

# PLATINUM

# April 2019 Multi Unit Development

## Mastermind Event

## NSW

---

**Greg Miller &  
Nicolle Beer**  
*NSW State Coaches*



**I LOVE**  
REAL ESTATE

# Event Outline -

- 6:00 – 6:30 Networking
- 6:30 - Start
- 6:30 – 6:45 Housekeeping
- 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
- Feel free to order food and drinks downstairs




# WELCOME NEW PLATINUM'S



# Housekeeping

- PA Coach Presented – Ultimate Weekly Webinars
  - ❖ See PA Website / Education Tab / Platinum Resources Tab / PA Coach Presented Weekly Webinars



PLATINUM ACCELERATOR

Home Education Meeting Recordings Coaches & Contact Platinum Schedule Community


PA Coach Presented – Ultimate Weekly Webinars

Resources

Edit

NOTE: You MUST have your Ultimate Members Only Website open to access these links.

Greg Miller – Moving Forward with Limited Financials – 6th Feb 2019



I LOVE REAL ESTATE

Narelle Cosstick – Distressed Properties & Seller JV's – 5th December 2018

# Housekeeping

## Video of Past Monthly Meetings:

- ❖ Each monthly meeting is filmed in one State each month and uploaded onto PA website with audio recording, slides, & workbook for each State.
- ❖ [PA Website / Meeting Recordings / Monthly Meetings](#)

September 2018 – Dual Lot – QLD

Meeting Recordings

Edit

Meeting Recording



Download MP4

Download Slides (PDF)

Download Workbook (PDF)

← Previous

# Housekeeping

## Platinum Student Meetups:

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



### PA Student Meetup Groups

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

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

### Brisbane Student Meetup



Student Organizer – Megan Humphreys

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

[Brisbane Student Meetup](#)

### Sydney Student Meetup



Student Organizer – Cindy Luok

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

[Sydney Student Meetup](#)

### Melbourne Student Meetup



Student Organizer – Aygun Coker

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

[Melbourne Student Meetup](#)

### Perth Student Meetup



Student Organizer – Basia Garbowski & Heath Worlton

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

[Perth Student Meetup](#)

# Housekeeping

- Platinum Facebook:
  - ❖ Events
  - ❖ Monthly Meetings
  - ❖ Student Meetups
  - ❖ National Conferences

Platinum Accelerator  
Closed group

About  
Discussion  
Chats  
Announcements  
Members  
**Events**  
Videos  
Photos  
Files  
Group Insights  
Recommendations  
Moderate Group

Search this group

Shortcuts  
Platinum Accelerator  
Ultimate Real Estat... 20+  
Brisbane - I Love Re... 2

Events Calendar Settings + Create Event

Recurring

- QLD Monthly Meetings - Platinum Accelerator**  
Novotel Brisbane in Brisbane, Queensland, Australia  
Michael Dempsey invited you.  
Next event occurs on Apr 2 at 6:30 PM. See All  
Going Maybe Can't Go Edit Cancel
- WA Monthly Meetings - Platinum Accelerator**  
Novotel Perth Langley in Perth, Western Australia  
Michael Dempsey invited you.  
Next event occurs on Apr 3 at 8:30 PM. See All  
Going Maybe Can't Go Edit Cancel
- VIC Monthly Meetings - Platinum Accelerator**  
Rydges Hotels & Resorts in Melbourne, Victoria, Australia  
Michael Dempsey invited you.  
Next event occurs on Apr 4 at 5:30 PM. See All  
Going Maybe Can't Go Edit Cancel
- NSW Monthly Meetings - Platinum Accelerator**  
Novotel Sydney Central in Sydney, Australia  
Michael Dempsey invited you.  
Next event occurs on Apr 4 at 5:30 PM. See All  
Going Maybe Can't Go Edit Cancel
- Brisbane Student Meetups**  
Prince of Wales Hotel in Brisbane, Queensland, Australia  
Megan Humphreys invited you.  
Next event occurs on Apr 13 at 5:00 PM. See All  
Going Maybe Can't Go Edit Cancel
- Melbourne Student Meetup**  
199 William St, Melbourne VIC 3000, Australia  
Aygün Ozkan invited you.  
Next event occurs on Apr 18 at 7:00 PM. See All  
Going Maybe Can't Go Edit Cancel

