



PROVIDENCE

VETERAN PROPERTY BUYER'S AGENT REVEALS...

How To Buy Your Ideal Investment Property For Less

**The Proven 7-Step Method For Acquiring
The Perfect Investment Property In Your
Price Range**





ABOUT THE AUTHOR:

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Lynton Stevenson started his property ownership and investment journey more than two decades ago, starting with the purchase and renovation of his first home in Tasmania.



He has since built up a significant personal portfolio across Australia. He understands the property market intimately because of a strong focus on research, extensive industry relationships and frequent travel with direct personal observation.

Lynton very soon came to realise that not all investment properties are created equal. And that property assets of **vastly different calibre** are often available at around the same price point in different parts of the country.

This realisation sparked a lifelong study of property research, property sourcing and negotiation strategies on behalf of himself and his clients.

Today, Lynton is responsible for leading *Providence Property's* talented team of researchers and analysts.

Like the rest of the team, one of Lynton's greatest satisfactions is seeing his clients realise their dreams of growing a high-performance property portfolio in a timely and stress-free manner.

This Report shares his proven approach to do just that.



Who This Report Is For

This Report is written for anyone who is searching for their first (or next) investment property.



This information will be particularly useful to you if:

- **You want to invest in property, but you're uncertain which specific property** will offer the best mix of growth and/or cash flow to meet your goals.
- **You don't just want "any old investment property"** - but one that is primed to significantly outperform the market in the years ahead.
- **You've been looking for some time without success**, and are simply left watching prices rise around you.
- **You've been spending your evenings and weekends** searching for properties but have been frustrated by an inability to purchase.
- **You're too time-poor with your job and family** to do all the research, attend open homes, conduct due diligence, negotiate to purchase and everything else the process entails.
- **You're looking to buy interstate or outside your local area** and need location-specific support to make it happen.
- **You have a specific purchase criteria in mind (new or existing)** - and you need a skilled research team to locate a property that meets your brief.
- **You're looking for guidance throughout the whole process** to avoid serious mistakes and ensure your investing journey is a success.

If any of these scenarios apply, then you'll find this Report very interesting.



WHO THIS REPORT IS FOR

Because let's face it: if buying the ideal investment were easy... if there were plentiful properties available in the right areas... at affordable prices... and with few other competing buyers in the market... then you probably wouldn't have even requested this information in the first place!

It's precisely because the best investment properties at any given price point are by nature scarce, that you need a great process and strategy for purchasing (without overpaying).

And that's what you'll discover in the following pages....

The Little-Known Secret of Investment Property Buying

It's easy to assume that we live an "efficient" property market, where properties of the same price range are of roughly the same quality - even within the same suburb or street.

My experience over the last two decade suggests this is far from the truth. What I've consistently found is that at a given price point, properties of very different quality are always available within the same or similar area. And if you prepared to expand your search to the whole country, this effect is magnified even further.

A great example of this is seen with a recent purchase we made for a client. The client had a pre-approval for \$790,000. The loan amount was contingent on achieving a 4.8% to 5% gross rental yield. (To calculate rental yield simply take the annual rental income and divide by the property value).

In order to achieve this yield, we recommended purchasing outside of his home state of NSW. At the same time, we advised staying close to a major capital city. History shows this reduces volatility, achieves higher yields and creates better long-term capital growth.

In Sydney, \$790,000 would have bought our client a property located 30 to 45km from the centre. The house would probably require renovation. And the eventual rental yield would be around 3.3% to 3.5% - not nearly enough to service the loan.

Instead, we found the client a house in Brisbane, just 9km from the CBD. It was completely renovated, with a gross rental yield of 4.9%. What's more, the suburb had grown at 7% per annum over the past 20 years. The client was able to purchase significantly better than he originally expected.

What this example illustrates is that you can access better value, **without** necessarily spending more. With the right approach to searching, shortlisting, negotiating and purchasing your investment property, there are always "gems" available for savvy buyers.

The downside? These gems are usually *also* recognised by other buyers. So you have to be quick to take advantage of the best opportunities. They don't last long.



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Why Australian Property Investors Are More Frustrated Than Ever Before

If you recognise that these “gems” are in fact out there, the challenge becomes how to find and buy them - without overpaying.

