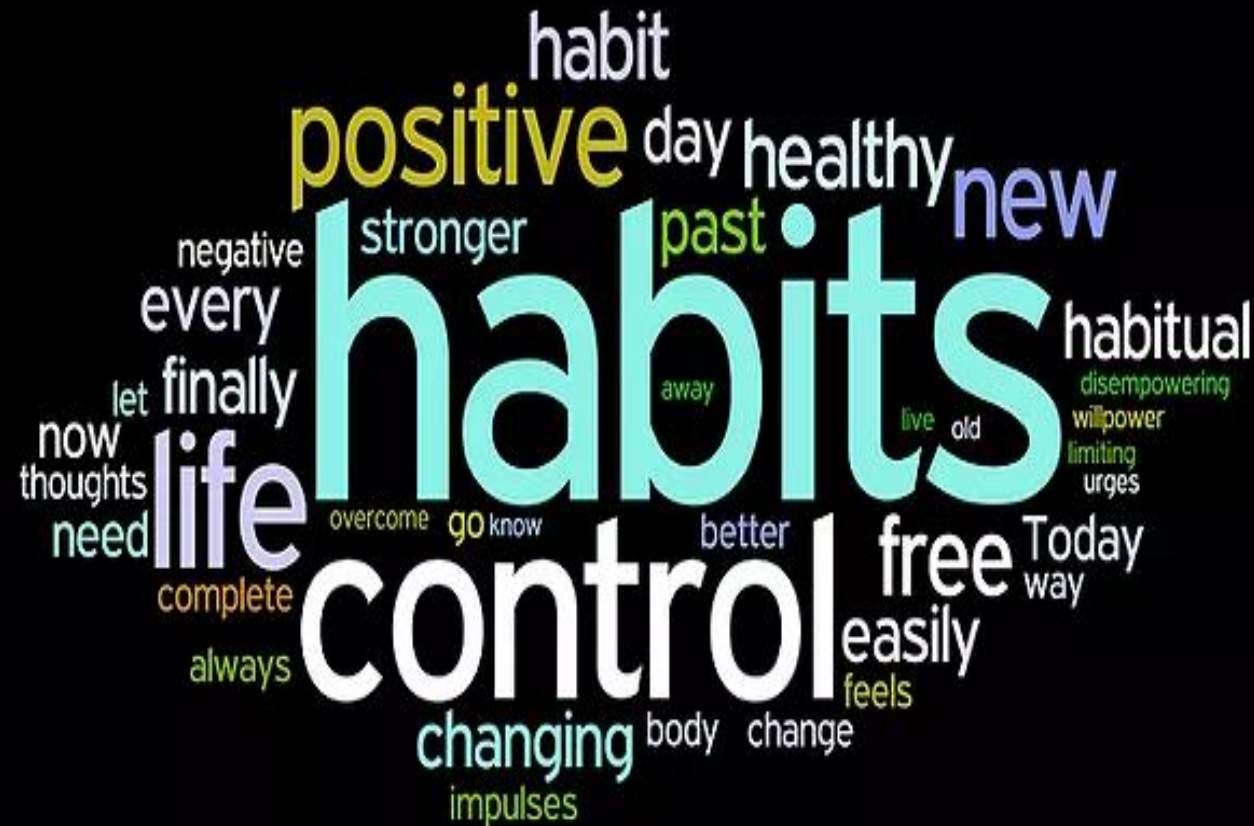
1300 151 651

IPS is a jointly owned business between Pacific Law and WIZDOM Accounting. IPS provides you with both Legal and Accounting structuring advice.

IPS also completes the Company, Investment Trust, Business Entity, Piggy Bank Trust & Bucket Company set ups.

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Habit Changing Behavior



Jerry Seinfeld is one of the most successful comedians of all-time

- According to *Forbes* magazine, Seinfeld reached his peak in earnings when he made **\$267,000 in 1998**. 10 years later, in **2008**, Seinfeld was still pulling in a cool **\$85,000,000** per year. Now – he is still a household name.
- Show after show, year after year, he performs, creates, and entertains at an incredibly high standard.
- Jerry Seinfeld produces with a level of consistency that most of us wish we could bring to our daily work.
- **So, what is his secret?**
- **Is he a better comedian than any one else?**



NO, he is not a better comedian!

