



PROJECT SPOTLIGHT



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Lennox Head, NSW

Key Numbers	Amount
Bought (May 2019)	\$1,050,000
Costs	\$359,059
Total Outlay	\$1,409,059
Sold (Feb 2021)	\$2,600,000
Project Profit	\$1,190,941
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Equity Required	\$464,059
Return On Equity	257%



LOCATION SELECTION

Lennox Head was chosen as a location where we purchased many properties for clients at that time. It had experienced minimal growth in the prior two years and offered strong rental yields, which provided great price support. Additionally, it was attractively priced for people relocating from Sydney seeking a sea change, as well as for remote workers looking for an appealing lifestyle.



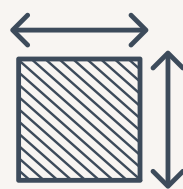
STRATEGIC PURCHASE

We bought this 2,725m² site in Lennox Head for a client in May 2019 for \$1,050,000. It had all the key elements being;

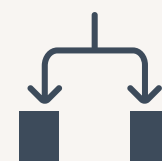
3 KEY ELEMENTS



A GREAT LOCATION
WITH FUTURE
UPSIDE



LAND ADJOINING
ESTABLISHED RESIDENTIAL
AREA



POTENTIAL TO
SUBDIVIDE

PROJECT STRATEGY

Our initial strategy was to subdivide into 3 lots then build and sell each as a complete house.

MANUFACTURED RETURNS

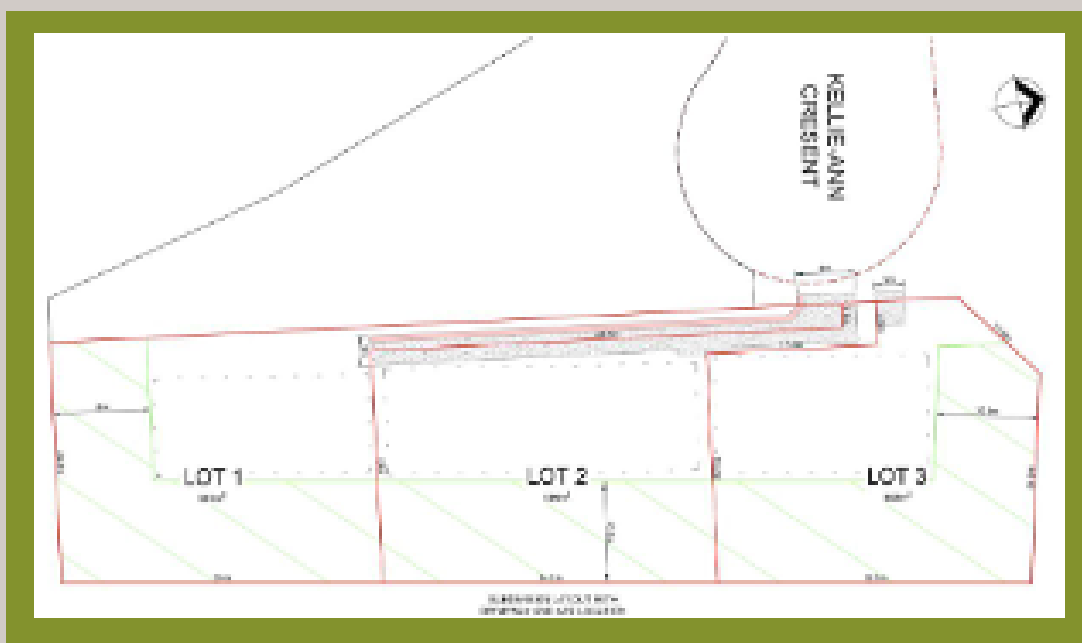
After a lengthy Development Application to the council, just as it was approved, a buyer offered to purchase all three lots for \$2,600,000 in February 2021.

A bird in the hand is worth more than two in the bush!

**PROJECT
PROFIT
\$1,190,941**

**COMPARATIVE GROWTH
(MAY 2019 TO FEBRUARY 2021)**

Location Comparison	Growth
30 Kellie-Anne Crescent, Lennox Head	85%
Sydney	30%
Australia Average	21%

