



Dymphna  
Welcome

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TAMARA READ  
National Coach

Part 1:  
What Is Your  
Strategy, In  
What Location &  
How Do You  
Find It?

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MOST COMMON QUESTIONS ASKED

- What **strategy** should I do?
- What **location** should I do it?
- How do I do it?

Answer Differs Due To Differing Personal Circumstances

- No **Silver Bullet to deal finding** – just a well executed repeatable process



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**SUCCESS Accelerator**

### PURPOSE

- Your **circumstances** change over time – first few deals are your apprenticeship (e.g. 2 units vs 20)
- Create a **systematic process / framework** that is repeatable – the last part of the process is actually looking at individual properties!
- Create laser focused **clarity** to maximize your outcomes – the more **specific you can be** about what you are looking for and where – the more successful you will be
- Create **confidence** in yourself



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**SUCCESS Accelerator**

### Objective - Match The Strategy & Location To Your Personal Circumstances

- a) Define Your Personal Circumstances?
- b) Consider Locations
- c) Consider Strategies



Model Student

[Sarah](#)

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**SUCCESS Accelerator**


### Step 1: Define Personal Circumstances

- What is your **goal**?
  - Income or chunk deal
  - <\$200k equity = chunk

**Chunk to put into Super**

- What is your **timeframe** to complete first deal?
  - Be realistic e.g. 12mth not 6mths for unit dev.
  - How many deals over 1 year?

**12mths**



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your **available equity, borrowing capacity, servcability?**
  - Equity effects \$ to do deal (deposit, doing strategy, capacity to hold)
  - Borrowing capacity & servcability effect how much you can leverage equity

**Good equity & servcability**

- Just because you can go large project size or higher purchase price doesn't mean you should..... especially early on!!



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your **Time availability?**
  - How much time can you **realistically allocate?**
  - Takes longer initially than you think
  - Significant impact on strategy and location
  - Less time = closer to home, more hands off strategy & employ people e.g. tradies, consultants, Project Manager
  - More time = further away, more hands on

**Limited Time – Demanding Job**



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- How far are you **prepared to travel?**
  - Be realistic
  - Young kids, Sole parent - limited support, demanding job!
  - How far do you feel you **NEED** to travel? e.g. 1hr vs 2hrs

**Max 2 hours drive**



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- Is your strategy to **Sell or Hold?**
  - If **Sell** = location is VERY important:
    - a) **Population** – effects demand, volume of sales, timeframe to sell
      - Metro >100,000 lower risk vs
      - Regional <5,000 higher risk
      - (less demand, fewer sales, slower sales)
    - b) **Average Days on the Market (DOM)** – want lower not higher e.g. 20 days vs 200 days

**Sell to create chunk**




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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- Is your strategy to **Sell or Hold?**
  - If **Hold** – Characteristics of location important
    - a) Low **vacancy rate** - <3%
    - b) Good **job prospects** to attract people or
    - c) **Low priced** rents – affordable to lower income earners
    - d) Affordable rent on **social security payments** = recession proof property




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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your level of **experience and skill set ?**
  - a) **Experience** :
    - bought a property before?
    - owned an investment property (rental)?
    - done an active deal before?
  - b) **Skill Set** (Background):
    - Construction?
    - Realestate?
    - Property e.g. planner, accountant, engineer?
    - Finance?

**Reno & extensions to own home**




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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your level of **experience and skill set**?
  - Optimism and enthusiasm are great but **risk management is essential**
  - Need to **align strategy** with your level of **competency**
  - Little deal = little profit & little risk but **HUGE learnings** & experience
  - It's a building block – start small and work your way up otherwise you're a **danger to yourself and others!!**  
**Start small & build up**



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your **risk tolerance**?
  - a) Risk Profile:**
    - Money management to date (e.g. regular savings plan vs high earner with high credit card debt / minimal assets/savings)
    - Tolerance to uncertainty (1 job 20 yrs vs self employed)
    - Years to Retirement / Dependent kids / Job security



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- What is your **risk tolerance**?
  - b) Risk Appetite:**
    - Future - Goals & aspirations
    - History – Good / bad experiences

