



PLATINUM ACCELERATOR

April 2018

Mastermind Event

Multi-Units



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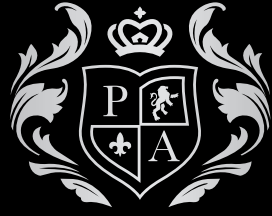
Event Outline -

- 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 Multi Unit Development

Workshop Format

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





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The Goldilocks Phenomenon



Let Me Read
You A Story!!



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- Why do we **stay motivated** to reach some goals, but not others?
- Why do we say we want something, but **give up** on it after a few days?
- What is the difference between the areas where we **naturally stay motivated** and those where we give up?
- **Steve Martin worked at it for 18 years. In his words, “10 years spent learning, 4 years spent refining, and 4 years spent in wild success.” His story offers a fascinating perspective on motivation, perseverance, and consistency.**
- **Steve’s autobiography is “Born Standing Up”**

Scientists have been studying motivation for decades. While there is still much to learn, one of the most consistent findings is that perhaps the best way to stay motivated is to work on tasks of “just manageable difficulty.”

This concept is called the **Goldilocks Rule**



- For example, imagine you are **playing tennis**. If you try to play a serious match against a four-year-old, you will quickly become bored. The **match is too easy**. On the opposite end of the spectrum, if you try to play a serious match against a professional tennis player like Roger Federer or Serena Williams, you will find yourself demotivated for a different reason. The **match is too difficult**.
- Compare these experiences to **playing tennis against someone who is your equal**. As the game progresses, you win a few points and you lose a few points. You have a chance of winning the match, but only if you really try. Your focus narrows, distractions fade away, and you find yourself fully invested in the task at hand. The challenge you are facing is **“just manageable”**. Victory is not guaranteed, but it is possible. Tasks like these, science has found, are the most likely to keep us motivated in the long term.



- Tasks that are significantly below your current abilities are boring. Tasks that are significantly beyond your current abilities are discouraging. But tasks that are **right on the border of success and failure are incredibly motivating** to our human brains. We want nothing more than to master a skill just beyond our current horizon.

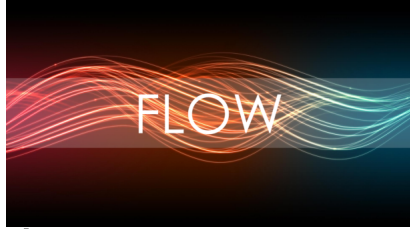


- We call this phenomenon **The Goldilocks Rule**. The Goldilocks Rule states that humans experience peak motivation when working on tasks that are right on the edge of their current abilities. **Not too hard. Not too easy. Just right.**

Steve Martin's comedy career was a perfect example of what The Goldilocks Rule looks like in the real world. Each year, the length of his comedy routines expanded, but only by a minute or two. He was always adding new material, but he also kept a few jokes that were guaranteed to get laughs. There were just enough victories to keep him motivated and just enough mistakes to keep him working hard.

This is why when setting your 2 year plans you shouldn't jump to a big deal too soon. Taking **time to grow** into your portfolio and strengths has a lot of merit.

Measure Your Progress



- The second piece of the motivation puzzle that is crucial is to achieve that perfect blend of **hard work** and **happiness**.
- Working on challenges of an optimal level of difficulty has been found to not only be motivating, but also to be a major source of happiness.
- This blend of happiness and peak performance is sometimes referred to as flow, which is what athletes and performers experience when they are **“in the zone.”**

Flow is the mental state you experience when you are so focused on the task at hand that the rest of the world fades away.

- The third motivation essential is seeing yourself make progress **in the moment.**

Two Steps to Consistent Motivation

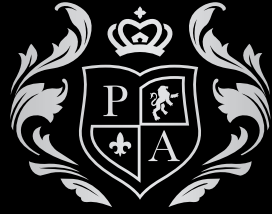
- 1) Stick to **The Goldilocks Rule** and work on tasks of just manageable difficulty.
- 2) **Measure your progress** and receive immediate feedback whenever possible.
- Wanting to improve your life is easy. **Sticking with it** is a different part!
- If you want to **stay motivated for good**, then 1) start with a challenge that is just manageable, 2) measure your progress, and 3) repeat the process.