- Brad Isaac was a young comedian starting out on the comedy circuit. One fateful night, he found himself in a club where Jerry Seinfeld was performing. Backstage he asked if he had **“any tips for a young comic.”**
- **This is what he said!**

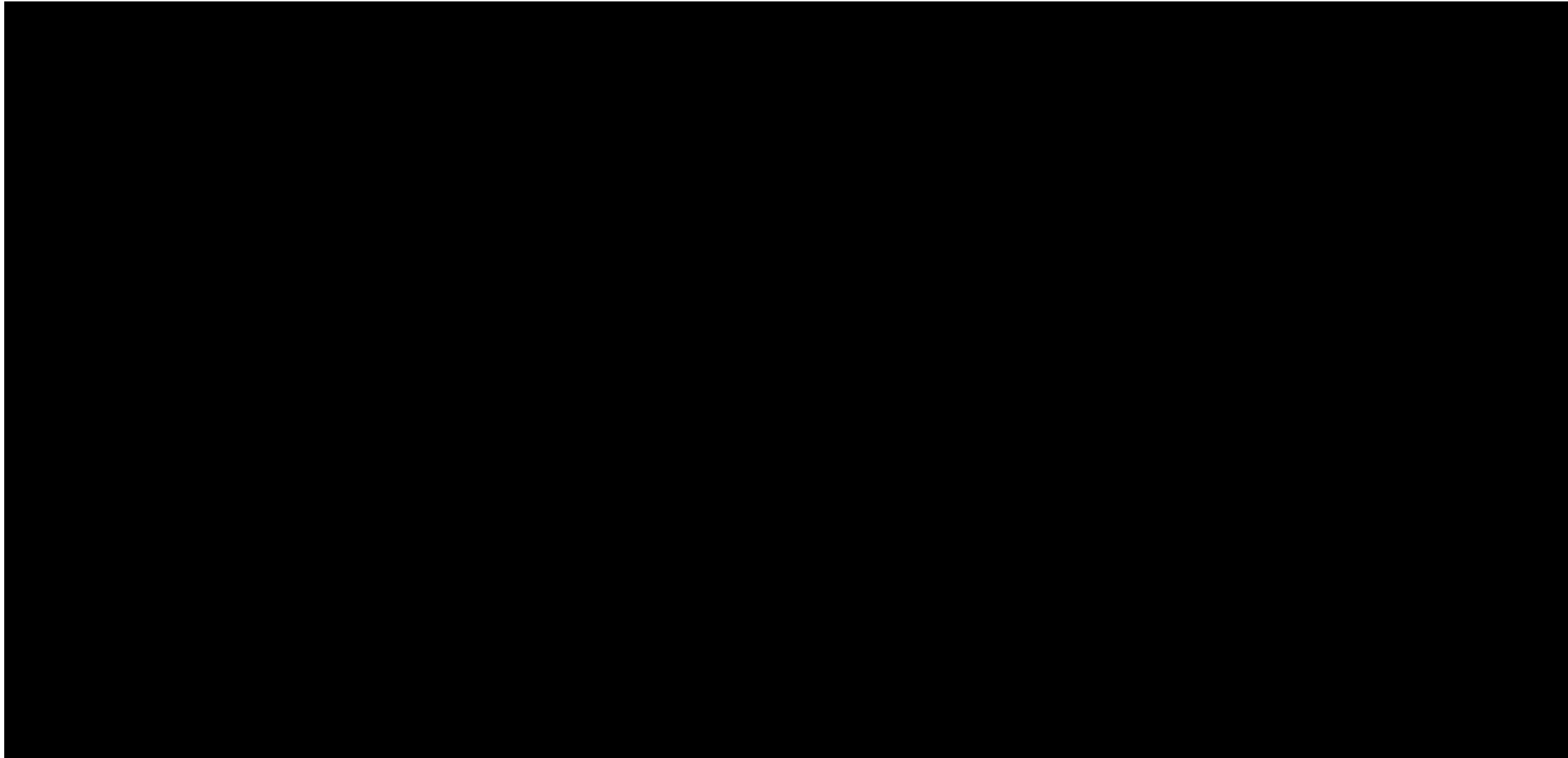
- He said the way to be a better comic was to create better jokes and the way to create better jokes was to write every day
- He told me to get a **big wall calendar** that has a whole year on one page and hang it on a prominent wall. The next step was to get a big red magic marker. He said for each day that I do my task of writing, I get to put a big red X over that day.
- “After a few days you'll have a chain. Just keep at it and the chain will grow longer every day. You'll like seeing that chain, especially when you get a few weeks under your belt. **Your only job is to not break the chain.**”