# Housekeeping

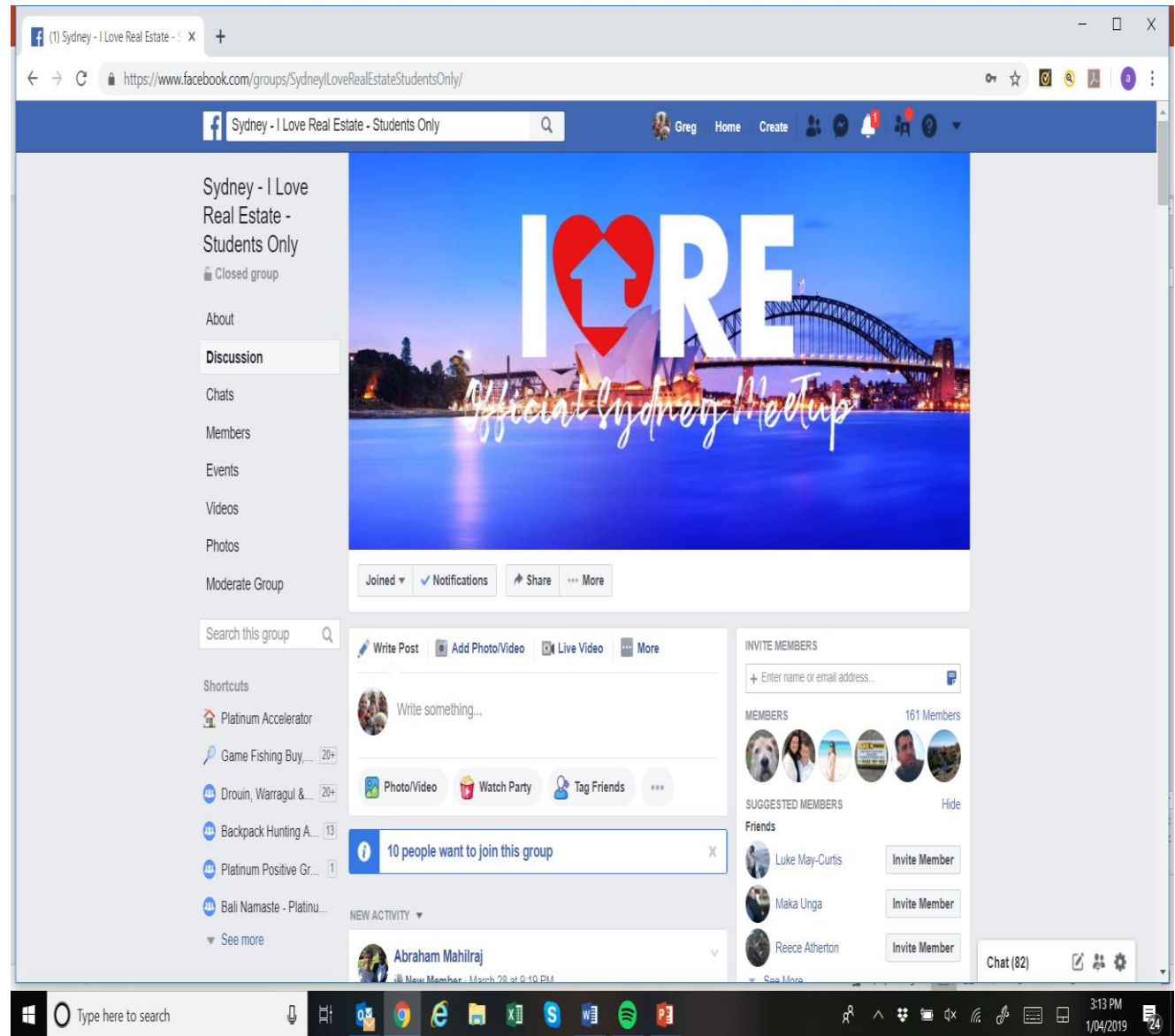
- Sydney Platinum Student Meetups:
  - ❖ Info & RSVP: Platinum Facebook / Events
  - ❖ Sydney location: Moves around Sydney
  - ❖ Dates: Last Friday of the month.
  - ❖ Organizer: Cindy Luck (PM on FB)
  - ❖ Current & Past Platinum's!!!!