**Good \$ management, long employed career, no dependents, working towards retirement = Low Risk Tolerance**



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**SUCCESS Accelerator**

### Step 1: Define Personal Circumstances

- o Sarah Summary – Personal Circumstances
  - **Chunk deals** to put into Super
  - **12 month** deal OK
  - Good equity & servicability → **\$250k Available**
  - **Limited time** / demanding job
  - 2hr Max travel time → **start 1hr**
  - **Sell** to create chunk
  - Limited experience → **start small** & build up
  - **Low risk** tolerance



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**SUCCESS Accelerator**

### Step 2: Understand Location Characteristics

- o Location Characteristics – 3 Key Areas
  - a) **Mining & Resource Areas**
  - b) **Regional Areas** < 100,000 population
  - c) **Metro Areas** > 100,000 population



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**SUCCESS Accelerator**

### Step 2: Understand Location Characteristics

- a) **Mining & Resource Areas** – generally volatile due to type of industry, workforce fluctuates, hence varied:
  - **Demand** for properties
  - **Rental** rates
  - **Market** value
  - **Banks** lending appetite
  - **Investor** buying
  - **Development** activity
  - **Rapid changes** in these parameters
  - Volatility = increased risk



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**SUCCESS Accelerator**

### Step 2: Understand Location Characteristics

b) **Regional Areas:** More consistent than mining/resource areas, founded in long standing industries e.g. agriculture, manufacturing

- Market value more stable & lower entry
- Moderate rental rates
- Higher yields
- Slower capital growth
- Moderate investor demand
- Population and job growth major impact
- Fairly forgiving when it comes to mistakes therefore good entry point for learning




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**SUCCESS Accelerator**

### Step 2: Understand Location Characteristics

c) **Metro:** Larger population, greater job diversity, greater economic diversity

- Property price movement more cyclical & driven by broader economic parameters
- Property prices tend to be higher
- Potential for capital growth
- Rental yields lower
- Banks more comfortable with security in metro
- More owner occupiers & investors hence selling can be easier
- Typically requires more equity to enter market




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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

o Ultimate Selection of Strategy = Combo of:

- 1) **Risk tolerance** impact on strategy:
  - Low risk
  - Medium risk
  - High risk
- 2) **Available Equity** impact on strategy:
  - No money
  - \$0 - \$100,000
  - \$100,000 - \$200,000
  - \$200,000 - \$300,000
  - \$500,000 +




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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

● Risk Tolerance Strategy Indicator ?  
(Module 3 Appendix)

a) Low Risk Strategies - Characteristics:

- Low (<\$300k) – medium (\$300-\$500k) price point at purchase
- High volume market if selling (Metro >100,000 population)
- Relatively low skills level required
- Lower time input required



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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

a) Low Risk Strategies - Examples:



- 1) Low price point **cheapy**, +ve cashflow, **hold**, reval
- 2) Low/med price point, **reno**, +ve cashflow, **hold**, reval
- 3) Low/med price point, **reno**, **flip**, in high vol market, need good price variance = grid variance analysis

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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

a) Low Risk Strategies - Examples:

- 4) Low/med price point, high vol market, **1 into 2 lot** subdivision or title lift, **reno** existing, **sell 1 or both**, option to build single or dual occ on vacant land e.g. grannyflat



- 5) Low/med price point, **strata 2-4 unit complex**, area with demand for unit living, hold & reval, or sell some if in a medium / high vol market

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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

b) **Medium Risk Strategies - Characteristics:** 

- **Higher price point** at purchase (>\$500k)
- **Medium volume** market if selling (20,000-50,000 population)
- **Higher skill** level required
- Typically **higher time** input required



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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

b) **Medium Risk Strategies - Examples:**

- 1) **All low risk** strategies but purchased at medium price point
- 2) **Rent by room** strategies – boarding house, student accom
- 3) **Executive rental** at medium price point



- 4) **House relocation**
- 5) **Duplex and triplex construction**
- 6) **Subdivision** into 3-4 lots – residential finance

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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

b) **Medium Risk Strategies - Examples:**

- 7) **Multi unit development** & construction 3-4 units (resi finance)



- 8) **Strata 4-8 unit complex** (commercial finance) + build extra
- 9) **Existing commercial** with long term lease in place + value add potential
- 10) **Vendor finance / lease option**
- 11) **JV** on low – medium risk strategies
- 12) **International** property purchase for cashflow hold - USA