Two Steps to Consistent Motivation

- What are you going to do differently tomorrow to stay motivated? Write it down.
- Share with your neighbor.



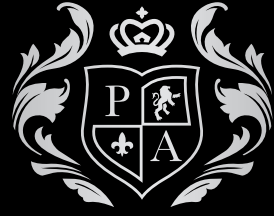


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Accountability



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Multi-Units



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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
 - 1) Selling the **Finished End Product**
 - 2) Selling **Off The Plan**



1) Selling the Finished End Product



Aspects of Selling

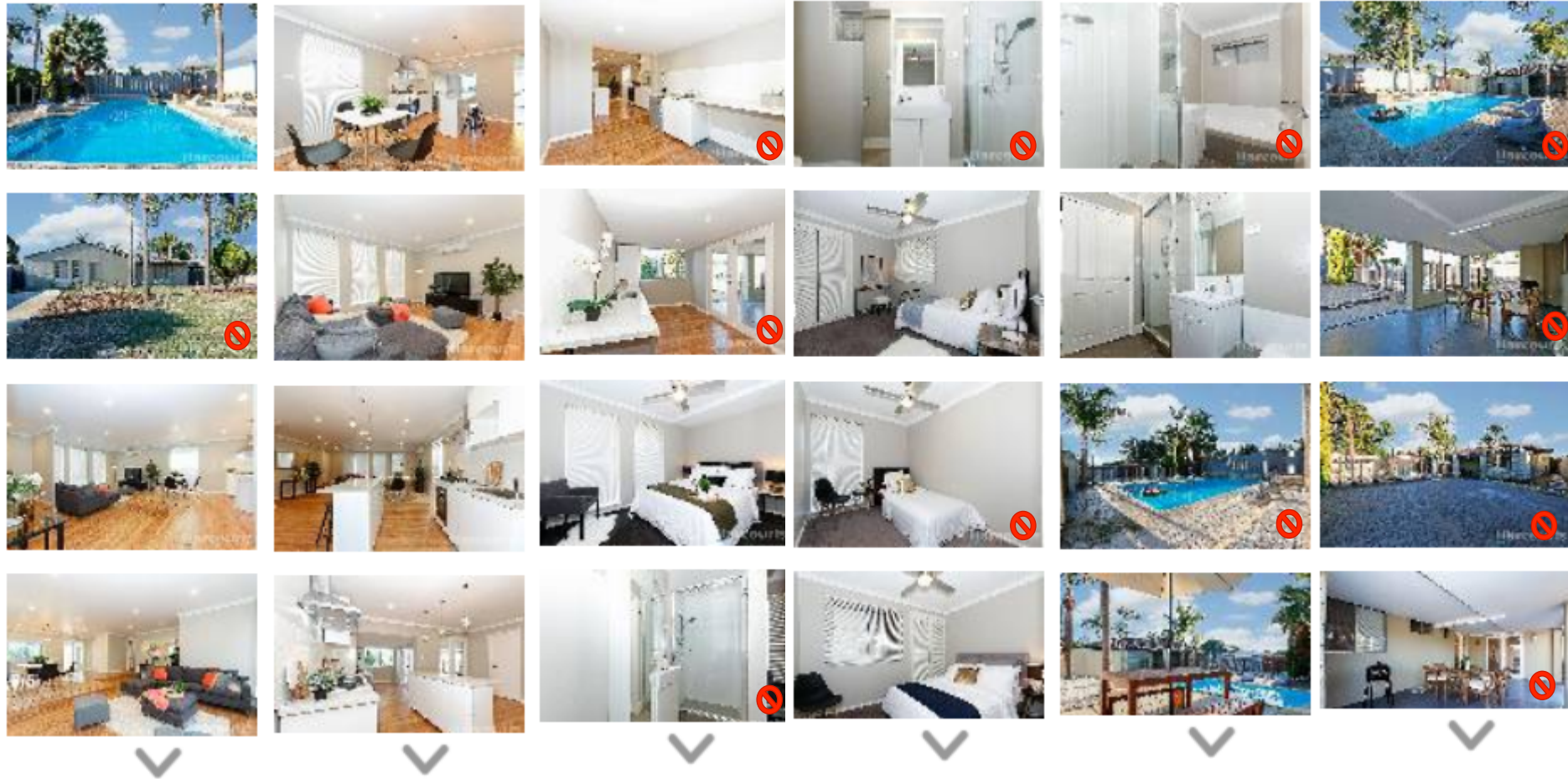
- 1) **Photographs** – Selection, order, money shot
- 2) Advertisement **Copywriting** – Written add on internet listing, sign board, fliers, newspaper, agents window etc.
- 3) **Pricing** – Set price, range, offers over, auction, tender, submit all offers
- 4) Selling **Method** – Listing, Auction vs Transparent 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/dinning, 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 area of the alfresco area. Use the **palm frond effect**.
- **Swish** the water in the pool!
- **View the photos** as the photographer is taken 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 lose** 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
- Share thoughts on table
- Share with group

