

In the past 10 years, we have both seen all variations of the property cycle. At the moment in Australia, we have an imbalance. Statistically, Our population is growing quicker than we can keep up with for housing demand. Despite the media doom and gloom, people are still wanting to buy houses!



# HOW TO MAKE MONEY FLIPPING IN ANY MARKET!

No matter what the market is doing, You can still flip property in ANY market. The one constant, historically, is that Real Estate Doesn't disappear over night. People still need somewhere to live. They need shelter.

Manufactured value/ growth, allows you to CREATE equity, REGARDLESS of what the market is doing! You are not sitting back waiting years for the market to generate capital growth. You are creating that growth right away, no matter WHAT stage of the "property cycle" we are in.

**The secret sauce, is to BUY in and SELL out of the SAME market.**

# So why do we think flipping is so perfect?

With a huge shift back to the residential property sector, one of the neat things about Flipping is that you're selling real physical products to real people, That real people are looking to buy every day. Everybody needs somewhere to live.

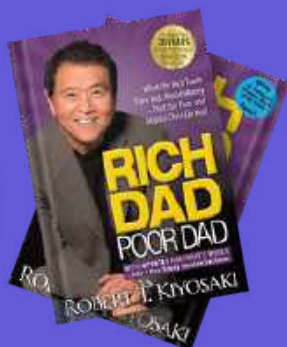
## You also Don't need experience! We can show you why!

You don't need to be a tradie, or have interior design skills, or even need to know the first thing about construction, you simply need to be able to follow a formula!

However, It's no point knowing how to renovate, if you don't know the first thing about finding a good deal.

**"When the economy falls, fear takes hold. Yet it's the fearless and informed who thrive in these times".**

**Robert Kiyosaki**



In addition, There is also a massive amount of "cashed up" baby boomers who have sold their big family homes, now, wanting to "down size", often to lifestyle areas, that are looking for a finished product that they don't have to do any work to.

It's not just about renovating any old property that needs it, if you don't pick the right area, the right property, or even know who your end buyer is, or what they are wanting to buy, then you can make costly mistakes! And will probably lead to you not wanting to do it ever again!

And now more than ever, we are incredibly grateful for developing our rinse and repeat formula, because if there's anything that 2020 has taught us, it's that We need to plan NOW for times like these when disaster happens. You always need a side hustle, or side gig.



**So, Do you just stand about or do you see the world in a different light? Rather than being suspended in animation.**

There are going to be opportunities coming up in abundance. What you need to do, is get **EDUCATED**. Get educated **NOW**, so you can take action in the coming months, know what you are doing, and not risk making mistakes.

**Here's a list of HOW you can begin to make money flipping in ANY market!**



# 1 Choose the RIGHT area

This is one of the biggest mistakes that most flippers make when looking for the right property to flip. They pick the **WRONG** areas, or simply have no idea how to find the best areas to buy and sell in.



The 3 main considerations often overlooked are:

1 The volume of end buyers wanting to purchase in that area, based on demand.

2 The time on market for your property once the renovation is completed and ready to sell.

3 Any immediate or future capital growth potential for the area?

Consider things like:

- Supply & Demand?
- Future Growth / Population Growth?
- What is Public Transport like?
- School zones
- Recreation facilities available.
- Location of Shopping hubs
- Location of Hospitals

**Consider The jobs available in the area and where they are located. Many people prefer to live close to where they work or can work (e.g. office buildings and co- working spaces) so that they can walk there.**



Find out if the area is café lifestyle friendly. Little coffee shops are great. Everyone wants to live around a little coffee shop nowadays. They just do. It's the cafe lifestyle now. People no longer want to sit in traffic for two to three hours a day just to get to their place of work. Therefore, they are becoming more remote and working from home.

They want that cafe lifestyle. They want to be able to walk to the cafe on a weekend, have a coffee with their partner, walk the dog, and so forth. Therefore, coffee shops or cafes in an area are all lifestyle key indicators to look out for.



