

PHOENIX PROPERTY CONSULTANTS

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Finding the Best Investment Properties

We adopted a systematic and analytical top-down research methodology to identify the best Investment Locations and then identify the best Investment Properties in these locations. We undertake our own basic research as well as assessing a wide range of government, public and subscription only research.

1. Global / National – Macroeconomics

- Identify which part of the equity & property market cycles we are in;
- Determine if the residential property market is a sound investment;
- Determine which capital cities are likely to have the best long term growth;
- Determine which capital city region represents the best investment value.

2. Demographic & Infrastructure – Microeconomics

- Determine which developments within the identified capital city regions are likely to be the most popular;
- Determine which developments within the identified capital city regions are likely to have best future growth;
- Determine which developments within the identified capital city regions represent the best investment value.

3. Ideal Properties – Psychology

- Identifying the best properties (lots) within the identified developments;
- Determine which lots represent the best investment value.

4. Value for Money – comparative market analysis

- Determine if the identified lots represent value for money;
- Confirm that the identified properties are correctly priced.

Selection Criteria – Investment Properties

The purpose is to identify quality investment properties that represent value for money with emphasis on producing the maximum return over the medium to long term for the minimum outlay within a lower risk profile.

1. Economic

- Aim to maximise real return whilst minimising out of pocket expenses;
- Identify Queensland's major growth corridors – fastest growing regions in Australia;
 - 80,000 – 100,000 people per year for next 20 years moving in.
 - Over 500 new dwellings per week for the next 20 years to meet demand.
 - High employment and economic growth.
- Above average growth outlook of 7% pa or above (top Residential postcodes);
 - Brand New in new estate with new infrastructure;
 - Higher than average rental yield for new homes of 4% or more;
 - Genuine Independent Valuation.

The best time to plant a tree was 20 years ago – the second best time is now!

Chinese Proverb – Applicable to Wealth Creation and Property Investment



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2. Infrastructure

- Infrastructure underpinning and supporting yield & growth;
- Close to;
 - Childcare & schools;
 - Transport – train, bus, motorway etc;
 - Local shops & major shopping centre;
 - Employment opportunities;
 - Industrial & economic activity.

3. Demography

- Low vacancy rates;
- Desired family location with family oriented ethos;
 - Majority of homes owner occupied;
 - House proud residents & owners;
- More prosperous area;
 - 2nd home buyers;
 - Above average income;
 - Minimal welfare dependency.

4. Construction

- Brand New family home to maximise tax benefit;
 - Free standing house, Duplex, &Townhouse;
 - 4-bedroom, 2-bathroom, double lock up garage;
- Easy to rent;
 - Ensuite;
 - Air-conditioning;
 - security screens & doors;
 - Covered patio.
- High quality;
 - Brick & tile construction;
 - carpet to bedrooms & lounge – tiles to remainder;
 - quality inclusions & trades work;
- Large size easy living;
 - Two separate living areas;
- Higher construction cost as % of total price (maximises depreciation).

5. Contract

- All land contracts subject to approval of finance;
- Construction to be completed within six months of settlement;
 - Financial penalty to builder per day penalty for late completion;
- Full turn-key package – no more to pay;
 - Builder responsible for all cost blowouts including footings etc.

6. Other

- Properties & Borrowings are matched to individual clients;
- The property must be a quality investment in its own right;
 - Not just a tax deduction or nice looking house.

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What do I need to start?

A desire to create wealth and;

- A family income of about \$75,000 pa;
- Ability to invest about \$200 per week (less for high tax payers);
- \$35,000 or more in cash or available equity in your home.

Historically residential property in Australian capital cities has doubled in value every 7 to 10 years.

- Based on this return the investment capacity above has the potential to create a **\$350,000** nest egg for you in 7 to 10 years.
- Do you want a **\$350,000** nest egg? **YES / NO**

Your Property Selection Criteria

Are you comfortable with our research & selection process? **YES / NO**

If we are able to find you an investment property that meets your financial and investment requirements, and is a property that you are comfortable with, would you be prepared to make a commitment to buy an Investment Property? **YES / NO**

We offer brand new 4 bedroom brick homes – all with double garage, ensuite, BIR; landscaped gardens, soft furnishings and everything else you need, such as TV antenna, for a tenant to be able to move right in without you having to spend another cent in great locations in the infrastructure growth corridors leading to the Brisbane CBD perfectly located to attract good long-term tenants. Is that the sort of property you are looking for? **YES / NO**

Do you have a personal preference for certain areas in SEQ or are you happy to consider those areas we have identified as having the best investment opportunities?

Best Opportunity / Preference: _____

Do you have a specific budget in mind or do you want to purchase the best value property you can within your financial means?

Best Value / Budget \$ _____

Are you happy to consider a house & land package if it provides the better investment opportunity or would you prefer a pre-built property?

Best Opportunity / House & Land / Pre-Built

Do you have any other requirements to ensure that you are comfortable?

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