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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 ad
- 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 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
• Beautifully renovated	Nothing left to do but sit back and enjoy
• Open plan living & dining very spacious	Be wowed every day as you come home to your expansive light filled open plan living area
• Galley style kitchen with sense of style & storage	Become your own Master Chef in your designer
• 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
• 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
• Master bedroom has own ensuite	Enjoy the sanctuary of your master bedroom ...
• Bathroom with bath, single vanity & shower	Relax with a bubble bath
• Entertaining area is huge	

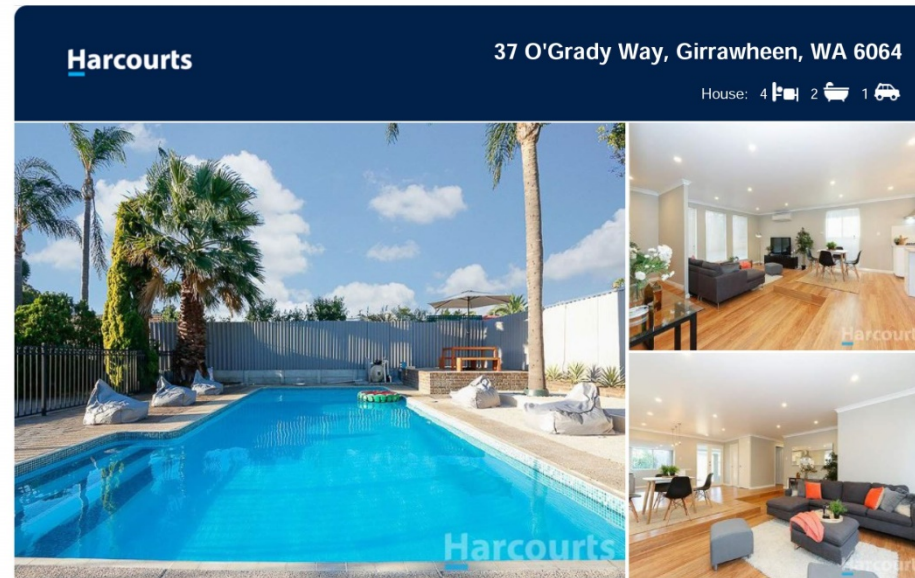
Activity – Convert Feature into Benefit

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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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.

2) Selling Off The Plan

NOW SELLING OFF THE PLAN

Twenty4
CAREEL CLOSE
Helensvale
boutique townhouses




Off The Plan Sales Document / IM -

- Presentation is key - First impressions count!
- Attention to detail important
- Straight to the point

Example A

4/4/2017

4/61 Lyon Street, Moorooka



offers over \$520,000

3 2 2

**Spacious Three Bedroom Brand New Townhouse
Close to City**

This three bedroom, two bathroom, two car garage townhouse situated in the heart of Moorooka. With the opportunity for the first home buyers to access the First Home Owner's Grant, this is a property not to be missed. Investors shouldn't miss out on this opportunity, as Moorooka is a sought after suburb for renters, being close to the city.