The screenshot shows a Facebook interface with a search bar at the top right containing the name 'Tamara'. On the left, a navigation menu includes 'Events', 'Calendar', 'Brisbane Student Meetups' (highlighted), 'Birthdays', 'Discover', and 'Hosting'. A red arrow points to the 'Events' menu item. The main content area displays an event titled 'Brisbane Student Meetups' for Platinum Accelerator, hosted by Megan Humphreys. The event is scheduled for April 13th at 5:00 PM at the Prince of Wales Hotel. It shows 14 people going, 3 maybe, and 52 invited. A list of attendees is visible, including Megan and Jacqueline. The event description at the bottom reads: 'Hi all Brisbane Platinums, We have a Student Meetup arranged each month for both past and current Platinum students.'

# Housekeeping

- ILRE Sydney Monthly Meetup:
  - Info & RSVP: Ultimate Website / ILRE Community / ILRE Sydney Meetup / Link to FB Page
  - Location – TBA
  - Dates – TBA
  - Organizer – Corey (WiZDOM)



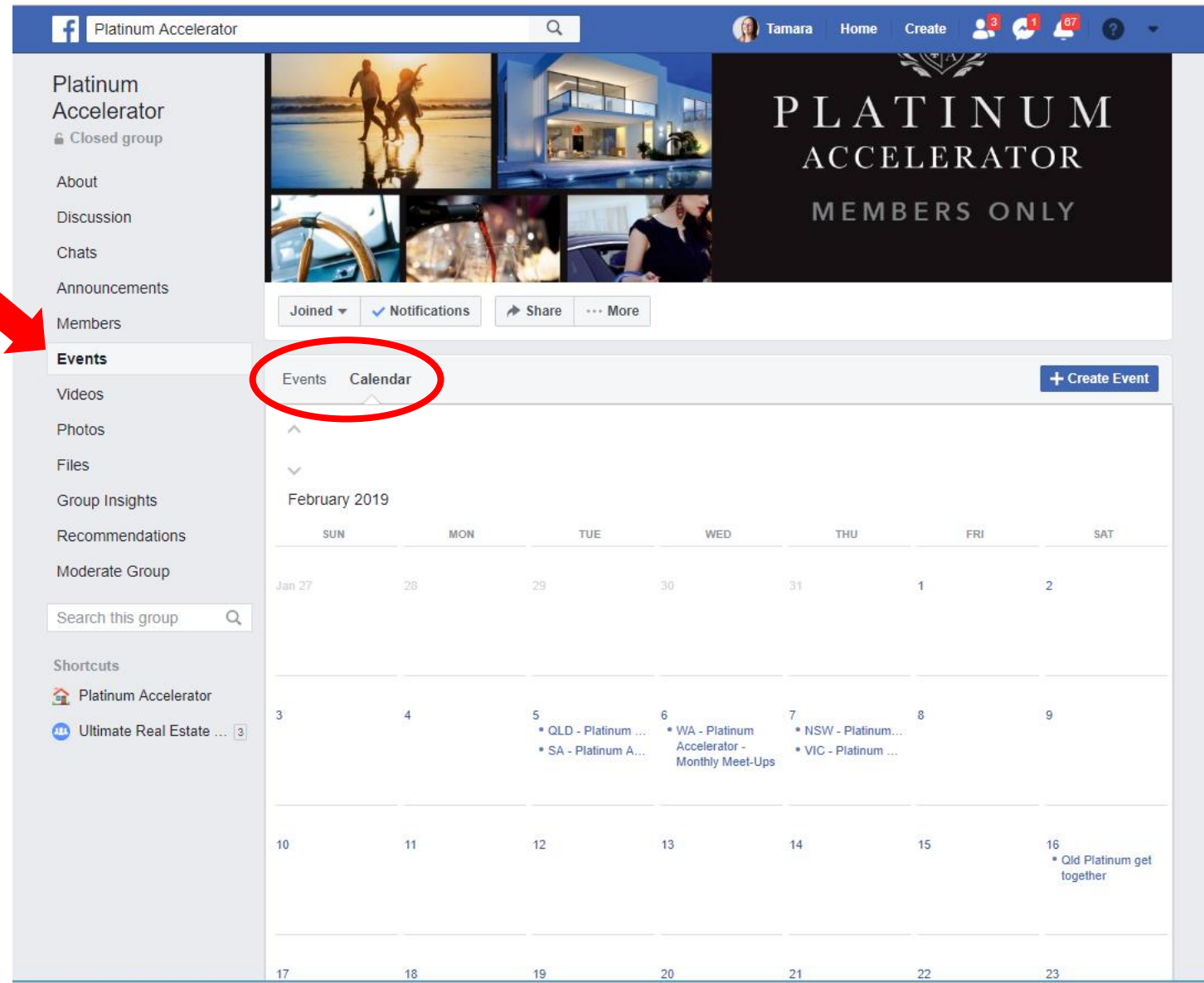
# Housekeeping

- ILRE Canberra Monthly Meetup:
  - Info & RSVP: Ultimate Website / ILRE Community / ILRE Canberra Meetup / Link to FB Page
  - Location – Michel's Patisserie (Shop TN38 Majura Park Shopping Centre, Lancaster Drive)
  - Dates – TBA
  - Organizer – Louisa Kobylinski

The screenshot shows a Facebook browser window with the URL <https://www.facebook.com/groups/CanberraLoveRealEstateStudentsOnly/>. The page title is "Canberra - I Love Real Estate - Students Only" and it is a "Closed group". The cover photo features a night view of Canberra with the text "I ❤️ RE Official Canberra Meetup". The left sidebar includes navigation options like "About", "Discussion", "Chats", "Members", "Events", and "Photos", along with a "Search this group" bar and a "Shortcuts" list. The main content area shows a "Write Post" section with a "Write something..." prompt and options for "Photo/Video", "Watch Party", and "Tag Friends". Below this is a "NEW ACTIVITY" section with a post from "Leanne Bedgood" dated March 28 at 1:41 PM. The right sidebar contains an "INVITE MEMBERS" section, a "MEMBERS" list showing 45 members, and a "DESCRIPTION" section stating "Canberra - I Love Real Estate - Students Only Group". The Windows taskbar at the bottom shows the search bar, various application icons, and the system clock displaying 3:12 PM on 1/04/2019.

# Housekeeping

- 2019 Platinum NSW Monthly Dates (Thursday's):
  - 9th May; 6th June; 4th July; 8th Aug; 5th Sept; 10th Oct; 7th Nov, 5th Dec.
- See PA Facebook – Events & Calendar



The screenshot shows the Facebook page for the Platinum Accelerator group. The page header includes the group name, a search bar, and navigation options like Home, Create, and notifications. The main content area features a grid of images and a large banner that reads "PLATINUM ACCELERATOR MEMBERS ONLY". Below the banner, there are tabs for "Events" and "Calendar", with the "Calendar" tab highlighted by a red circle. A red arrow points from the text in the first list item to the "Events" and "Calendar" tabs. The calendar view shows a grid for February 2019, with events listed for various dates, including "QLD - Platinum Accelerator - Monthly Meet-Ups" on the 5th, "WA - Platinum Accelerator - Monthly Meet-Ups" on the 6th, "NSW - Platinum Accelerator - Monthly Meet-Ups" on the 7th, and "VIC - Platinum Accelerator - Monthly Meet-Ups" on the 8th. There is also an event for "Old Platinum get together" on the 16th.