Many investors tell us they're frustrated in the search for their next property because of **three** main reasons:

REASON #1 Time

If you've been combing through property websites until the early hours of the morning, and trudging around open homes every weekend to no avail, then you'll know exactly what I'm talking about.

Searching for a specific property - and getting the best value - does take a lot of time. If you're prepared to pay a hefty premium, or you're happy to settle for “close enough”, then your investment of time will decrease.

But if, like most people, you want exactly the right property at the right price, then significant investments of time will be required.

Unfortunately, most people are super-busy with work and family life. And as the search drags on, it can lead to frustration, fatigue and arguments. What started as an exciting quest becomes sheer drudgery.

Some investors even give up their search, lower their standards, or pay over the odds just to put an end to the madness. Please don't do that!





WHY AUSTRALIAN PROPERTY INVESTORS ARE MORE FRUSTRATED THAN EVER BEFORE

REASON #2 Specific Requirements

The second common frustration of investors is that they may have **very specific** requirements. Or, the particular type of property they want is the same type of property that everyone else seems to want.

There's nothing wrong with having specific requirements. In fact, we believe it's a very *good* idea to have a firm buying criteria in mind. But at the same time, this can make your search somewhat like hunting for a needle in a haystack.

Recently some clients contacted us again to buy their second investment property. They were adamant they wanted to buy something close to their home. To them, it was more about having their children nearby when they eventually left home and when to university.

Prior to taking on their request, we undertook some micro and property level research to determine the viability of investing in their suburb.

Our research showed the suburb in question had generated around 70% of its average 20-year growth in the past 8 years. That meant our expectations were that the next 10 to 12 years would yield only 30% more growth.

In other words, the suburb had already experienced its peak growth for some time.

In addition, the property they could afford would require considerable renovation. The median apartment price for the suburb was greater than their budget.

We eventually secured a beautiful apartment in a nearby suburb well within my clients' budget. It was within walking distance to a train line and close to the university where the children would hopefully one day study.

The suburb had shown solid growth performance over the past 20 years achieving 1% per annum higher than their own suburb. Their rental return was also more favourable because the apartment presented well.

The client was extremely happy with their purchase. We secured a tenant within one week of settlement, achieving a rental yield of 4.5%.

There's another reason why investors may be frustrated by Specific Requirements. It may be that the property you want simply does not exist (at the right price).

A client approached us wanting to buy a property in a suburb she had lived in all her life. Her family lived in the area; she had gone to school in the area; she had friends in area; and was very adamant about buying in the area.

But despite this, she was having a hard time securing her ideal property.

After an initial assessment of her requirements, it became obvious the type of property she was looking to buy was out of her price range. All the searching in the world would never find

the property she wanted in the suburb she desired.

After explaining the options, we ended up securing an ideal property in a fringe suburb. It had the design and layout she wanted. And it was well within her budget.

With some money to spare, we were able to assist her in organising some trades to undertake minor cosmetic improvements to the property to increase potential yield and future value even more.



WHY AUSTRALIAN PROPERTY INVESTORS ARE MORE FRUSTRATED THAN EVER BEFORE

If your expectations are unrealistic, that can be a source of frustration. Getting impartial feedback on your "property brief" can be a useful filter to determine if you're aiming your sights too high (or too low).

Providing what you're looking for does actually exist, there's a lot that can be done to help make your investment dream a reality (which we'll cover in the next section).

Which brings us to the third common point of frustration:

REASON #3 **Uncertainty**

The third problem many investors face is that they're simply uncertain about the whole process.

You may have a strong sense of the **outcomes** you want to achieve through property investment. For example:

- Building a substantial property portfolio to retire on
- Growing your net worth
- Generating income
- Setting up a legacy for your children or grandchildren
- Funding hobbies or leisure
- Etc.

... But you may be uncertain of the **best strategy** to achieve that outcome... or what **specific type of property** will get you closest to your goal the fastest.

The result can be a situation where you end up buying an unsuitable property to reach your goals. In this case, it's just as important to know **what type of property to buy** as it is to know where and how to buy it.





How Investors Attempt To Overcome The Three Big Challenges

There are three main approaches investors use to overcome the key challenges of Time, Specific Requirements and Uncertainty.

APPROACH #1 IS "Buying The House Next Door"



One common approach is for investors to buy "the house next door". Or perhaps the next suburb.

