



PROPERTY PURSUIT
BUYERS' AGENTS • PROPERTY MANAGERS • ADVISORS

FOUR PROPERTY SUCCESS STORIES, A NEAR MISS AND ONE AVOIDABLE MISTAKE



By Meighan Hetherington

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This Case Study File is intended as a **resource for homebuyers and investors** who are currently looking for property in the Brisbane property market—or who are interested in purchasing Brisbane property in the near future.

As Brisbane's most respected property Buyers' Agents, my team and I examine *thousands of properties* every year.

Some properties are *terrible*. Many are *OK*. Some are *great*. But only around 1 per cent of the properties we examine and evaluate represent *high quality and outstanding value*. And it's the properties that provide outstanding value that we aim to source for Property Pursuit clients. We have an excellent track record helping people avoid the seemingly 'great deals' that turn out to disappoint.

We've helped hundreds of satisfied property buyers find the property that provides them with outstanding value. You're going to meet some of them in the next few pages.

Before getting into the case studies, it's important I share some background information. First, I want to introduce the types of property buyers who become *Property Pursuit* clients. Then I want to highlight the differences between a seller's agent and a buyer's agent.

I trust you'll find this information useful and relevant. If you're looking for anything specific, I invite you to complete our Prospective Client Questionnaire, or contact us on 1300 726 604.



To your property purchasing success,

A handwritten signature in black ink, appearing to read "Meighan".

Meighan Hetherington

Director and Principal Licensee

Why Do People Hire Buyers' Agents?

A Buyers' Agent is not for everyone.

Many property buyers prefer to search by themselves or do not want to pay the Buyers' Agent fee.

However, by retaining a professional Buyers' Agent you get the following benefits:

- Mistake avoidance
- Significant time saving
- Peace of mind
- Invaluable local knowledge
- Typically better return on the investment
- Confidence you are paying true market price
- A thorough evaluation of the property to avoid surprises
- Assistance through the entire and often confusing buying process.

While the benefits above are tangible, what's the #1 benefit? *You get the home or investment property you really want—establishing the foundations of a rock solid financial future for you and your family.*

We work for clients who:

- Have an urgent deadline such as a wedding, arrival of a baby or relocation;
- Live locally but are busy and time poor;
- Are located interstate or overseas;
- Not familiar with the Brisbane market;
- Want to manage their risk;
- Want access to more properties than are advertised on the internet;
- Don't want to deal with real estate agents;
- Need to remain anonymous.