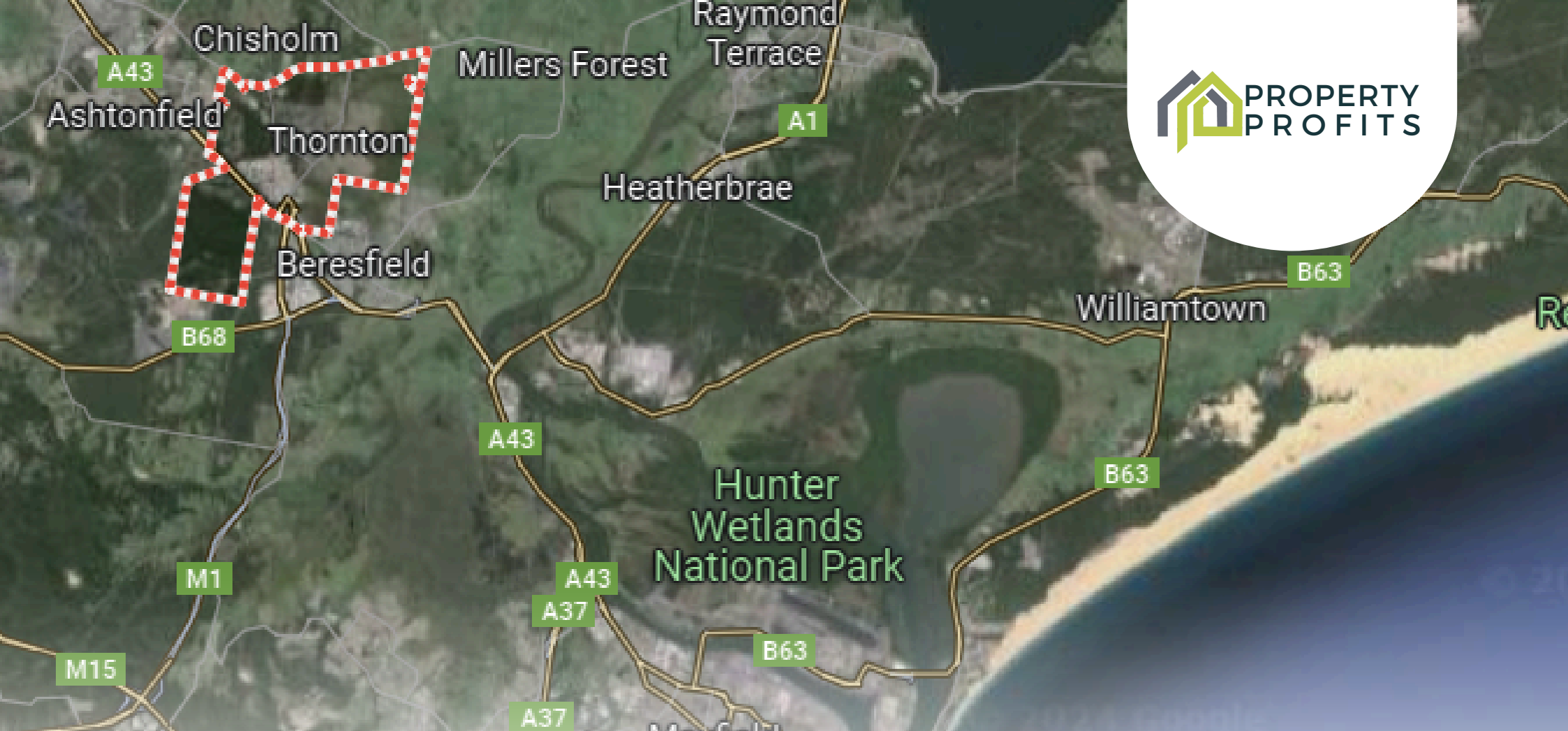


SUMMARY

Small land subdivision - 30 Kellie-Ann Crescent, Lennox Head, NSW, 2478

Project Profit: \$1,190,941

Return On Equity: 257%

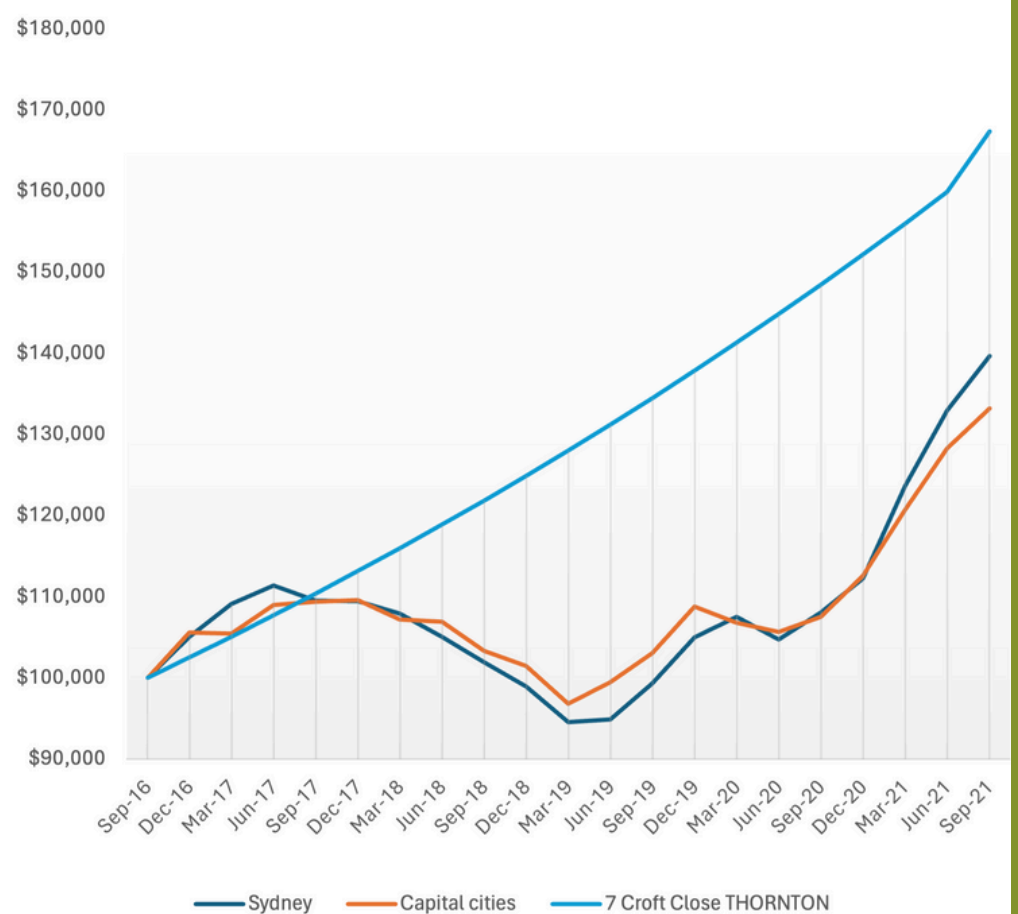


Thornton, NSW

Key Numbers

Bought (May 2019)	\$652,400
Costs	\$0
Total Outlay	\$652,400
Cashflow	\$32,500
Sold (Feb 2021)	\$1,091,800
Project Profit	\$471,900
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Equity Required	\$130,480
Return On Equity	367%
Annual ROA	72%

Comparative Growth on \$100,000



LOCATION SELECTION

Thornton was chosen under the 'Ripple Strategy' because in the prior 6 years, Sydney's prices had increased by 70%, making it unaffordable for many buyers. Our idea was that we'd see a ripple effect, where buyers would start looking further away to find affordable options. Newcastle was in a sweet spot, offering lower prices and a manageable distance from Sydney.



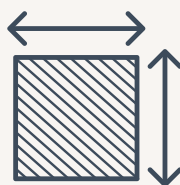
STRATEGIC PURCHASE

We bought this 527m² site in Thornton for a client in May 2019 for \$652,400. It had all the key elements being;

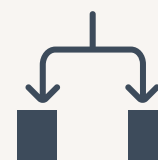
3 KEY ELEMENTS



A GREAT LOCATION
WITH FUTURE
UPSIDE



LAND ADJOINING
ESTABLISHED RESIDENTIAL
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POTENTIAL TO
SUBDIVIDE

PROJECT STRATEGY

Our strategy was to find land suitable for building a duplex pair and then hold onto it, generating positive cashflow.

MANUFACTURED RETURNS

After holding it for 5 years with strong positive cashflow and realising its additional growth compared to Sydney, we then divided the property into two separate parts by strata titling it for sale.

The value of the parts is greater than that of the whole.