The upside of this strategy is that the location is familiar. It seems like a safe bet to buy near where you already live.

But the downside is that out of approximately 5,000 suburbs, towns and localities in Australia, it's highly unlikely that your exact suburb happens to be the best place to buy at any one time.

And the other big risk is that you can end up concentrating your wealth in a very narrow area. This approach lacks diversification. If your suburb outperforms, then it could be great. But if your area happens to experience slow or negative growth, you're left with too many eggs in the wrong basket.

APPROACH #2 IS "Self-Education"



I'm a big believer in self-education. The more knowledge and education you have about property investment, the more you'll be empowered to make good decisions.

Education can help you understand broad property investment principles, but one thing it won't help you with is Time. It not only takes Time to become educated. It also takes Time to execute the buying strategies after you're educated.

So while self-education is useful, it's often not the entire picture.



HOW INVESTORS ATTEMPT TO OVERCOME THE THREE BIG CHALLENGES



APPROACH #3 IS “Engage Professional Help”



The third approach is to engage professional help, and there are certainly a large number of property consultants, advisors, strategists and project managers to choose from.

The upside is that the **right** professional advisor can help if you're time poor. They can potentially help you decide **what** to buy. And they can help you acquire the **right** asset at the right price.

However, the wrong professional may do just the opposite. They may direct you toward whatever benefits **them**, rather than what is going to benefit **you**.

So like everything in life, the important part is **which** property professional you choose to work with. Making the right choice can be extremely fruitful. But making the wrong choice may in fact leave you worse off.

As a provider of property advisory services, we do things differently to most traditional operators. In the next “tips” section I outline our process and approach so you can decide for yourself if it makes sense.



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The 7-Step Process For Purchasing The Ideal Investment Property In Your Price Range

As I mentioned at the start - at a given price point, properties of very different quality are always available around the country (and even within the same or similar area).



Or in other words, if your budget is “\$X” for an investment property, you can either buy really well, somewhere in the middle, or poorly.

By following the 7 steps below, you can ensure you buy very well. Every week we help our clients build rock solid investment portfolios using this methodology.

- 1 **Nail The Brief**
- 2 **Set The Target Area**
- 3 **Supercharge Your Search - With Research**
- 4 **Shortlist**
- 5 **Due Diligence**
- 6 **Negotiation Strategy**
- 7 **Co-ordinating The Purchase Process**



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

STEP #1 Nail The Brief

When sports psychologists have interviewed the best pistol shooters and archers in the world, they share one common trait.

And that is to not only visualise hitting the target before taking every shot, but to visualise hitting the very middle of the dot at the centre of the inner ring of the bullseye.

This extra level of intensity around visualising their goal is what separates many of the top performers from the next level of athlete, who are simply aiming to “hit the target”.

When searching for your ideal investment property, the same is true. Being clear about exactly what you want is critical. Here are some important steps in the initial planning stages:

- 1. Decide what your ultimate end goal is.** Is it “retirement in X years”? Or “create a passive income of \$100,000+ per year”? Or “be able to quit work at 45 and travel the world”? Clarifying your end goal will ensure you buy appropriate property assets along the way to help you get there.
- 2. Create a high-level plan to achieve your goal.** Typically this means, the number of properties you’ll need to acquire within a certain timeframe.
- 3. Look at what you can afford to purchase,** while still leaving a margin of comfort.
- 4. Then, build a profile of what your next purchase will look like.**

Going through this process focuses your energies in the right direction. Many investors just “buy a property”, without thinking whether or not that property is going to deliver their outcome.

If you need help with the above planning process, please **get in touch**. We hold planning sessions with investors a no-cost, no-obligation basis.





THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

STEP #2 Set The Target Area

Further to the point above - some investors are very specific about their target suburbs. Others are happy to go further afield (even interstate) - in order to chase the best value.

Setting the target area involves one of three broad approaches:

- 1. Focusing on suburb(s) or region(s) of interest,** once you determine that your target property type is available within that location.
- 2. Broadening your search area.** Our clients have often found that working with suburbs adjacent or similar to initial suburbs of interest can very often unlock significant extra value, while still hitting their key criteria
- 3. Narrowing your search area.** Alternatively, we've seen clients who were potentially happy to buy in suburbs that our research suggested were likely to underperform in the years ahead. By cutting those suburbs out of the mix, they were able to focus on higher-value target areas.