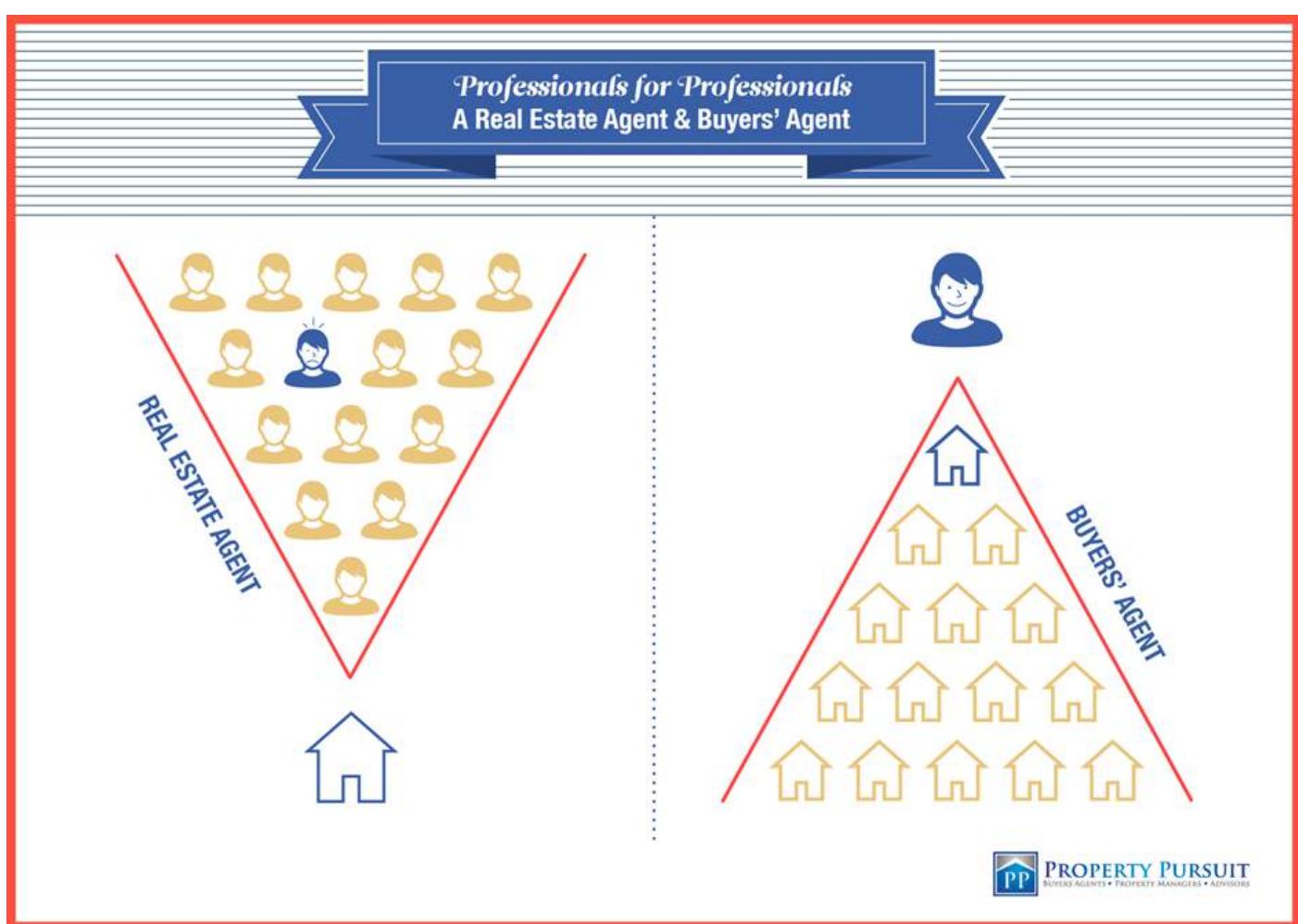
Our clients' budgets range from \$450,000 to \$20,000,000 and all price points in between.

THE REAL ESTATE AGENT V THE BUYERS' AGENT

A traditional real estate agent lists and sells property. They search hard for property owners who want to list their property for sale. They are paid by the seller and their job is to obtain the highest price for that seller, regardless of who the buyer is.

A Buyers' Agent works only for the buyer. They assess that buyer's requirements and then look at every property to find the best match for their client, the Buyer.

Buyers' Agents are paid by the buyer and their job is to buy high quality property at the lowest price.



Property Pursuit are a Professional services firm, not a real estate agency. That means you receive focussed attention, clear strategy (planning: goals, requirements), time (save 200+ hours) and you control your risks.

CASE STUDY 1: A YOUNG COUPLE MAKE A COSTLY MISTAKE

Let's start by looking at a transaction involving a young professional couple who were looking to buy their first property.

They were about to invest in our services—until a parent talked them out of it and encouraged them to “go it alone”.

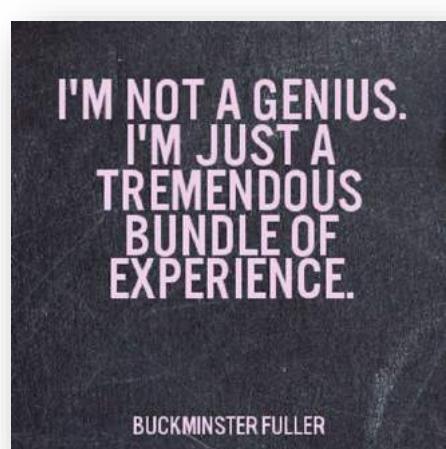
Let's see how that decision worked out.

- The couple ended up purchasing a 3 bedroom house in a popular inner city suburb
- They paid \$535,000 for the property
- Based on the analysis of comparable property sales data, we believe fair market value for the property was between \$480,000 and \$490,000.