**PROJECT
PROFIT
\$471,900**



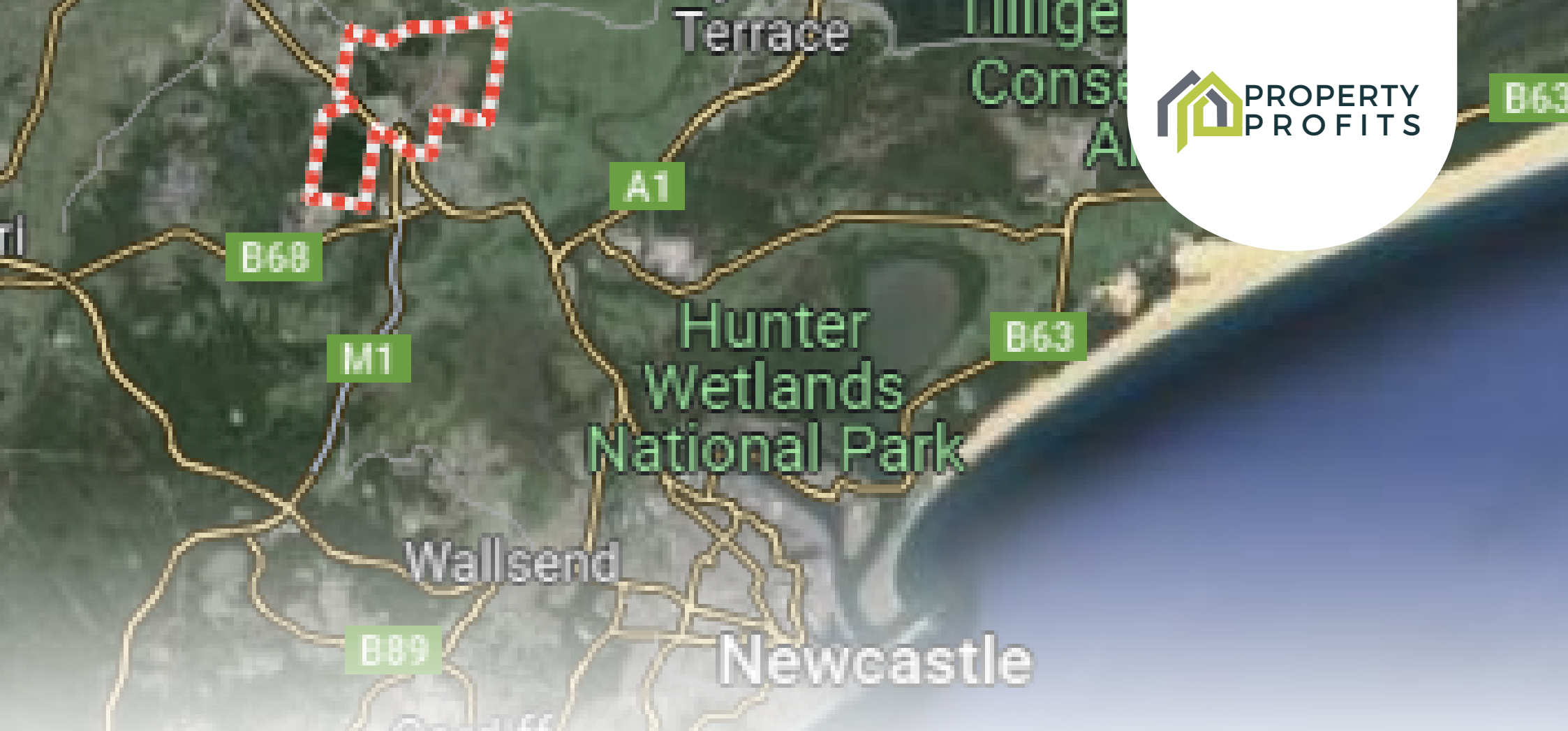
**COMPARATIVE GROWTH
(AUGUST 2018 TO SEPTEMBER 2021)**

Location Comparison	Growth
7 Croft Close, Thornton NSW	67%
Sydney	37%
Australia Average	29%



SUMMARY

Thornton, NSW – Duplex Strata Title - 7 Croft Close Thornton, NSW
Project Profit: \$471,900
Return On Equity: 362%