**AREA RESEARCH**



- **Research Infrastructure spending. Speak with Council. Look on Council website.**
- **Look into what are the older parts of an area VS where the new development is located.**
- **What jobs are available in an area, and where are they located?**

# Play where the 80% of end buyers play



## Consider what the government, or local council infrastructure spending in that area.

This information can be found on Council websites. Get on there. A lot of the time they (Councils) have future projections or the planning section where you can go on and find plans for infrastructure spending.

## Look in the older parts of a town as well, that are slightly on the fringe border of the newer areas of that town.

The new developments or subdivisions will give you a really good indication of where buyers want to be. Infrastructure in such areas is also more likely to be upgraded. Buyers also like locations that are on trend and have good infrastructure.

## Find out the demographics and the population size, where the Council or government is spending money, and where the Council is trying to improve.

Find out where new developments such as shopping centres, new railways, new stations, airport expansions, University expansions or new campuses are going to take place.

These are real key ingredients to look out for. Why? Because if the government is spending more money on an area, it is because clearly people are coming. They wouldn't spend the money for no reason to try and grow a place without potential.



# PLAY WHERE THE 80% OF BUYERS WANT TO PLAY

You want to look in areas where there is high demand, and low supply. Areas where properties sell fast and the time a property is on the market for is low. This will indicate whether there is high demand for properties in that area.

That's why we always try to stick to flipping properties in the LOW - MID range price bracket, rather than the Mid-High range price bracket, as there are simply MORE buyers wanting our end product or prepared to buy in that price range, and in turn, our project will sell faster!

Knowing this, you now need to really research the price point where 80% of the market are buying in or prepared to spend on a property? Finding that "sweet spot" in terms of price point where the largest pool of buyers are looking, This will increase your chances of a faster sale on the back end, and also maximise the level competition for your property once it is listed on the market.



Remember,  
**TIME is MONEY!**

# Understanding the NEEDS of the END BUYER

At the end of the day, YOU are not going to be buying your end product, you are flipping to SELL.



Who's your target market? We can't touch on this enough. You're not renovating these properties for yourself. You're not going to be living in them. It doesn't have to be your dreamhome.

So be careful not to only look in areas that YOU personally would want to purchase in, or get into the trap of renovating to suit only YOUR tastes. Get to know your end buyer, what THEY want & give it to them!

Consider why people are buying in the area? What factors are driving them there? You should find out what is drawing people to the area BEFORE you start looking for properties. Don't just stab in the dark, and go into the area without understanding the demand in that area.





# ARE YOU SELLING OR RENTING TO A FAMILY, YOUNG PROFESSIONALS, EXECUTIVES OR LOW SOCIO ECONOMIC? WHAT STANDARD OF FINISHES IS REQUIRED?



So many people make the mistake of renovating to **THEIR** tastes, but ultimately, they are not going to be the end buyers!

Without knowing who is buying , or why they are buying in an area, how will you know what type of product your market is looking for? You will just be guessing.



Find out the style of housing and, most importantly, the pricing in your chosen area that buyers are wanting. This will help you know what to look for and what the market will prefer.

# 3 Choose the RIGHT property



Now that you know **WHAT** the market wants, **WHERE** it wants it, and **WHY**, it's time to find a **DEAL!**



Instead, aim to identify a structurally solid property with 'good bones' that is simply 'dated' or cosmetically challenged. Sometimes the mediocre house is the house you want to renovate- **NOT THE DUMP!**



We've all heard the saying 'buy the worst house in the best street'. Although this can be true, you want to be careful not to buy the 'dump'. Otherwise you may run the risk of opening a can of worms that could cost you more than you were anticipating!

# Choosing the right area, BUT the WRONG property, is more common than you think!



ANY property can be renovated. However, just because a property needs renovation, doesn't necessarily mean it's going to make you money!

Just to reiterate, you are NOT buying for yourself; you are buying to FLIP! Leave the ego at the door, it's not about you! Know your end buyer, who are THEY? What do THEY want?

Choosing a property that is at least 20 years old or more will also mean that there is the ability to create a big enough impact to its appearance.

Once, you've found an area, you need to figure out where the best deals are hiding!