# Housekeeping

- 2019 Platinum National Conference Dates:
  - ❖ 27 & 28<sup>th</sup> July – Sunshine Coast
  - ❖ 30<sup>th</sup> Nov & 1<sup>st</sup> December - Sydney
- 2019 Platinum Graduate Only Leadership Day Dates:
  - ❖ Friday (full day) prior to each National Conference: 26<sup>th</sup> July, 29<sup>th</sup> Nov – Venue TBA (close to National Conf Venue)

# Housekeeping

- 2019 Ultimate Bootcamp Dates:
  - ❖ Brisbane: 28-30<sup>th</sup> June
  - ❖ Sydney: 27-29<sup>th</sup> Sept
  - ❖ Melbourne: 4-6<sup>th</sup> Oct
  - ❖ Brisbane: 11-13<sup>th</sup> Oct
  - ❖ Adelaide: 18-20<sup>th</sup> Oct
  - ❖ Perth: 25-27<sup>th</sup> Oct

# Housekeeping

- 2019 Other Ultimate Dates:
  - ❖ Realestate Millionaire Within – Brisbane: 12-14<sup>th</sup> July
  - ❖ I Love Realestate Super Conference – Sydney: 22-24<sup>th</sup> Nov
- 2019 Quantum Events: Check Ultimate Website

# GRADUATING PLATINUM'S



# PLATINUM

# The Goldilocks Phenomenon



**I LOVE**  
REAL ESTATE



Let Me Read  
You A Story!!



**I LOVE**  
REAL ESTATE



PLATINUM

- 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**



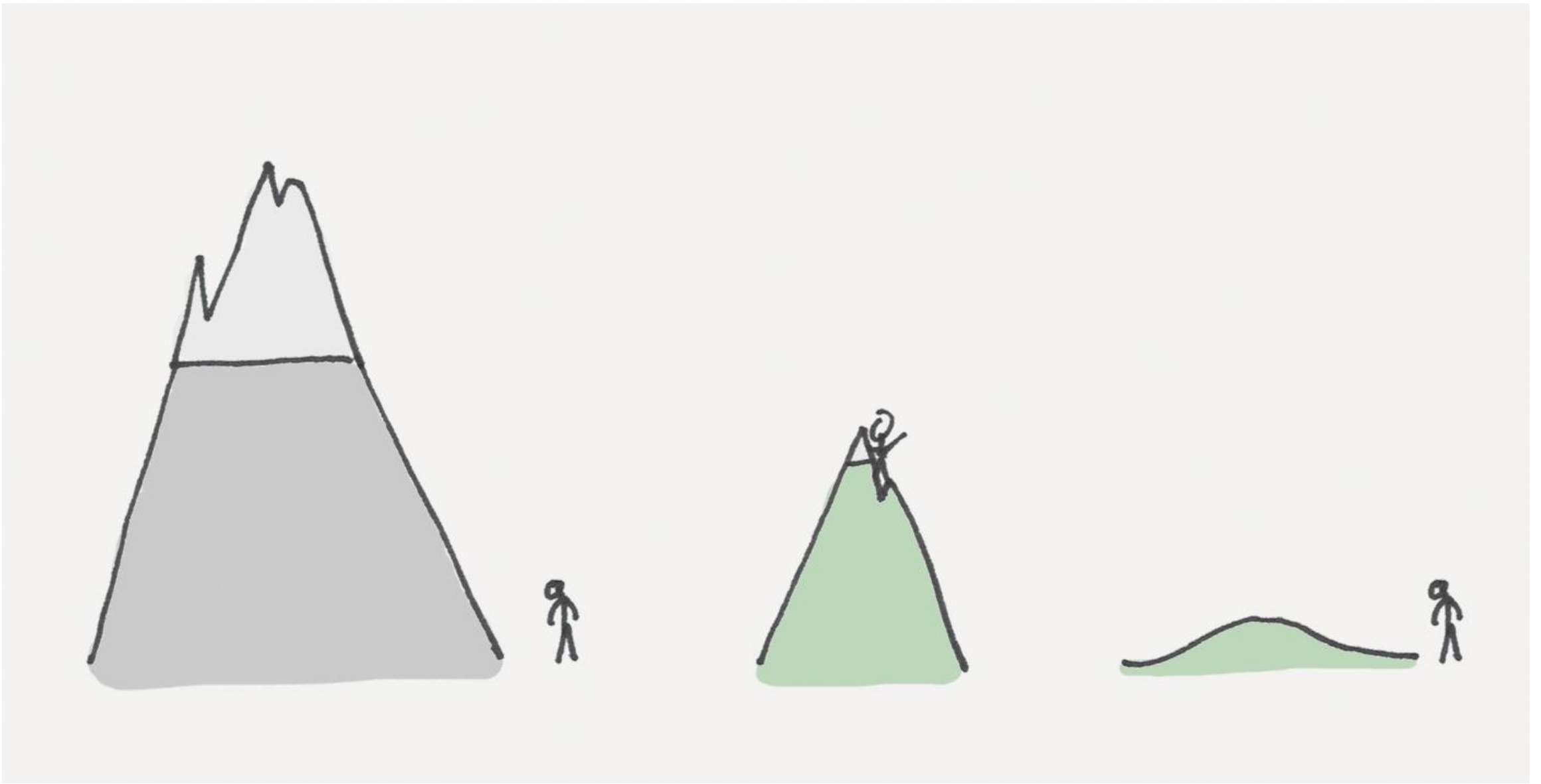
- For example, imagine you are **playing tennis**. If you try to play a serious match against a four-year-old, you will quickly become bored. The **match is too easy**. On the opposite end of the spectrum, if you try to play a serious match against a professional tennis player like Roger Federer or Serena 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.