Whether you focus, broaden or narrow your search, at the end of this step you have a defined area to mind, as opposed to a broad catchment area.

STEP #3 Supercharge Your Search – With Research

Once you're crystal clear on your criteria and your target area, the next step is to go out and find properties which may offer a potential match with what you're after.

We have developed an entire research methodology that applies three layers of data to the search and selection process.

The three layers are called **Macro**, **Micro** and **Property**.

The **Macro** level helps to uncover the states and regions where growth is expected to be strong due to large market and economic forces.

As many investors in Sydney have discovered in recent years, simply being in the right market at the right time was an important part of achieving equity gains. Macro research enables us to choose the most fertile regions for investment.

The second layer is the **Micro** level. The Micro level is what allows us to advise our clients on:

- Which **suburbs** can expect better amenity and growth over the near and long term
- Which **enclaves or streets** within a suburb represent better value (it's not uncommon for a suburb to be priced uniformly, even though certain streets are much better).



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

And the third and final research layer is the **Property** layer.

Here we look at a range of factors to select properties which represent outstanding value compared with other properties in a similar price range (refer to above table for details).

Property research is time consuming, but this is the key lever that helps investors to choose properties that will outperform the market as a whole.

MACRO

International State and Regional

- Property and business cycle timing
- Supply and demand
- Population, immigration and state flows
- Existing and new investment in public/private infrastructure and amenities
- Economics including economic growth, interest rates, employment, inflation, business and consumer sentiment, household income and debt, affordability and investor activity
- Demographic changes
- Yield variation

MICRO

LGA, Council and Suburb

- Council zoning and regulations
- Proximity to transport
- Key local infrastructure, schools, hospitals and other facilities
- Local employment generators
- Suburb population growth
- Demographics including income profiles
- Socio-economic factors
- Local supply and demand including potential for oversupply, vacancy rates and owner-occupier percentages
- Yield
- Affordability
- Established benchmarks
- Capital growth by suburb
- Surrounding suburbs/ripple effect

PROPERTY

- Developer/Builder
 - Quality assurance
 - Reliability
 - Proven track record
 - Experience
 - Delivery
- Property design/aesthetics and practicality
- Property amenities – gardens, gym, pool, lifts, etc.
- Tenant appeal
- Levies, rates, strata, maintenance and holding costs
- Gross and net yield
- Cashflow
- Hazards – flood and fire risk
- Value validation through comparable sales and mortgage valuation
- Contract and terms
- Re-sale factors (broad market, and owner-occupier appeal)



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

STEP #4 Shortlist



The previous step can be best described as “Longlisting”. Or in other words, coming up with a relatively long list of properties which *may* be exactly what you’re looking for.

It involves thinking a little broader and more laterally than most investment advisors. This can make the difference between delivering an “OK” result that is on brief, and an exceptional result.

Now in Step 4, we start shortlisting in order to uncover properties of serious potential interest.

At this stage, **Property**-level research is often most useful. This is what helps to differentiate “OK” properties from true gems. This layer of research incorporates factors such as:

- Layout
- Flexibility to renovate or reconfigure
- Build quality
- Potential hazards - fire and flood risk
- Value validation via comparable sales
- Re-sale factors
- Etc.

It is at the conclusion of the Shortlisting stage that we may suggest to clients that they seriously consider property(s) of interest.



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

STEP #5 Due Diligence

So let's say you're at the stage where you're very interested in a particular property.

The next very important step is to uncover whether or not there are any skeletons in the closet or other risks that may turn your dream purchase into a nightmare.

(Due diligence may continue up until a contract is unconditional. However, it can and should start pre-negotiation. Thorough due diligence can often uncover useful ammunition for negotiation down the track.)



KEY FACTORS WE LOOK AT DURING THE DUE DILIGENCE PHASE ARE:

- **Understanding the vendor's motivation to sell.** If the vendor needs to sell in a hurry, there are ways to structure the deal to achieve a lower price.
- **Understanding the agent's position on the property.** Is the agent busy? Are they juggling multiple listings? How many of those listings are private sales vs auctions? The busier the agent, the more pressure one can apply to make a quick sale and save money in the process.
- **Examining pending special levies on a Strata building,** where some minor work needs to be done. As long as these levies are low and there are no outstanding levies to come, these can be used to negotiate further on price.
- **Assessing existing minor material defects** that will not cause major long term financial outlay. Things like chipped paintwork, damaged blinds, an old stove, rusted guttering, worn carpets etc. These

items can be brought to the attention of the seller and used to negotiate on price.