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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

c) **High Risk Strategies – Characteristics** : One or a combo of:

- **Higher price point** at purchase (>\$500k)
- **Higher risk market** e.g. low volume (<20,000 population) or mining/resource areas
- **Higher skill** level and experience required
- **Higher time** input required



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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

c) **High Risk Strategies - Examples:**

- 1) **All low – med risk** strategies but purchased at higher price point, or higher risk area (e.g. low volume, mining/resource)
- 2) **Option** deals
- 3) **Business realestate** e.g. caravan park, storage sheds, motel



- 4) **Vacant commercial** or commercial involving DA &/or build
- 5) **Lease & sub-lease** e.g. rent room by room
- 6) **Larger multi unit developments** & construction >4 units (commercial finance)

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**SUCCESS Accelerator**

### Step 3: Understand Strategy Characteristics

c) **High Risk Strategies - Examples:**

- 7) **Larger subdivisions** >4 lots – commercial finance
- 8) **DA and sell** with approval in place
- 9) **JV** on higher risk strategy



- 10) **Syndicate deals** – multiple parties doing higher risk strategies
- 11) Deals done with **private money lending**
- 12) Purchase of **management rights**

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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy (Module 3 Appendix)

a) No Equity Strategies – Examples:

- 1) Implement **savings plan**
- 2) **Vendor finance** deals
- 3) Seller JV (**Joint Venture**) deal
- 4) **Builder** terms
- 5) **Lease & sub-lease** strategies e.g. sublease at higher rate
- 6) **Option** deal & flip
- 7) **Joint venture** deal
- 8) **Income split** from leasing out a vacant commercial property
- 9) **Services exchange** e.g. Bartecard



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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy (Module 3 Appendix)

b) \$0 - \$100k Equity Strategies – Examples:

- 1) Low price point "**Cheapy**", **reno** to flip or hold & reval. Incl rent by room on existing dwellings
- 2) **Reno & 1 into 2 lot subdivision** in regional areas with low council subdivision costs e.g. Victoria
- 3) "**Cheapy**", **1 into 2 lot subdivision**, demolish house, sell one or both vacant lots
- 4) "**Cheapy**", **existing duplex** or multi unit complex, strata title
- 5) Low price point **land purchase**, relocate house onto it – single shift
- 6) **Staging strategy** & reval. during process if necessary



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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy (Module 3 Appendix)

c) \$100k - \$200k Equity Strategies – Examples:

- 1) **All strategies above**, but in better areas e.g. larger pop, closer to infrastructure, higher price point
- 2) **Staging strategy** & reval. during process is still important
- 3) **Purchase & construction** of granny flat, single dwelling, or dual occ.
- 4) **Strata titling** deal up to 3 units – residential finance
- 5) **Subdivision** 1 lot into 3 or 4 lots max.
- 6) **House relocation** based on double shift
- 7) Small regional **commercial deal**



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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy

d) \$200,000 - \$300,000 Equity Strategies – Examples:

Sarah's cash allocation to deal

- 1) All strategies from \$0-\$200,000 but in better areas e.g. larger population, closer to infrastructure, higher price point
- 2) Multi unit construction up to 4 units depending on site purchase price, quality & size of units e.g. in metro, higher quality, larger townhouses therefore 2 – 3 units.



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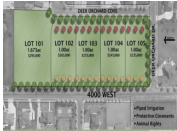

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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy

d) \$200,000 - \$300,000 Equity Strategies – Examples:

- 3) Existing commercial with value add potential
- 4) Strata-titling resi or commercial up to 10 units



- 5) Larger subdivision up to 10 lots depending on location, council, ground works costs
- 6) Commercial & business realstate < \$1M e.g. backpackers, motel, storage sheds etc.

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**SUCCESS Accelerator**

### Step 4: Understand Equity Impact on Strategy

e) \$500k + Equity Strategies – Examples:

- 1) All strategies from \$0-\$300,000 but in better locations, higher price point & bigger multiples e.g. more units, more lots, larger commercial e.g. shopping centres, relocatable home parks, aged care facilities.