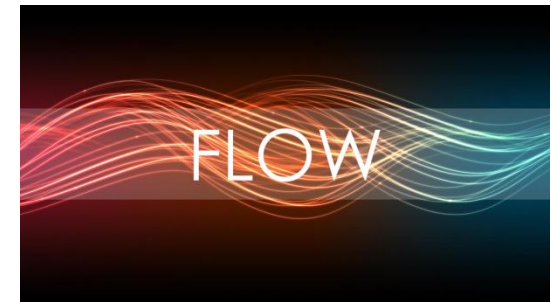
This is why when setting your 2 year plans you shouldn't jump to a big deal too soon. Taking **time to grow** into your portfolio and strengths has a lot of merit.

# 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.



# Inspirational Video for Consistent Motivation

# Two Steps to Consistent Motivation

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



PLATINUM

Accountability  
Monthly Goals



**I LOVE**  
REAL ESTATE

# Buddy Process Follow-Up

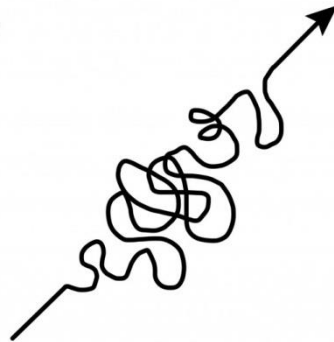
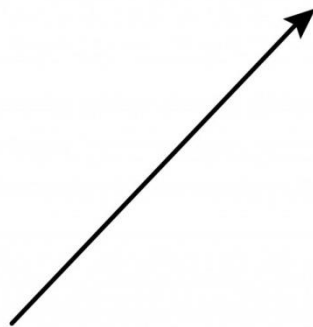