Going a little deeper, we also assess the neighbouring dwellings, street or suburb for possible issues. A few examples are:

- **Pending Development Applications** for new buildings in the street that may cause noise or disruption over an extended period.
- **Problematic neighbours,** drinking, partying, and generally disrupting the peace.
- **Neighbourhood crime** or continuous theft from the building.
- **Competence and activity levels** of Strata Management.
- **Number of owners in a building vs investors,** and how this will impact how things get managed going forward.

The above list is not intended to be exhaustive, but it does illustrate how thorough due diligence can give you, as the buyer, an advantage.



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

As part of our Due Diligence process, we also prepare a Full Financial Plan for the property(s) in question. This plan allows you to see what the long-term outlook of the property looks like.

Providence Property Group Pty Ltd -Sydney	
PROPERTY INVESTMENT ANALYSIS	
22-Jan-2018	
Prepared for:	
Consultant:	Lynton Stevenson
Property:	Not disclosed
Description:	3 Bedroom Townhouse
	Suburb Median House Price Growth 1998 to 2017 6.7% Source: Pricefinder
	Interest Rate P&I at 4.09%
	Rental Growth Rate 3.4% Source:Residex
	Assumes 10% deposit and all costs paid in cash
Your next property purchase to take place within 3 years or by early 2021 or Year 3 / 4 subject to market performance and bank lending conditions at the time.	
Proven savings plan to be in place. The minimum amount saved is 5% of purchase costs if using 100% equity. Therefore savings to be \$12,000 to \$16,000	

SUMMARY

Assumptions		Projected results over	10 yrs
Property value	\$408,500	Property value	\$781,333
Initial investment	\$57,053	Equity	\$403,456
Gross rental yield	4.77%	After-tax return /yr	24.66%
Net rental yield	3.09%	Net present value	\$325,769
Cap. growth rate	6.70%	IF SOLD	
Inflation rate	1.50%	Selling costs & CGT	\$118,284
Interest rate	4.09%	Equity	\$285,172
Taxable income	\$92,953	After-tax return /yr	20.88%

COMPUTER PROJECTIONS

Investment Analysis	Projections over 10 years					
	2016	1yr	2yr	3yr	5yr	10yr
End of year						
Property value	\$408,500	435,870	465,073	496,233	564,955	781,333
Purchase costs	\$16,203					
Investments	\$57,053					
Loan amount	\$377,877	377,877	377,877	377,877	377,877	377,877
Equity	\$30,623	57,992	87,195	118,355	187,078	403,456
Capital growth rate	6.70%	6.70%	6.70%	6.70%	6.70%	6.70%
Inflation rate (CPI)	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%
Gross rent /week	\$375	19,500	20,202	20,929	22,463	26,808
Cash deductions						
Interest (I/O)	4.09%	15,455	15,455	15,455	15,455	15,455
Rental expenses	35.21%	6,867	6,969	7,074	7,288	7,851
Pre-tax cash flow	\$-57,052	-2,822	-2,223	-1,600	-280	3,502
Non-cash deductions						
Deprec.of building	2.50%	5,612	5,612	5,612	5,612	5,612
Deprec.of fittings	\$24,510	3,932	5,150	3,561	1,833	538
Loan costs	\$10,227	2,045	2,045	2,045	2,045	
Total deductions		33,911	35,232	33,748	32,234	29,456
Tax credit (single)	\$92,953	5,555	5,831	4,999	3,810	1,033
After-tax cash flow	\$-57,052	2,733	3,608	3,399	3,530	4,535
Rate of return (IRR)	24.66%					
Pre-tax equivalent	40.42%	53	69	65	68	87



THE 7-STEP PROCESS FOR PURCHASING THE IDEAL INVESTMENT PROPERTY IN YOUR PRICE RANGE

STEP #6 Negotiation Strategy

If what you're looking for is the same thing that other investors are looking for, then there is a problem. And that problem is that the vendor may be perceived to have the advantage.

As the buyer, on the other hand, you want to successfully acquire the property for the lowest possible price. The challenge is to reconcile buyer demand, with achieving a great purchase outcome.