Our “success fee” for this engagement would have been \$11,000. Yes, this couple “saved” their \$11,000 by not partnering with us, but...

- ☒ They ended up overpaying by at least \$45,000 for the property.
- ☒ This resulted in an additional \$2,164 in stamp duty.
- ☒ They'll also pay an extra \$45,000 in loan interest (assuming a 25 year loan @ 5% and borrowing 80% of the purchase price).
- ☒ In summary, an \$11,000 investment would have saved them at least \$92,164.

If only they had ignored the parent who talked them out of investing in our knowledge and experience.



CASE STUDY 2: A NEAR MISS

A buyer contacted us to see how we could assist him, as he was struggling to find a property that met his requirements and also to get the deal done. He was based in Wollongong and was constantly missing out on properties in a fast moving market.

After several conversations he explained that he was very impressed with our service and would certainly look at using us in the future. He had, however, found a house himself and his offer had been accepted that day.

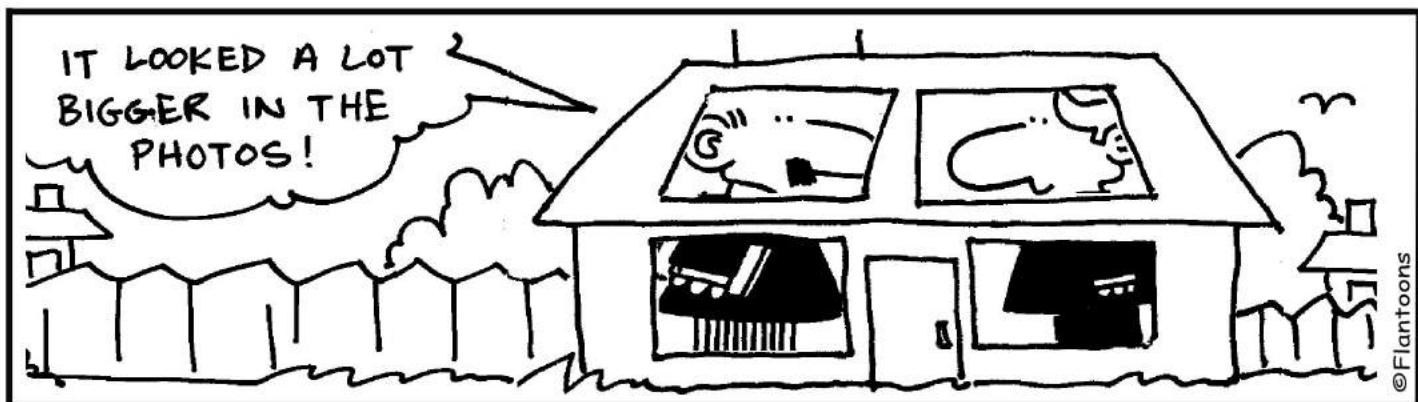
We were pretty sure we had seen the property during our regular daily searches and we were concerned that there were some significant issues. We did some quick research and confirmed our fears that the property had a high flood risk and had been affected by the 2011 floods.

Although he was not a client, we called to give him the information as we felt he should be fully informed about his proposed purchase.

After careful consideration and making a few more inquiries himself, he decided he wasn't comfortable with the risk and terminated the contract.

Property Pursuit were subsequently engaged to help find and purchase a suitable property.

Remember: Things are not always as they seem, particularly if you do not have local knowledge



CASE 3: INSTANT EQUITY



This young family wanted to upgrade to a larger home. They lived locally in Brisbane and had the time to do their own searching and initial inspections.

But when it came to checking the facts about the property, assessing the price and negotiating the purchase, they knew they needed professional representation.

They found a beautiful renovated Queenslander with wrap around verandahs on a good size block of land. Handy to schools and shops and a short walk to the train station in desirable Yeronga.

As part of their preparation for the auction, we recommended they have a building and pest inspection, we conducted due diligence and worked with their solicitor to ensure that the buyers were fully informed prior to the auction.

Their bank did a pre-purchase valuation which was \$750,000. This was slightly higher than our appraisal price but they decided to set their limit at the bank valuation.