# Last Month In Review

## Share Your Successes and Challenges

SUCCESS

SUCCESS



what people think  
it looks like

what it really  
looks like

**This Months Plan**

Share Your  
Key Goals For Month

Monthly  
✓  
goals

PLATINUM

# Multi-Unit Developments

---



**I LOVE**  
REAL ESTATE

# 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

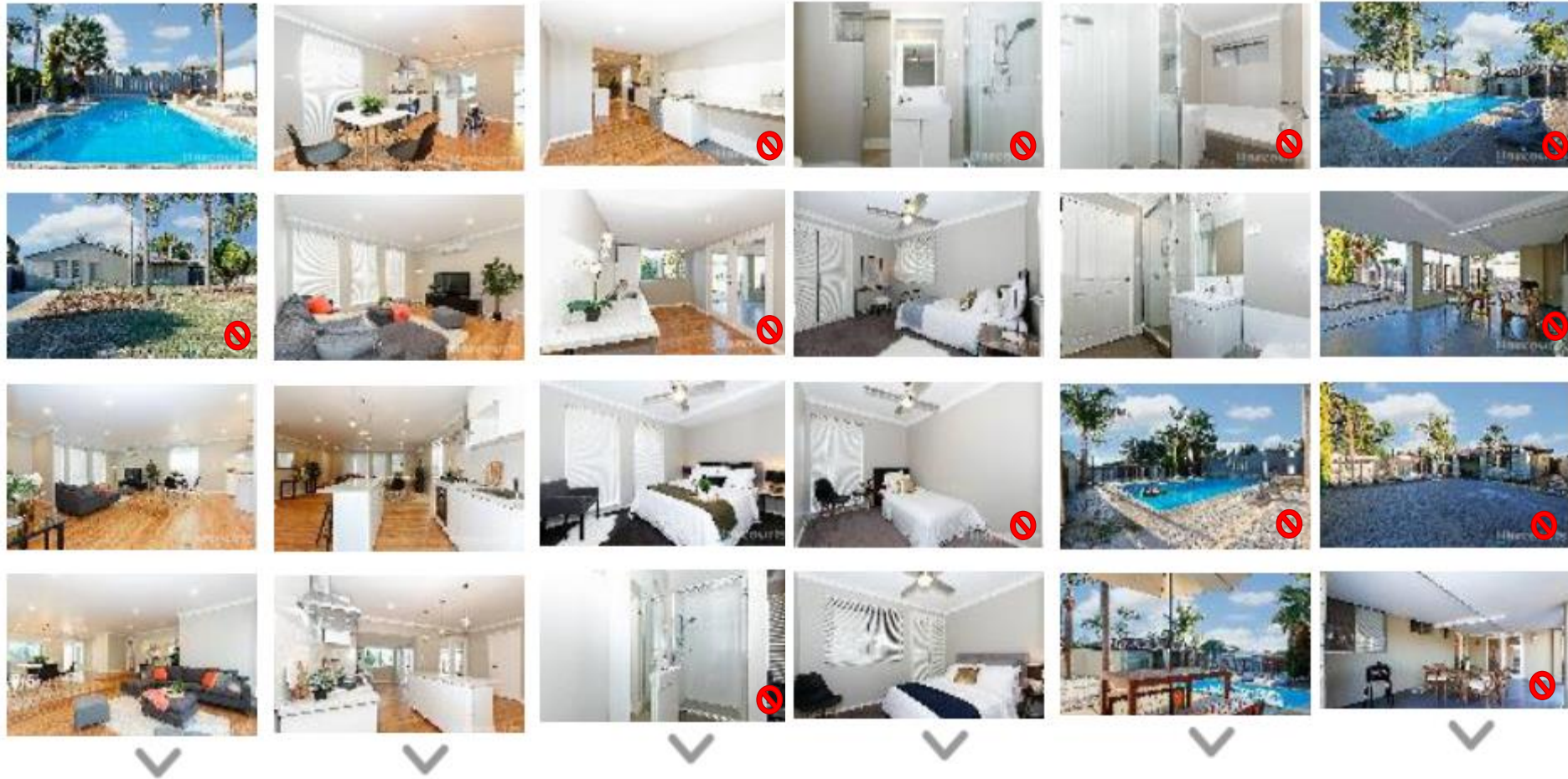
- 1) **Photographs** – Selection, order, money shot
- 2) Advertisement **Copywriting** – Written add on internet listing, sign board, fliers, newspaper, agents window etc.
- 3) **Pricing** – Set price, range, offers over, auction, tender, submit all offers
- 4) Selling **Method** – Listing, Auction vs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

**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 the ad – she said the market was first home buyers and they are not interested in that!!!! Agent has no right to make this assumption for buyers
  - Butlers pantry

# Activity –

- Highlight the **features** described in the add
- Share with the group



# Features

## Features

- Beautifully renovated
- Open plan living & dining very spacious
- Galley style kitchen with sense of style & storage
- Put the washing on in the large laundry room
- Back doors open out to entertaining area
- Master bedroom has own ensuite .....
- Bathroom with bath, single vanity & shower
- Entertaining area is huge
- Pool also comes with outdoor shower
- Section of garden perfect for outdoor cinema
- Carport provides ample room for parking boat ...
- Location is perfect - local schools, shops close by

