



Building Wealth Through Accumulating Residential Property.

Investorcoach Property is a 20 yr old company specialising in assisting people build wealth through accumulating residential property using a simple, predictable and proven method.

One of our key regions at the moment for residential property investment is Brisbane. Brisbane is the fastest growing capital city in Australia with a population expected to grow from its current 1.8 million to 2.9 million people in the next 10 years. Massive infrastructure and growth corridors around Brisbane offer very attractive investment potential for residential real estate.

At Investorcoach Property we like to focus predominantly on capital cities. The reason for this is population, employment and industry growth consistently occurs in major centres. The other growing trend is the ever increasing housing shortage in these major centres.

Our golden rule is that “land appreciates and buildings depreciate”, this is why we don’t recommend units as viable investments. All our house and land investments have 30% or greater of the purchase price in the land component and we use the buildings for income and tax reducing strategies.

Think about it, what developer is going to honestly promote the value of the land component when he can put 10 units instead of one house on the same block.

Statistics show that over the last 90 years residential property in Australian Capital Cities has averaged 9% growth, which means your asset is doubling in value every 9 years. Another interesting statistic is that thirty percent of the population rent and the majority of people rent in the bottom quartile of the property market.

This is exactly where we like to purchase our wholesale turnkey properties direct from developers for our investors. We position ourselves in the bottom quartile where the majority of people can afford to either rent or purchase our properties from our investors. Statistics also show consistently that the bottom quartile sector of capital cities is the area of the market which is least effected in financial downturns.



This is all part of our simple proven and predictable strategy. We provide our investors with the effective structure, the wealth vehicle which is access to wholesale property direct from the developers and the fuel which is concrete consistent returns of over 90 years of growth in capital cities.

Acknowledging we all have different goals, we like our investors to aim towards a future objective of financial security. By initially contributing 10% equity in a purchase, investors can participate in 100% of the capital growth by maximising tax benefits and optimising rents. Then buying another property every 2 years using the same predictable method they can develop a portfolio of 6 properties over 12 years with net equity of 3 million and a positive cash flow of 70k pa.

When comparing capital growth of land versus units over any 10 – 15 year period we see that land has achieved nearly double growth against units. The reason for this is that land appreciates and buildings depreciate. Generally units offer significant tax benefits (95% of asset is depreciating) but very little long term capital growth because of the minute land component (under 5% of purchase price).

The fact is developers make a very healthy profit from selling lot's of units with nominal land value because the land asset is what appreciates. When defending units typically developers will give excuses like land tax, tenants don't like to mow lawns, it's easier to find tenants for units and everyone's moving to the city.

One of our favourite capital growth stories is of an acquaintance who was building a home in Cairns in the early 80's for around 800k. He had a friend who had just purchased a home in Sydney in a leafy harbour suburb for also around 800k. Today the property in Cairns is valued at 1.5 million and the Sydney property is valued in excess of 15 million. This is because the land component of the Sydney property has appreciated exponentially due predominantly to consistent population, employment and industry growth of the area.



Some of our key criteria when selecting properties is that they need to be within 5km of schools, family security (3 or more occupants), transport, shops, employment and recreation. Traditionally we find people reside in these areas for 10 – 20 years depending on the age of their children.

They commonly upgrade within the area and generally maintain their properties better, thus increasing rental demand for the area. These areas then provide our investors with the benefit of valuation benchmarks where owner occupiers have purchased properties for 2-3 times more than what our investors have paid.

Generally as a rule we try to keep our investors away from regional areas because of boom bust cycles. Regional areas are attractive when times are favourable but can be devastating when the market is in a downturn. Remember we concentrate on major centres because of the sustainable employment, population and industry growth.

If I can use the analogy of playing a ball sport. Successful investors don't run to where the ball has been, rather they anticipate where the balls going. Investorcoach Property is focusing investor's attention on areas of rapid population growth, significant housing shortages with set consistent criteria in the segment of the market where the majority of the population can afford to participate.

Our method is not a get rich quick strategy. It's a long term buy and hold method based on 90 years of capital growth in major centres whilst employing a predictable principle of duplication around a set and proven principles that have stood the test of time.

Happy investing.
Investorcoach Property.