Features

- Master bedroom with ensuite
- All bedrooms with built-in wardrobes
- Powder room downstairs
- Double Garage
- Laundry located in Garage
- Spacious combined living/dining area
- Stone top benches
- Stainless steel appliances
- Quality carpet, fixtures and fittings

Key Details

Agency Details

1/2

4/4/2017

Benefits

- Spacious fenced courtyard
- Close to Woolworth's and other specialty stores
- Short drive to M1 to City or Gold Coast
- Short stroll bus stops
- Short drive to Yeerongpilly Train Station or Moorooka Train Station
- Within the Moorooka State School catchment
- Short drive to Toohy Forest and surrounding parks

This is the place to be – first to inspect will buy!

2/2

Activity – Share Feedback on Your Table

- _____
- _____
- _____
- _____
- _____
- _____

Activity – Group Reflection

- _____
- _____
- _____
- _____
- _____
- _____

Example A - Reflection

- No artist impressions
- Hard to read floor plans
- Poor written copy – lists features only
- Basic inclusions list
- Basic location information
- No branding
- Underwhelming

Example A – Verdict?

○ POOR

Example B

*Elevate your investment
to a new level*



Sunshine Coast, QLD

Contents



Overview	3
Key Benefits	4
Location	6
Area Profile	7
Apartments	9
Tenant Personas	10
Site Plan and Sample Floor Plan	11
NRAS	12
Cash Flow Estimate	13
South-East Queensland	14
Aspire Housing Group	15
Property Management	16
Developer	17
Finishes	18
Facts and Figures	19
Rental Appraisals	20
Contact Us	22

Example B

Overview



Elevate your investment to a new level

Luckreadie Property Investment is a property development business based on the Sunshine Coast, which has been formed specifically to address the high demand for affordable housing in the region. The key to Luckreadie's approach is the ability to design high quality boutique apartments in locations that have a real need for affordable accommodation, such as medical and education precincts.

ascend – boutique apartment living is the latest project released by Luckreadie Property Investment and presents a rare and exciting opportunity for investors.

Not only is the development approved under the National Rent Affordability Scheme, it also combines the best of location and design in the burgeoning heart of Nambour.

We encourage you to read on to learn more about the many benefits on offer for investors and gain a greater understanding of why these apartments are a lucrative addition to any property portfolio.



Disclaimer

Note: Material in this document has been prepared in good faith with due care by Luckreadie Property Investment, solely for the information of potential purchasers to assist them in deciding whether they are interested in purchasing the property; the information does not form part of any offer or contract and is intended as a guide only; you should not rely on any material contained herein but should make independent investigations to satisfy yourselves as to the correctness of any statements or representation

Key Benefits



Designed for the astute investor

ascend presents a number of key financial benefits to investors that will ensure these 16 boutique one bedroom apartments are a valuable asset in both the short and long-term.

- 8% + pa yield and low ongoing costs makes for unparalleled high returns
- From \$245,000 – the lowest entry price for a brand new property on the Sunshine Coast, a rare opportunity suiting first time and seasoned investors plus Self Managed Superannuation Funds
- \$4,217/yr Positive cash-flow potential making an ideal low maintenance investment property
- NRAS approved apartments = \$95,240 tax free government incentive over 10 years
- \$10,000 QLD Government Building Boost per apartment when purchased off the plan with construction completion proposed July 2012, provides enhanced affordability and investment return
- Strategic location directly opposite Nambour General Hospital and central to the medical hub supporting significant infrastructure, services, transport and only 20 minutes to the beach
- Strong capital growth predicted for this Sunshine Coast hotspot based on its affordability, infrastructure and population growth



Example B

Location



Strategically located to maximise returns

Centrally located in the vibrant heart of Nambour, ascend has a wide range of facilities, infrastructure and retail precincts situated right at residents' fingertips. Read on to discover what makes ascend's positioning so ideal for renters and investors alike.