A word from Dymphna

- When I am writing books – I set myself a target of writing 3,000 words a day – to the point that I won't go to bed until I have my 3,000 words.
- When I am in the market to buy a property– I allocate 45 mins minimum to targeted research.
- When I am preparing for presentations – I divide my time up into time slots for certain tasks.
- A student asked me at an intro event recently – *“With everything you do, how do you fit everything in.”* This is what I said –
I am very departmentalized – when I am speaking, I am 100% present – when I am doing my property business I am 100% present - when I am running my other businesses, I am 100% present. Just focus on one thing at a time – spend time to allocate time – and stick to it!

- Top performers in every field — athletes, musicians, CEOs, artists — they are all more consistent than their peers. They show up and deliver day after day while everyone else gets bogged down with the urgencies of daily life and fights a constant battle between procrastination and motivation.
- The Seinfeld Strategy works because it helps to take the focus off each individual performance and puts the emphasis on the process instead.
- It's not about how you feel, how inspired you are, or how brilliant your work is that day.
- Instead, it's just about **“not breaking the chain.”**

The 5 Second Rule

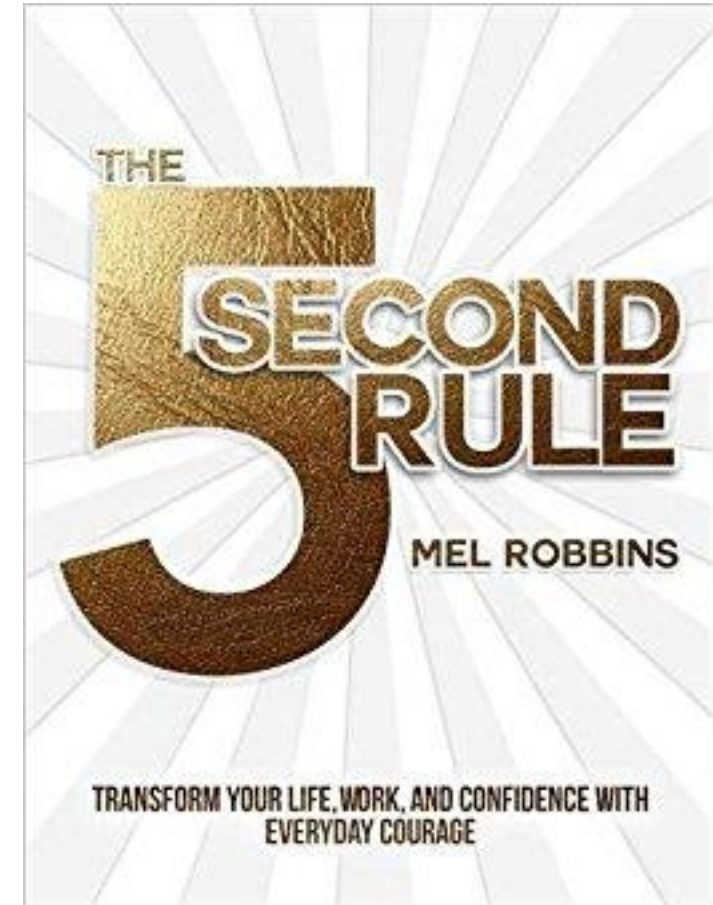


- Mel's story started when her and her husband lost a lot of money and friends money in a failed business.
- The creditors started calling, bankruptcy action was starting – life was not good. Mel had started drinking and staying in bed – not being a supportive wife, a bad mother etc.
- She knew what she had to do – e.g. Get out of bed, get the kids off to school – start looking for a job – face the reality. BUT she couldn't make herself do it.
- Her idea was to count back from five to one to make herself take action - which in the beginning was simply to get out of bed..... And it worked.
- This simple trick has now helped millions of people around the world change their lives.