And this is where sophisticated negotiation comes in. And there are a few approaches and strategies that we've found to work.

They can usually be summarised by the old story about two siblings fighting over an orange. After much arguing, their wise grandmother entered the room and asked them what they wanted the orange for.

One replied they wanted the skin to bake an orange cake. And other wanted the flesh to squeeze orange juice.

Both were able to get what they wanted, without "losing".

When it comes to purchasing property, it's surprising how often a variation of this theme applies:

We once found a property for a client who absolutely fell in love with it. They would do almost anything to secure it.

There were three interested bidders, all willing and able to pay the asking price.

We asked the agent why the vendor was selling. We were told they had found a plot of land on which they wanted to build their family home. In order to finance the build, they needed to sell their property. However, this left them having to find a place to rent for 4-6 months.

Knowing this, we offered the asking price for the property. We included a short settlement to give the vendor access to their funds sooner. And we allowed them to rent the property until their new build was complete.

Our client was happy to do this because they didn't have an immediate need to move in. And the vendor was also pleased.

This creative deal structure ended up being the decisive factor in securing the property, despite potentially higher bids from other buyers.

Because we've seen first-hand the role that negotiation skills play in achieving a great outcome for our clients, all our team are all formally trained in negotiation skills.

Going into a high-stakes negotiation without these skills is like bringing a knife to a gunfight. And when emotions are running high, you can be at a disadvantage.

We find that being at arm's length from the purchase, as we are when we negotiate on behalf of our clients, takes the emotion out and enables us to negotiate more effectively.



THE 8 STEP PROCESS FOR PURCHASING THE PERFECT HOME IN YOUR PRICE RANGE

STEP #7 Co-ordinating The Purchase Process

So you've finally signed a contract. Great! Now it's important to dot every "i" and cross every "t" to ensure the entire transaction is flawless.

There may be clauses that need to be satisfied (e.g. finance, building and pest inspections etc.)

Solicitors and banks or brokers will usually also need to get involved. And while it might feel like the work is "almost done", there can be a surprising amount of project management still left to do.

When we work with clients, we project manage the whole process in order to ensure a smooth conclusion to the purchase process.

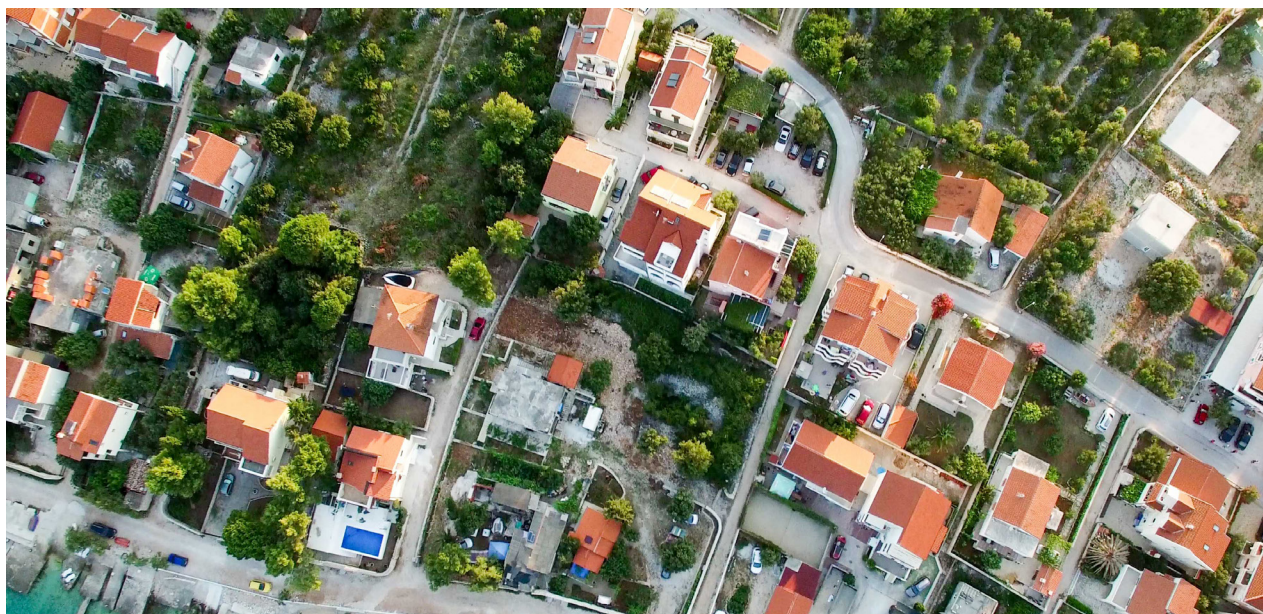
The end result is a new addition to your property portfolio, that meets all your criteria, at the very best value possible.