You need to work out the dollar figure difference between the low to mid priced properties in your area. Then work out the greatest variance, from the least variance and work on the greatest variance areas first. You also want to make sure you are comparing Apples with Apples when considering all property comparables. Make sure there are some properties that are similar to yours which have sold for more! Those properties often indicate to you examples of how to potentially increase the value of yours.

Always choose comparables within 1/2 km radius that have sold in last 6 months, to ensure you are researching within the same market. You can either do this the good old fashioned manual way on paper, or We do have software available that can do all of this for you, at the press of some buttons! You can access the software here;

[ACCESS SOFTWARE](#)

You can access the software here

## Australia's Leading Property Investment Platform

Intelligent software, tools and data to help you save time and make money in the residential property market.



# Have a Cookie Cutter Formula



There's a reason that we've been able to do 32+ project in the past 6 years! We developed a Cookie Cutter Formula & we stick to it!

Our very first deal took a total of 6 months, which at the time was a very long time for a cosmetic renovation. What we didn't know at the time, was that particular deal was going to be the catalyst to develop our "Cookie Cutter Template" which we now use on rinse and repeat, that sees us completing deals now on average between 2-6 weeks!



= \$3k Kitchen



= \$1k Bathroom

On our Free Webinar we reveal our repeatable "Cookie Cutter Formula" that we STILL continue to use, over and over, and how ANYBODY can do this! Even if you don't have the first clue where to start or even what a hammer is!

There's an old saying "If it ain't broke, don't fix it!". We realised our Formula worked so well the first few times, so why would we want to change what we do!

By knowing in advance what materials and products work, and what we are going to use each time, we literally now save WEEKS of time (if not months) on each project. We don't waste precious time on things like choosing tiles, choosing paint colours and fluffing over fixtures and fittings.

We taught ourselves to work SMARTER rather than HARDER!

# 4 STAGING is NOT negotiable

Now that you know **WHAT** the market wants, **WHERE** it wants it, and **WHY**, it's time to find a **DEAL!**

Did you know, you have just seven seconds to make an impression on a potential buyer. So you want to make those first seven seconds count.

You're not selling a home, you're selling a lifestyle.

Property styling creates a space that buyers can easily imagine themselves living in.

It's about finishing the project to absolute perfection! This is one of the most important stages of your project. It's the part that makes it all come together. The part that sells the property. The warm and fuzzies, the wows! You want the buyers to walk in and go "That's the house I'm going to buy. I'm not going to let this one go".

Staging and styling is one of the most important parts of flipping. If you don't have a finished product that creates emotion within a buyer, you're done for.

Styling is about dressing up the "empty little boxes" and making them into "rooms"! It's the part that makes it all come together and sells the property.

As a basic rule, stick to one style throughout the property. Tell a story & send them on a journey.

It's all about creating subconscious "yes" moments around every corner. You want the buyer ticking boxes, in every room. In fact, you want them to tick at least two boxes in every room they enter.

Much like a fully dressed shop front, if it looks good, you will naturally want to go in and explore what that shop has to offer.

It's not really about what's inside the shop but its presentation on the outside.



**When shopping or trying on clothing, people find it hard to put the item of clothing back on the rack if it makes them feel amazing when they put it on. They will justify why they have to have it and justify the price. (speaking from experience!) It's the SAME with property.**



The benefits are that your property will stand out from the crowd, you'll most likely get a faster sale and give yourself the best chance to get a higher sale price.

They walk in the front door and have an experience. It feels complete, it feels whole and it feels unified.

### Some other benefits of staging and styling are:

- Standing out from the crowd
- Potentially getting a Faster Sale
- Potentially getting a Higher Sale Price
- Create Emotion
- Emotions capture Buyers

Try to create 'wow' factors or 'mini features' whenever a buyer turns a corner or enters a new room.

Create little 'yes' moments so they go away and only think of all the things that add up as to why they should buy the property.

Inspecting your property should take them on a journey of a lifestyle that flows seamlessly throughout each zone of the home. Each room should have a connection to the last. It can be as simple as adding greenery to each room, (but don't go overboard).

Every step of the way must be one big flowing journey.