The 5 Second Rule

- The moment you feel yourself hesitate (when you know you should do something) start counting backwards 5-4-3-2-1, then GO.
- The Rule is a proven form of metacognition. When you use it, you shift mental gears, interrupt your habit of overthinking and awaken your pre-frontal cortex – making change easy. The rule acts as a “starting ritual” that breaks bad habits and triggers positive new behavior change.





**So Who is Now Going to Implement
the 5 Second Rule?**



The Paper Clip Strategy

- In 1993, a bank in Abbotsford, Canada hired a 23-year-old stock broker named Trent Dyrsmid.
- Dyrsmid was a rookie so nobody at the firm expected too much of his performance.
- Despite his disadvantages, Dyrsmid made immediate progress as a stock broker thanks to a simple and relentless habit that he used each day.
- Within 18 months, Dyrsmid's book of business grew to \$5 million in assets. By age 24, he was making \$75,000. Within a few years, outside firms began recruiting him because of his success and he landed a \$200,000 job with another company.
- What was his strategy?

- On his desk, he placed two jars. One was filled with 120 paper clips. The other was empty. This is when the habit started.
- **“Every morning I would start with 120 paper clips in one jar and I would keep dialing the phone until I had moved them all to the second jar.”**
—Trent Dyrsmid
- And that was it. 120 calls per day. One paper clip at a time.



The Power of Visual Clues

- **Visual cues remind you to start a behavior.** We often lie to ourselves about our ability to remember to perform a new habit.
- **Visual cues display your progress on a behavior.** Everyone knows consistency is an essential component of success, but few people actually measure how consistent they are in real life.
- **Visual cues can have an addictive effect on motivation.** As the visual evidence of your progress mounts, it is natural to become more motivated to continue the habit.
- **Visual cues can be used to drive short-term and long-term motivation.** The Paper Clip Strategy can provide daily motivation.
- **The Visual Cue of the ‘Don’t break the chain’** Seinfeld Calendar is another form of motivation.

- Trent Dyrsmid's story is evidence of a simple truth:
Success is often a result of committing to the fundamentals over and over again.
- Compare Trent's results to where you may often find yourself:
 - What makes the difference?
 - Why do some habits stick while others fail?
 - Why did Trent's paper clip habit work so well and what can we learn from it?

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Accountability Monthly Goals



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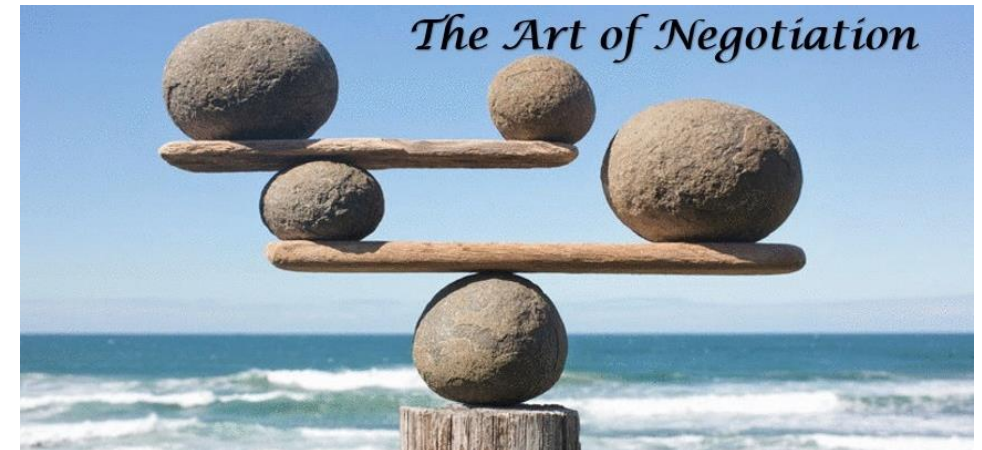
Buddy Process Follow-Up



PLATINUM

Options

Art of Negotiating Options



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Steps To Negotiating an Option?