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**SUCCESS Accelerator**

### Step 5: Match The Strategy & Location To Your Personal Circumstances

- o Sarah Summary
  - Chunk deals to put into Super
  - 12 month deal OK
  - Good equity & servicability → Assume \$250k
  - Limited time / demanding job
  - 2hr Max travel time → start 1hr
  - Sell to create chunk
  - Limited experience → start small & build up
  - Low risk tolerance
  - Strategy & Location: Low risk tolerance strategy hence low/med entry price point (<\$500k), sell hence metro 100,000 pop within 1-2 hr Melbourne




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**SUCCESS Accelerator**

### Step 6: Implement 3 + 3 Rule

- o 3 + 3 = 21 Rule
  - Select 3 strategies (A,B,C) in 3 target locations (1,2,3)= 21 combos – Become strategy & area specialist

A1	B1	C1	A+B1	A+C1	B+C1	A+B+C1
A2	B2	C2	A+B2	A+C2	B+C2	A+B+C2
A3	B3	C3	A+B3	A+C3	B+C3	A+B+C3

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**SUCCESS Accelerator**


### Step 7A: Select 3 Strategies

- o Sarah Summary
- Remember Low Risk Tolerance Strategy List →
- o 3 Strategies =
  - Reno + Subdivide 1 into 2
  - + Construct single /dual occ

Step 1: Matching The Strategy & Location To Your Personal Circumstances

a) Low Risk Strategies:

- Low/med price point, high yoj market, 1 into 2 lot subdivision / 1/2 acre existing, sell 1 or both, option to build single or dual occ on vacant land e.g. grasspaddock
- Low/med price point, strata 2-4 unit complex, area with demand for unit living, hold & reval, or sell some if in a medium / high yoj market



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**SUCCESS Accelerator**

### Step 7B: Determine Max Purchase Price (Pg 10 & 11 Boot Camp Action Plan)

1) Total Available Equity	<b>\$250k</b>
2) Less Personal Safety Buffer	<b>\$25k</b>
3) Equals Available Working Equity (AWE)	<b>\$225k</b>
4) Less Strategy Costs	<b>\$132k</b>
(\$60k Subdivision + 9% Cosmetic Reno on \$400k = \$36k + Construction 20% Deposit on \$180k build = \$36k = Overall \$60k + \$36k + \$36k = \$132k strategy cost)	
5) Equals Net Available Working Equity (NAWE)	<b>\$93k</b>
6) Divided by (0.06 purchase costs + reverse LVR of 0.1 for 90% lend)	<b>0.16</b>
7) Equals Purchase Price (\$93k/0.16)	<b>\$581,250</b>

Hence can look for a property up to say \$550k purchase price but \$400-\$500k comfortably.

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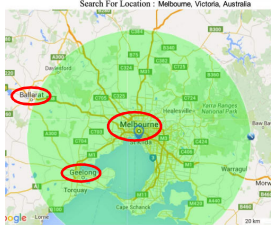
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**SUCCESS Accelerator**

### Step 8: Map Your Travel Distance

- Map 100k radius from Melbourne (1hr travel) ([www.freemaptools.com/radius-around-point.htm](http://www.freemaptools.com/radius-around-point.htm))
- Identify locations of 100k population (e.g. selling)
  - a) Greater Melbourne Metropolitan – 31 municipalities
  - b) Geelong 225k pop (1hr) – 1 municipality
  - c) Ballarat 100k pop (1hr 20min) – 1 municipality
- If targeting smaller pop shortlist 5 towns / suburbs




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**SUCCESS Accelerator**

### Step 9: Narrow Down to One General Location Based on Characteristics

- Decide between Greater Melbourne, Geelong & Ballarat based on:
  - Population growth (gives exit flexibility – sell, rent, reval)
  - Unemployment, Job growth & wages growth
  - Property cycle – recovery, upturn, downturn, stagnation
  - Infrastructure spending (project duration, \$ spend, job profile #/short /long term, current stage etc.)