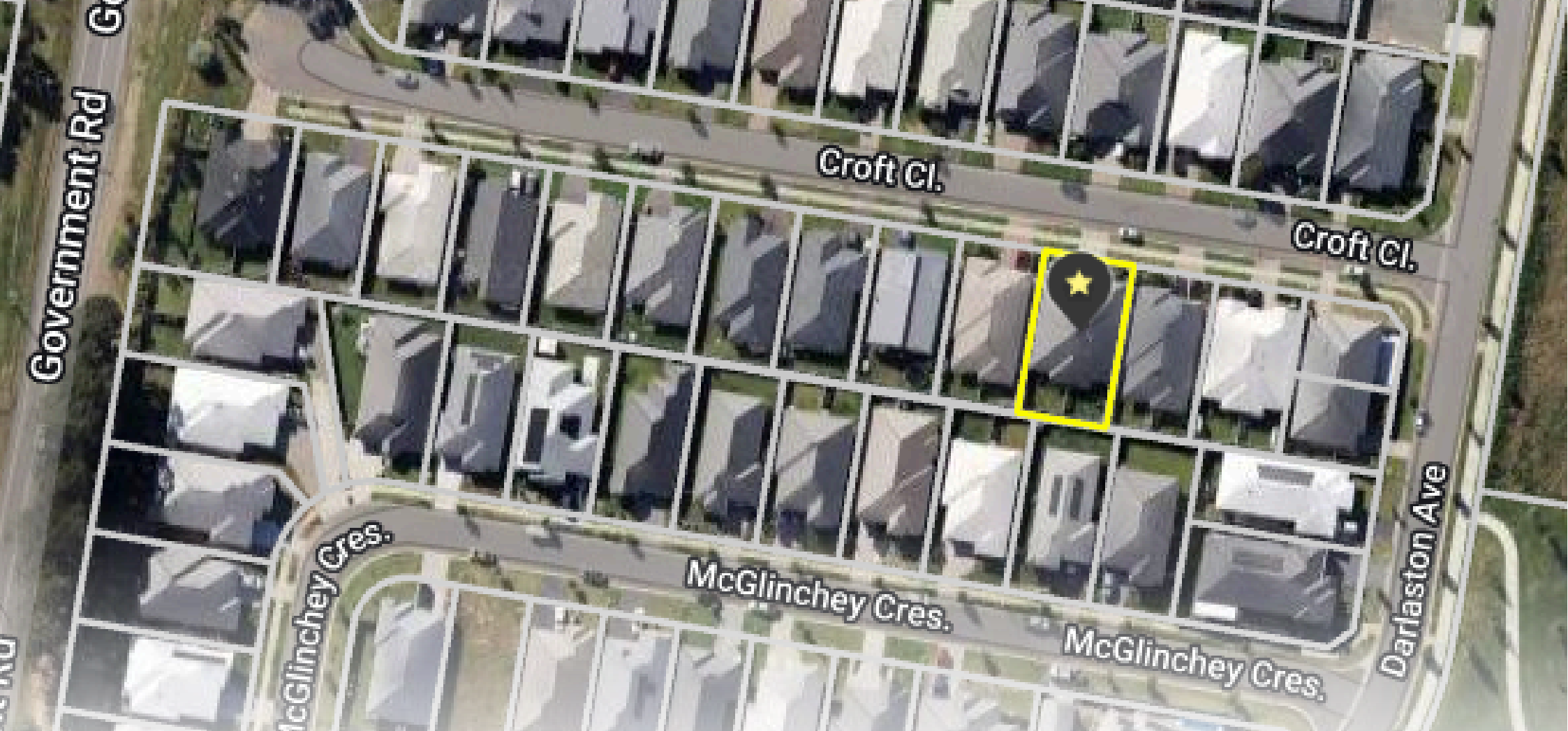
Thornton, NSW

Key Numbers	Amount
Bought (July 2017)	\$678,380
Costs	\$0
Total Outlay	\$678,380
Cashflow	\$38,250
Sold (Feb 2022)	\$1,066,000
Project Profit	\$425,870
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Equity Required	\$135,676
Return On Equity	314%
Annual ROA	63%



LOCATION SELECTION

Thornton was chosen under the 'Ripple Strategy' because in the prior 6 years, Sydney's prices had increased by 70%, making it unaffordable for many buyers. Our idea was that we'd see a ripple effect, where buyers would start looking further away to find affordable options. Newcastle was in a sweet spot, offering lower prices and a manageable distance from Sydney.



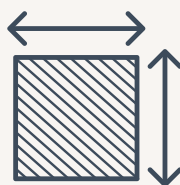
STRATEGIC PURCHASE

We bought this 496m² site in Thornton for a client in July 2017 for \$678,380. It had all the key elements being;

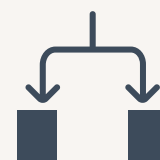
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PROJECT STRATEGY

Our plan was to find land suitable for building a dual-occupancy property and hold onto it to generate extra positive cashflow. At that time, these kinds of properties couldn't be strata titled, but we believed that with increasing housing demand, the rules would change, and when they did it would provide further uplift - and the rules did change.

MANUFACTURED RETURNS

After holding it for 4.6 years with strong positive cashflow and realising its additional growth compared to Sydney, we then divided the property into two separate parts by strata titling it for sale.

The value of the parts is greater than that of the whole.

Sold

PROJECT
PROFIT
\$425,870

COMPARATIVE GROWTH (AUGUST 2018 TO SEPTEMBER 2021)

Location Comparison	Growth
9 Croft Close, Thornton NSW	57%
Sydney	25%
Australia Average	22%



SUMMARY

Thornton, NSW – Dual-Occupancy, Cashflow + Strata Title - 9 Croft Close Thornton, NSW

Project Profit: \$425,870

Return On Equity: 314%