- Step 1: **Ask Questions** of the seller to understand their motivation to sell
- Step 2: **Explain an option** to the owner without using the word “option”
- Step 3: **Brainstorm** what could be negotiated on
- Step 4: Start the **negotiation**
- Step 5: Complete **MOU**

Step 1) Questions to Ask Owner – Understand their Motivation

- Discuss ideas on table:
 - ❖ **Future plans** – retire & downsize, relocate for work?
 - ❖ **Timeframe sensitivity** – now, 6 mths, 12 mths, 2 yrs?
 - ❖ **Price sensitivity** – show me the \$, or more flexible?



Step 2) How to Explain An Option to Owner Without Mentioning “Option”

- Discuss ideas on table:
 - ❖ **Would you be open to** me paying you a premium price for your property in exchange for a longer settlement period?
 - ❖ **I’m prepared to pay more** than what the property is worth right now but I need some flexibility e.g. to get approvals in place – would you be open to that?

~~OPTION~~

Step 3) What Can Be Negotiated On?

- Discuss ideas on table:
 - ❖ Purchase price
 - ❖ Duration of option
 - ❖ Option fee (% of purchase price, fixed \$, holiday??)
 - ❖ Deposit (Amount? Released? Non-refundable?)
 - ❖ Due diligence
 - ❖ Security (caveat?)
 - ❖ Access to property
 - ❖ Undertake works on property
 - ❖ Lodge applications (DA/BA etc.)



Step 4) Undertake the Negotiation

- Discuss ideas on table:
 - ❖ Where?
 - ❖ Who present?
 - ❖ When?
 - ❖ How many meetings?
 - ❖ Meeting follow-up?



Step 5) Memorandum Of Understanding - MOU

• Discuss content ideas on table:

- ❖ When to write up
- ❖ Date
- ❖ Address
- ❖ Parties – buyer / seller
- ❖ Conditions
- ❖ Signatures



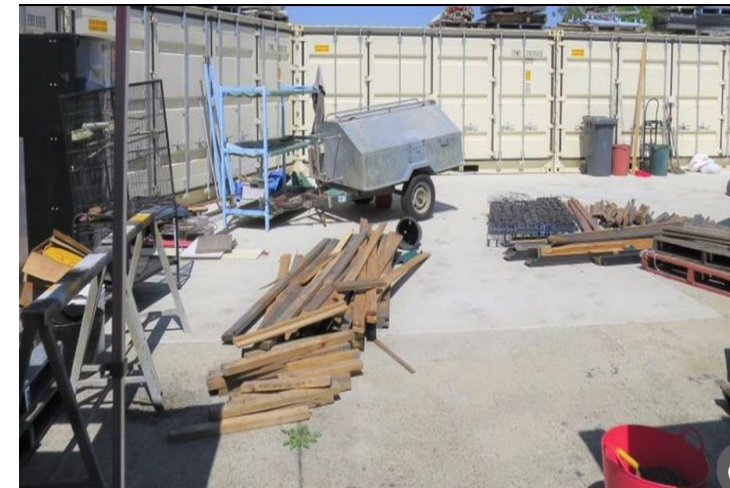
Activity – Role Play Option Negotiations

- Students **Pair Up** (Partners split up) – 1 Buyer and 1 Seller
- Negotiate **2 deals each** - Everyone gets to be a buyer & a seller
- **3 Deals Available** – Everyone must do Deal 1 = Commercial



Deal 1 – Vacant Commercial

- On the market – For Lease or Sale
- Industrial property
- Vacant - Untenanted
- 1,667m² land
- 661m² floor area
- 10 containers
- 2 Freestanding buildings, 2 street access
- Asking Price: \$1.2M
- **Option Potential?:**
- ❖ **Tenant & income split, Reno, Strata, Increase lettable space**



Deal 2 – House with Subdivision Potential

- Off-market – Elderly owner
- Rental house desperately needing renovation
- 800m² subdividable block
- Market rent \$320/wk
- Vacant land 350m² selling for \$350k
- Property's current value \$650k
- **Option Potential?:**
 - ❖ **Lease Option, Reno, DA Subdivision**