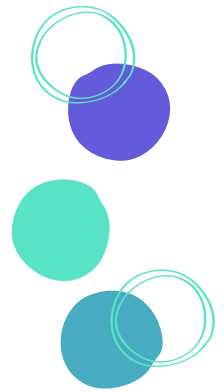
It's like a silent subliminal "checklist" in their mind. You want them consistently "ticking boxes" throughout the inspection, so they leave with more pros than cons.

Leave no room for any doubt or question. When you do this, they go away and they only think of all the things that add up to why they should have the property.

**WESTERN SOCIETY REWARDS US FOR BEING RATIONAL AND LOGICAL, BUT IF YOU WANT TO CREATE EMOTION, YOU NEED TO CREATE CONNECTION.**



**Don't give buyers a blank canvas, finish the masterpiece.**



## **STAGING IS NOT NEGOTIABLE!**

**Don't even THINK about not staging your property to sell!**

**You should always assume that no buyer has "imagination."**

**A minimum of 10% of the renovation budget should be kept aside for styling**



# 5 Sticking to BUDGET

**Most important part of the reno is realising the profits!**

**You can reverse engineer a feasibility to calculate this.**



This is a very important part of any deal, that must be done correctly. You should always carry out thorough due diligence before acquiring or buying a property. Always make property decisions with your HEAD; NOT your heart. In other words, don't let your emotions get in the way of you making logical and rational decisions. Be aware to not listen to people's feelings and opinions either about a property, get the hard facts yourself!

Rule of thumb when it comes to renovation budget is, 10% of the purchase price is your reno budget and no more.

Avoid getting caught up with "interior design fantasy", and understand what buyers in your chosen area REALLY want. Get to know what it is that BUYERS really want, and not what YOU personally think would be lovely.

Moreover, don't marry a deal, before it is a deal. In other words, don't get hooked on one particular property, before you get its specifics, and find out if it is actually a good deal. If the numbers don't stack up, move on! Avoid wasting time trying to "Make" something a deal if the profit margin is just not there! Move on to the next.

**GOAL: YOU WANT TO TRY TO MAKE AT LEAST \$3 BACK FOR EVERY \$1 SPENT**

**KEEP RISKS LOW.** This is a business. If you are not making money, why are you doing it?

**Aim to Spend LESS on the reno, than what you will make in profit.**

**Get the true information about what is in demand by buyers in your area, and use it to make your decisions. By not getting caught up with opinions, feelings, and fantasies, you can avoid bad property deals, and loss of time and money.**





# Stay in your lane, stay the course, chase ONE rabbit

Have you ever hear the phrase  
“The main thing, is to keep the  
main thing, the main thing?”


My Grandad used to say to me “If you want to catch a rabbit, you can only chase one!” And the same is true for any investing.

One thing holding most people back is they don't have a road map. People stay stuck and don't move forward because they don't know how to get from where they are to where they want to be.

There is so much education and information being thrust upon us at the moment from all angles! If this barrage of so called 'experts' out there has left you more confused than empowered, take a deep breath and relax.

We like to take aim at this confusion, blow away the smoke and make things as simple as possible.

You may be asking yourself, “Can I still flip property if I have little or no money to begin with?” The answer is **YES! Yes you can!**

If you'd like to find out more about how you can start flipping property, without a bank loan, or even a deposit, and in some cases without paying stamp duty, you can register for our **FREE 3 hour webinar** using this QR code! 



# Our System to Financial Freedom is simple! In our 2 hour webinar, we will cover:

- How to find deals that you can flip FAST!
- How to SECURE the deal.
- How to turn the deal into a PROFIT making machine!

Our goal on this webinar, is to simplify the steps that are so often needlessly made complex or mystified.

To clear away over complicated techniques and strategies that often make you want to avoid, or procrastinate rather than take action.

And ultimately, we want to give you a Formula that you can use to build wealth in any financial climate, including now, AND no matter your own personal financial circumstance.

Yes, this webinar is about flipping, but that's just the tip of the iceberg!

**We're going to show you SO much more!**

# REGISTER NOW





***Fast Flip Formula***

**[www.fastflipformula.com](http://www.fastflipformula.com)**