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**SUCCESS Accelerator**

### Step 9: Narrow Down to One General Location Based on Characteristics

- **Economic** outlook
- **Supply** (# Listings & price trend)
- **Demand** (DOM trend)
- Rental **vacancy rate**
- **Councils attitude** to development
- **Development approvals** & activity = competition
- o **E.g. Target Greater Melbourne** – closer, high pop, affordable areas <\$500k




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**SUCCESS Accelerator**

### Step 10: Research Areas in the General Location

- Greater Melbourne is still a **large area** & need to identify target locations
- **5 Main Geographic areas:**

- 1) Inner
- 2) North
- 3) South
- 4) Eastern
- 5) Western




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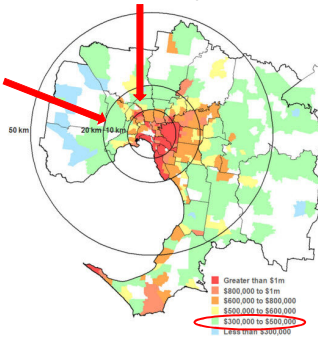
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**SUCCESS Accelerator**

### Step 11: Research Thematic Maps

- o **Thematic map** showing sold price data – e.g. Core logic RP Data; Suburbprice.com; Investar coming soon
- o From the CBD – moving outwards – **ID areas at your entry price point** – Remember Ripple effect




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**SUCCESS Accelerator**

### Step 12: Zoom In

Greater than \$1m  
\$800,000 to \$1m  
\$500,000 to \$800,000  
\$300,000 to \$500,000  
Less than \$300,000

40km  
10km  
2km

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**SUCCESS Accelerator**

### Step 13A: Research Infrastructure

- For target areas research:
  - **Transport** e.g. rail
  - **Infrastructure** = job hubs e.g. airport, hospitals, education
  - **Planned infrastructure**
- Target: **Brimbank Area**
  - Sunshine Focus

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**SUCCESS Accelerator**

### Step 13B: Research Reports

- Terry Ryder - National
- John Lindeman - National
- Michael Matusik - QLD Focus
- Bernard Salt - National
- Core Logic - National
- State Infrastructure / Planning Reports

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**SUCCESS Accelerator**

### Step 14: Select Location

- **Brimbank Municipality** – (Sunshine Focus)
- 15km to GPO, Near Tullamarine **Airport**, on **railway lines**, \$52M Brimbank community & civil centre, **Regional Rail Link** project to benefit, major hospitals




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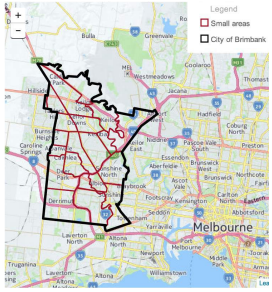
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**SUCCESS Accelerator**

### Step 14: Select Location

- **Brimbank Municipality** – (Sunshine Focus)
- **Affordable**, Good existing infrastructure, **Major spending** on new infrastructure & urban renewal activity, proximity to **job nodes**, 10-12% price growth last 12mths, strong and **rising sales volumes**




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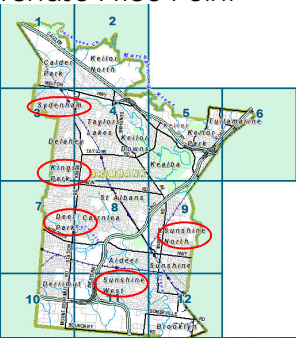
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**SUCCESS Accelerator**

### Step 15: Select 5 Potential Locations that Meet Your Purchase Price Point

- o Sunshine North \$445k,
- o Sunshine West \$405k
- o Sydenham \$380k
- o Deer Park \$370k
- o Kings Park \$331k
- o Other locations were outside price point, & further from rail/transport etc.




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**SUCCESS Accelerator**

### Step 16: Grid Variance Analysis To Identify 3 Target Locations

- **Research price range** (low, mid, high) of 5 areas, & calculate variance from low to mid and mid to high, order from highest variance to lowest
- **Select top 3** with highest variance from low to mid
- **John Bone** Grid Variance Program!




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**SUCCESS Accelerator**

### Step 17: Market Research

- For 3 target locations, research **what** the market wants, **where**, **why** & does this fit your strategy e.g. subdivision
- **Consult** agents, valuers, property managers




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**SUCCESS Accelerator**

### Step 18: Town Planning Requirements

- For 3 target locations **consult with town planner/s** to determine site specific requirements for subdivision:
  - **Zoning** for subdivision e.g. Neighborhood Residential Zone = **NRZ** (Max 2 lots); General Res Zone = **GRZ** (match existing)?
  - Minimum land size of **end product** being created? e.g. 300m<sup>2</sup>
  - **Minimum land size** able to be subdivided? e.g. 600m<sup>2</sup> for 2 lots (300 x 2)