- Situated directly opposite Nambour General Hospital – the largest hospital in the Sunshine Coast district, which services a catchment population of over 34,000 people, and employs more than 3,500 staff.
- Poised to capitalise on Nambour Hospital's \$150 million expansion:
 - 2010: New 96 bed ward and front entrance completed
 - 2011: New specialist facilities and additional beds
 - 2012: Main block re-development and expansion of numerous departments
 - 2013 and beyond: Provision of specialist services to complement the proposed Sunshine Coast University Hospital 15 minutes away – planned to be Australia's largest medical training facility
- Strategically located central to the medical employment hub of Nambour within very close proximity to Selangor Private Hospital, several major nursing homes, retirement villages, specialist medical practices, plus public transport and retail outlets providing an abundance of employment opportunities.
- Only minutes from Nambour Town Centre and to the train to Brisbane, plus only 20 minutes to the Coast beaches, Sunshine Coast University and the hinterland towns, ensuring residents are fully connected to where they want to go
- A hotspot in the Southeast Queensland growth corridor, Nambour is fast becoming the location of choice based on its affordability, infrastructure, population growth and close proximity to pristine Sunshine Coast beaches, ensuring investors can capitalise on the long-term return on investment
- 11.9% p.a. 10-year capital growth in Nambour.*

*Source: API Magazine



Area Profile



Example B

Rental Appraisals



Address
102 Currie Street,
Nambour
Qld 4560

Contact
P (07) 5441 1344
F (07) 5441 4316
E info@carolans.net
W www.carolans.net

08/07/2011

Dr Tamara Read
Luckreadle Property Investment
51 Okinja Road
ALEXANDRA HEADLAND QLD 4572

RENTAL APPRAISAL – 14-16 NAMBOUR MAPLETON RD, NAMBOUR

Thank you for allowing Carolans First National the opportunity to appraise your property.

We wish to advise that the above property would achieve a weekly rental of \$240.00 per week.

These units are situated in a well sort after area of Nambour and we have no problems in securing good quality tenants.

If you have any queries or questions, please do not hesitate to contact me at the office on 5441 1344.

Kind Regards
CAROLANS FIRST NATIONAL

TAMARA WRIGLEY
Senior Property Manager

Exceptional Sunrise Pty Ltd Ad/ The Peter Wrigley Family Trust trading as Carolans First National Real Estate
ABN 18 871 072 912



Contact Us



Act now to avoid disappointment

If you would like to find out more about this exciting investment opportunity, we encourage you to contact us now, as there are only a limited number of apartments on offer.

Our directors are more than happy to answer any of your questions.

Phone: 0411 316 266

Fax: (07) 5479 2296

Email: info@ascendapartments.com.au

Activity – Share Feedback on Your Table

- _____
- _____
- _____
- _____
- _____
- _____

Activity – Group Reflection

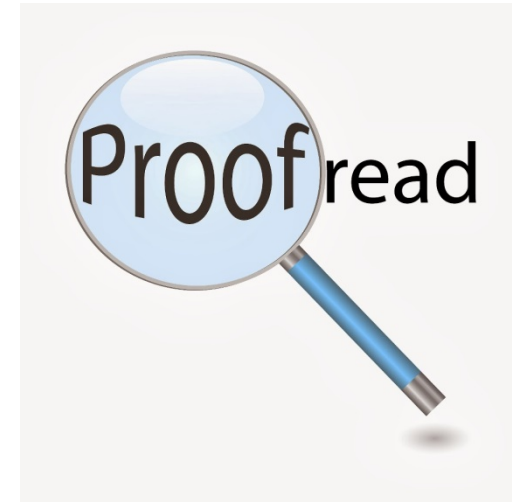
- _____
- _____
- _____
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- _____
- _____

Example B – Verdict?

○ GOOD

Traits of a Good Off The Plan Sales Document

- Photo quality artist impressions
- Professional Presentation – layout, style, logo
- Proof Read – no spelling errors or calculation errors
- Photos, maps, dot points
- Executive Summary - covering key points
- Cash Flow Estimate
- Specifications and Finishes
- Floor plans



Traits of a Good Off The Plan Sales Document

- Pricing
- Rental Appraisal
- Valuation / Depretiation?
- Comparable Sales
- Location Information – Why Town, why suburb, why street?
- Team – Developer, Builder, Property Manager etc
- Contact Details

Yes!

QUESTIONS?