Deal 3 – Multi-Unit Development Site

- Off market
- Owner living in existing house
- 1500m² block
- Site potential: 4-5 townhouses
- Townhouse sales: \$750k - \$800k each
- Site value: \$1M - \$1.1M
- Development costs: \$1.25M



- **Option Potential?:**
- ❖ **DA & BA for Townhouses**

Activity - Prior to Entering into Negotiation

- **Buyers of the same deal** come together & agree on the buyers negotiables (fill-out negotiation sheet)
- **Sellers of the same deal** come together & agree on the sellers negotiables (fill-out negotiation sheet)

Negotiation Sheet

- 1) For each negotiation fill out a recording sheet
- 2) Circle **Your Role** (Seller/Buyer) & fill out the respective table
- 3) Circle the **Deal Number** (1, 2 or 3)
- 4) **Pre Negotiation** - Write down your agreed negotiables from your group discussion
- 5) Undertake negotiation
- 6) **Post Negotiation** – Write down the result of your negotiation

1) OPTION NEGOTIATION ROLE PLAY

SELLER:

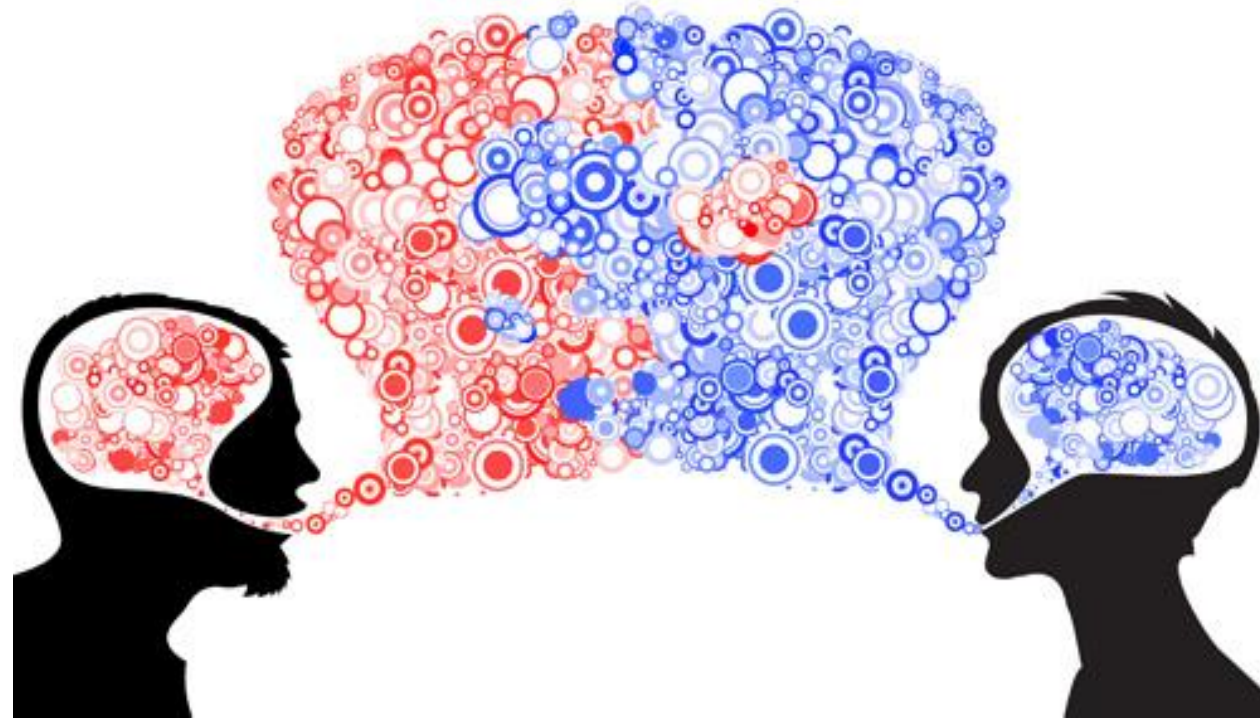
DEAL #: 1, 2, 3

	Pre	Post
Max Timeframe to Sell	<input type="checkbox"/>	<input type="checkbox"/>
Min Price Accepted	<input type="checkbox"/>	<input type="checkbox"/>
Option Fee - \$	<input type="checkbox"/>	<input type="checkbox"/>
Deposit - \$ / Release Date	<input type="checkbox"/>	<input type="checkbox"/>
Settlement Timeframe	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
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BUYER:

DEAL #: 1, 2, 3

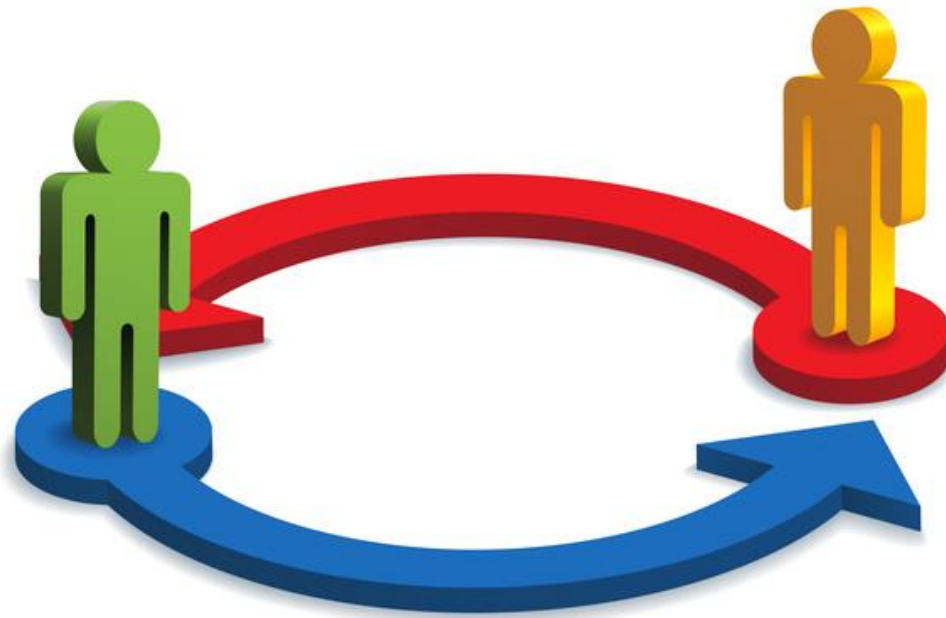
Max Timeframe Required	<input type="checkbox"/>	<input type="checkbox"/>
Max Price Payable	<input type="checkbox"/>	<input type="checkbox"/>
Option Fee - \$	<input type="checkbox"/>	<input type="checkbox"/>
Deposit - \$ / Release Date	<input type="checkbox"/>	<input type="checkbox"/>
Settlement Timeframe	<input type="checkbox"/>	<input type="checkbox"/>
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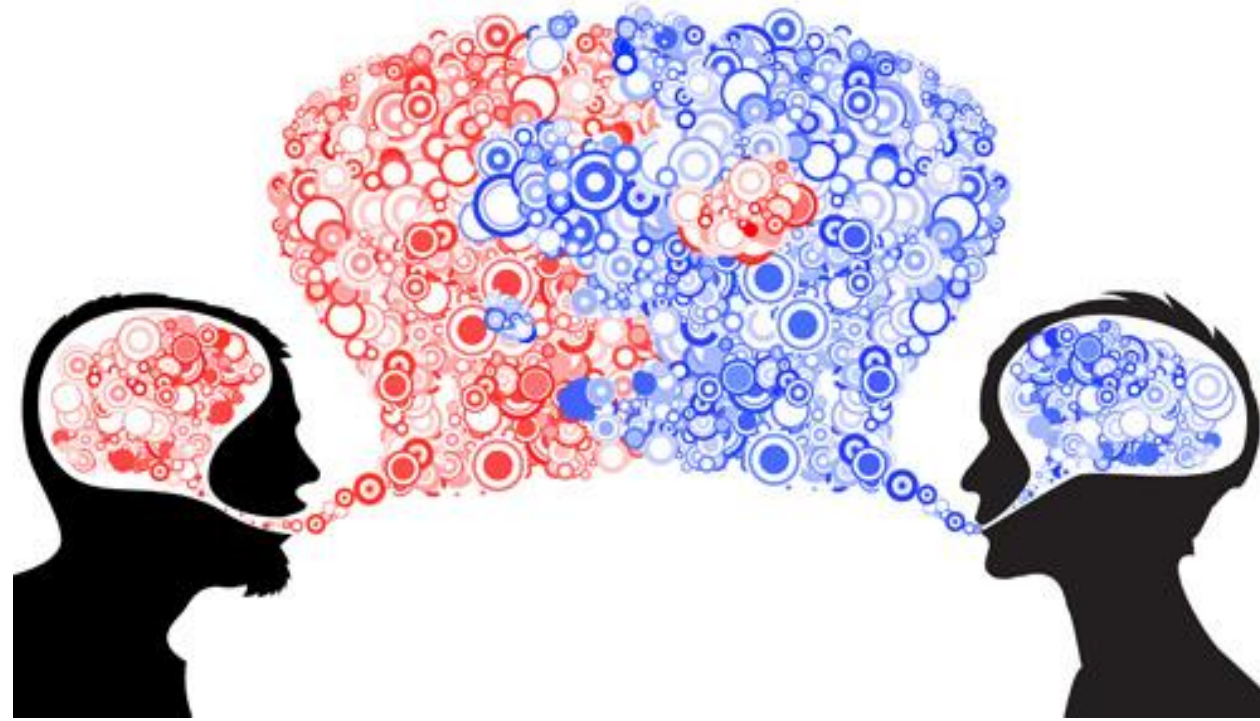