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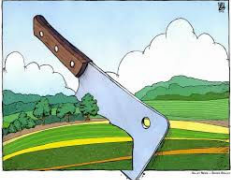
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**SUCCESS Accelerator**

### Step 18: Town Planning Requirements

- Does minimum **land size** differ between zones?
- Minimum **frontage** width of subdivided block?
- Is **battle-axe** subdivision allowed – what is min rear land size, min. driveway width? e.g. Need 20m frontage??
- **Site cover** requirement e.g. 50%
- Requirement to show **building envelope?** e.g. Yes



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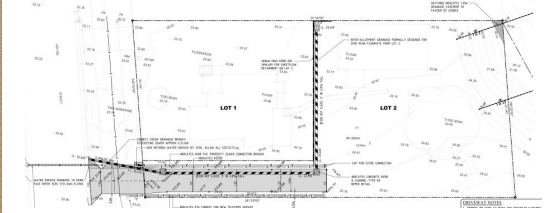
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**SUCCESS Accelerator**

### Step 19: Research Other Subdivisions

- o Research & **visit other subdivisions** in these locations – learn from them e.g. characteristics, features, prices, marketing strategies, consultants involved



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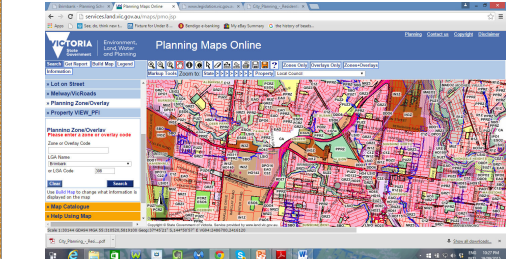
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**SUCCESS Accelerator**

### Step 20: Source Zoning Maps

- o Source **zoning maps** from council / website to ID zones of relevance e.g. NRZ – Neighborhood Residential Zone



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**SUCCESS Accelerator**

### Step 21: Map Zoning

- Highlight relevant zones on map



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**SUCCESS Accelerator**

### Step 22: Map Key Infrastructure

- Research infrastructure, amenities, schools, transport etc. & highlight on map
- Research changes in infrastructure planned for future and highlight on map



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**SUCCESS Accelerator**

### Step 23: Street Focused Research

- Within each 3 target areas, drill down to street level & identify target streets that better meet your criteria & highlight on map
- Highlight streets you may want to avoid e.g. flood prone, steep, crime rate
- Become an area expert!



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**SUCCESS Accelerator**

### Step 24: Property Focused Research – Deal Finding / Creating

- In desired streets, drill down to an **individual property level** to identify properties worthy of **property specific due diligence**

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**SUCCESS Accelerator**

### Step 24: Property Focused Research – Deal Finding / Creating

- E.g. Targeting
  - NRZ or GRZ **Zoning**
  - **Min 600m2**,
  - **Existing house** positioned well on block for subdivision
  - 2brm house with **reno potential** to convert to 3brm house or convert 3brm to 4brm
- You now have a **very specific brief** of what you are looking for and where – for your own use & to brief agents

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**SUCCESS Accelerator**

### Step 24: Property Focused Research – Deal Finding / Creating

- Use **various tools** for finding individual properties of interest, including:
  - Property websites, realestate.com.au, Investar, Domain, Gum tree etc
  - If a desired property isn't on the market – "**CREATE**" the deal off-market
  - Realestate agents, buyers agent
  - Talk to locals
  - Letterbox drop
  - Door knocking

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**SUCCESS Accelerator**

### Step 25: Create a SYSTEM

- Remember – **No perfect deal**
- No Silver Bullet** to finding deals – just a well executed process 
- First time will take you the longest but will get **quicker & quicker**
- Record sources** of good data for future use e.g. mapping tools, Government Depts, stats sources, transport websites etc.
- Keep GREAT records** – location files because may want to re-visit in future – good records will save you days & possibly weeks of re-work!!!
- Break process into **bite size pieces**, set intension for every 30 minutes of research

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**SUCCESS Accelerator**

### PART 2 – Next Week's Webinar

- Identify **opportunities & constraints**
- Individual property **due diligence**
- Feasibilities** and Reverse Feasibilities



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**SUCCESS Accelerator**

# QUESTIONS?

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