# Activity –

- **Pair up** & re-write 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	

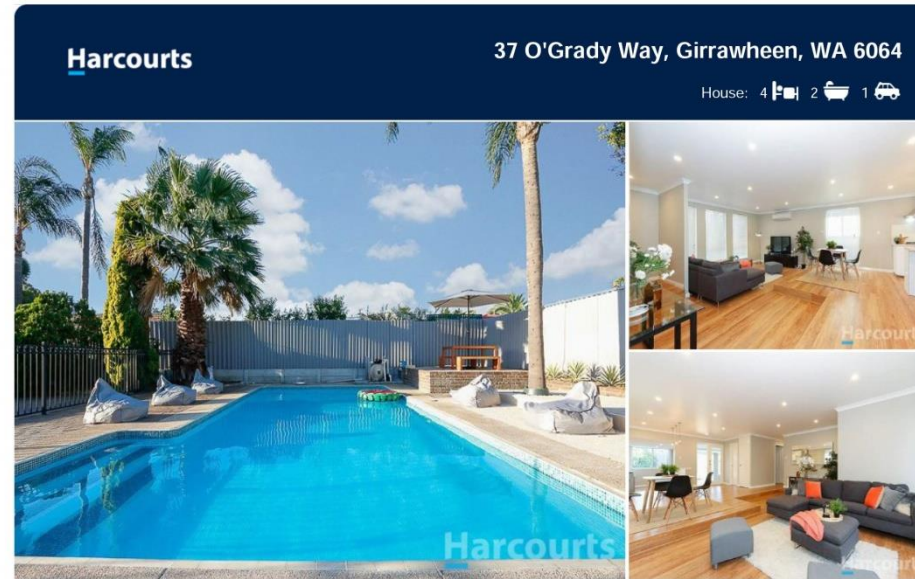
# Activity – Convert Feature into Benefit

Features	Benefits
<ul style="list-style-type: none"><li>• Pool also comes with outdoor shower</li></ul>	Imagine weekends frolicking in the pool with family and friends
<ul style="list-style-type: none"><li>• Section of garden perfect for outdoor cinema</li></ul>	Host movie nights in your own outdoor cinema
<ul style="list-style-type: none"><li>• Carport provides ample room for parking boat ...</li></ul>	Room for all the toys
<ul style="list-style-type: none"><li>• Location is perfect - local schools, shops close by</li></ul>	Kids can walk to school
<ul style="list-style-type: none"><li>• Energy efficient lighting, solar etc.</li></ul>	Save on bills
<ul style="list-style-type: none"><li>• Subdivision potential</li></ul>	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"><li>• Granny flat potential</li></ul>	Have someone else pay off your mortgage

# Activity –

## Final Copy

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



### 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

Superbly Renovated + Subdivision + Grannyflat Opportunity!

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) - 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

**Twenty**4  
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

Proposed Driveway View

Flooded South West View

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*



## 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



Indicative Only

# 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

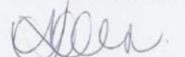
Thank you for allowing Carolans First National the opportunity to appraise your property.

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 Service Pty Ltd Ad/ The Peter Wrigley Family Trust trading as Carolans First National Real Estate  
ABN 16 873 072 932



## 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

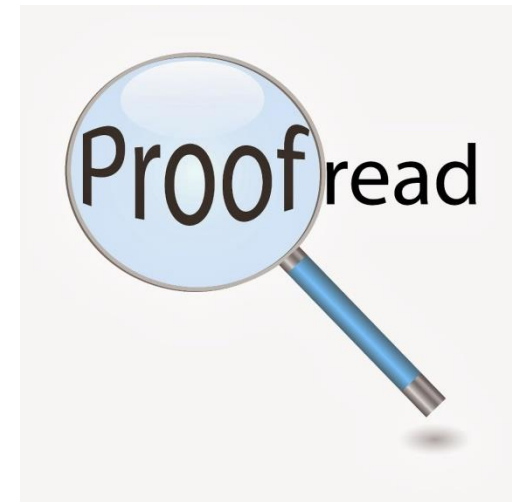
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# 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 / Depreciation?
- Comparable Sales
- Location Information – Why Town, why suburb, why street?
- Team – Developer, Builder, Property Manager etc.
- Contact Details

Yes!

# QUESTIONS?