Negotiation 1

Swap Deals & Swap Roles

❖ Buyer becomes Seller & Vice Versa





Negotiation 2

Share Learnings

- Discuss on table:
 - ❖ How did you go asking questions to understand the sellers situation?
 - ❖ How did you go explaining what an option is to the seller?
 - ❖ How did you go writing the MOU?
 - ❖ What did you agree on for each deal & learnings?

Share Learnings

Deal 1 – Vacant Commercial

- On market – For Lease or Sale \$1.2M
- Industrial property 1667m²
- Vacant – Untenanted 661m²
- Option Potential – tenant, strata, reno, increase lettable space
- ❖ Purchase price?
- ❖ Option timeframe?
- ❖ Option fee?
- ❖ Deposit \$?
- ❖ Settlement timeframe?
- ❖ Due diligence period?
- ❖ Income split from re-tenanting (%)?
- ❖ Access – frequency & notice given?
- ❖ Capacity to do works – strata / reno?
- ❖ Owner consent re strata docs / BA?
- ❖ Security – caveat?
- ❖ Who pays cost of option?
- ❖ Authority to erect signage – DA notification?

Share Learnings

Deal 2 – House with Subdivision Potential

- Off-market, Val \$650k
- Rental house on 800m²
- Reno & subdivision potential
- Option potential – Lease, reno, DA subdivision
 - ❖ Purchase price?
 - ❖ Option timeframe?
 - ❖ Option fee?
 - ❖ Deposit \$?
 - ❖ Settlement timeframe?
- ❖ Due diligence period?
- ❖ Option to rent house - \$
- ❖ Consent to do reno works
- ❖ Owner consent re lodge DA & BA
- ❖ Security – caveat?
- ❖ Who pays cost of option?
- ❖ Authority to erect signage – DA notification?

Share Learnings

Deal 3 – Multi-Unit Development Site

- Off market – owner in house
- 1500m² land - 4-5 townhouse potential
- Site value \$1M - \$1.1M
- Option potential – DA & BA townhouses
 - ❖ Purchase price?
 - ❖ Option timeframe?
 - ❖ Option fee?
 - ❖ Deposit \$?
 - ❖ Settlement timeframe?
- ❖ Due diligence period?
- ❖ Access – frequency & notice given?
- ❖ Owner consent re lodge DA & BA
- ❖ Authority to erect signage – DA notification?
- ❖ Security – caveat?
- ❖ Who pays cost of option?
- ❖ Sales evidence required?

QUESTIONS?