DIY or Engage a Professional Advisor?

Now that you've seen what we believe the ideal investment property purchasing process looks like, you may want to consider whether you Do It Yourself, or engage a professional to assist.



DIY is of course “free” - but only when you ignore the value of your time. And while some of the tips in this Report will help, you still have to compile the research you need to make a really good decision.

The alternative is to engage a professional property advisor. The potential advantages of this are:

- Saving a lot of time
- Gaining access to a higher-quality shortlist of properties (including some you may not have found on your own)
- Negotiating a better price and/terms
- Avoiding costly mistakes
- Achieving your outcomes, faster

When you add up all these factors, the added value can be significantly higher than the fees, making your advisor a great investment.

On the other hand, if you choose the **wrong** advisor, then you may be no better off than when you started (or even worse off). So making the right decision is crucial.



So Which Property Advisor Should You Choose?

If you're thinking about engaging a property advisor, then the next question becomes, which advisor should you choose? And is there much difference between different providers?



Here are some of the differences between Traditional Property Investment Companies and our *Professional Property Negotiation Service*.

- 1. Traditional Property Advisors tend to be focused on property, not outcomes.** Many property advisors have specific properties they want to sell. We believe that property is just a *vehicle* to achieving your end goal. So if we have to scour the whole country to find a match for what you want, we'll do that. We can help you source any new or existing property on the market in Australia.
- 2. Traditional Property Advisors often have cosy relationships with a small number of developers.** Sometimes this can lead to mixed loyalties between the developer and you as the client. While we are well-connected, we don't have any favourite developers or vendors. We are motivated to get the best outcome possible for the client.
- 3. Traditional Property Advisors Are Guided By "Market Buzz" Rather Than Research.** In other words, they tend to be heavily influenced by "what's hot" according to newspapers and property magazines. The problem with this approach is that by the time the property magazines have heard about an opportunity, it is usually too late to really capitalise. We employ an entire research division in order to be on top of upcoming moves in the market.



SO WHICH PROPERTY ADVISOR SHOULD YOU CHOOSE?

- 4. Traditional Buyer's Agents May Have Little (Or No) Qualifications.** Unlike the selling side of the industry, there are no formal industry standards or qualifications required to become a Buyer's Agent.

While there are some very good Buyer's Agents with lots of experience, others may have very little transaction history behind them. Putting your property transaction in the hands of such a relative "newbie" can be dangerous.

At *Providence Property*, all our Buyer's Agents have previous experience as selling agents. This ensures two things. Firstly, it means our team have hundreds of property negotiations under their belts. There's very little in the way of negotiations they haven't seen. And secondly, it means they have lived on "the other side of the fence". Our team understands the dynamics of the selling agent's world. This enables us to craft better negotiation strategies that benefit you.





How To Take The Next Step

I hope you've found this Report informative and that it's at least got you thinking about a better and faster way to purchase your first (or next) investment property.

If you'd like to know more about how to make this a reality, the next step is to request an *Investment Property Strategy Session* with one of our Senior Consultants over the phone.

During this session we will:

- Listen very carefully to your experiences so far with property investment, and also what you're looking to achieve.
- Help you to get more clarity over your "brief"
- Provide you with feedback on your brief, including ideas on how you may be able to tap into greater value
- Give you a high-level outline of a proposed search strategy, customised to your situation and goals
- Answer any questions you may have
- And, if you're interested, we'll share how we can assist you in moving forward together.

Please be assured this session will not be a thinly-disguised sales pitch. It will consist of the best advice we can provide in the time available, specific to your situation.

Contact us now to make a time for your *Investment Property Strategy Session*.

There is absolutely no cost or obligation. Just a clear path forward for you to consider.

Whatever you decide, I wish you all the best in building your property portfolio!

Lynton Stevenson
Providence Property



providenceproperty.com.au