Our professional buyers' agent bid on their behalf at the auction and secured a purchase price of \$685,000 -- a full \$65,000 below the bank valuation, giving them instant equity.

CASE STUDY 4: AUSTRALIAN EXPATRIATES LIVING IN DUBAI



Getting a foot into the Australian property market and taking advantage of a weak Australian dollar were the two primary motivators for this couple.

The property had to be low maintenance, rent well and possibly serve as their future home in Brisbane.

The property we found was a 3 bedroom, 2 bathroom, 1 car LUG double storey freehold town home in a complex of 4.

It is close to public and private schools, shopping centre and walking distance to trains. We had already purchased 2 in the same complex and manage both properties. We know that they are really popular and rent really well.

The owner of this property contacted us directly to see if we had any buyers that it would suit.

The bank valuation was \$565,000 but since this property was purchased off market directly from the owner for \$550,000, our clients saved \$15,000.

CASE STUDY 5: EXPAT INVESTOR BUILDS A PORTFOLIO

Whilst living and working in Abu Dhabi, this Australian businessman wanted to secure his first investment property in Brisbane then build a portfolio over 5-8 years.

Property 1	Property 2	Property 3
		
Purchased in 2010 with finance arranged by Property Pursuit. Renovated post war house with 3 bedrooms on 622m2 land. Close to public and private schools in an upcoming area, Kedron, approx 8km north of the Brisbane CBD.	Purchased in 2014 with finance arranged by Property Pursuit. Modern townhouse with 3 bedrooms, 2 ½ bathrooms and 2 garages. Close to schools and private hospital in Greenslopes, approx 5km south of the Brisbane CBD.	Purchased in 2014 with finance arranged by Property Pursuit. Free hold town home with 4 bedrooms, 3 bathrooms, double garage on a small lot. Located in Clayfield amongst prestige homes approx 5 km north east of the Brisbane CBD.
Price: \$635,000	Price: \$540,000	Price: \$810,000
Rent: \$600 per week	Rent: \$515 per week	Rent: \$730 per week
Search Period: 10 weeks	Search period: 9 weeks	Search Period: 4 weeks

CASE STUDY 6: MEDICAL SPECIALISTS IN A HURRY TO BUY

Originally from South Africa, these clients first used Property Pursuit to purchase their first home in Australia in 2010.

Now Property Pursuit Private Clients, both husband and wife are medical specialists. They had one young child and one due to be born in 8 weeks.

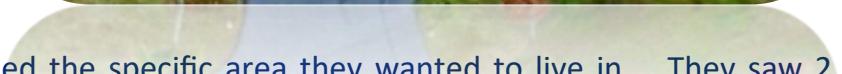
When they were ready to upgrade to their long term home, they started looking around themselves and identified the specific area they wanted to live in. They saw 2 houses they liked but neither were quite right. They feared they would run out of time before their second baby arrived. They also had a concern that they might not find out about all properties.

The brief was to find a large family home on at least 2.5ha in Samford Valley / Camp Mountain area up to \$1,800,000. Maximum allowable commute time to the hospital, where the wife works, was 35 minutes. The house needed 4-5 bedrooms and preferably be a single level home. They have some very large family heirloom furniture that needed to fit in the living rooms. The land needed to be horse friendly, good water and the ability to create 2-3 horse paddocks

Using our extensive network of agent contacts, we were able to thoroughly search the market for all opportunities. In the end we sourced an off market opportunity. It was a property that had been for sale approximately 4 months prior then removed from sale and leased. We tracked down the agent and negotiated a purchase approx \$275,000 under budget and with vacant possession. Settlement was moved forward once the tenants were out but on the day before settlement the wife went into labour, 2 weeks earlier than expected. We continued with the pre-settlement inspection and coordinated settlement as planned and they moved in without a hassle the day after their second child was born.

Search time: 5 weeks from appointment of Property Pursuit to purchase date.

Price: \$1,510,000



As you can see from the above case studies, the value of partnering with Property Pursuit to source and negotiate on your behalf for your property comes in many forms:

- You save time - often hundreds of hours.
- We protect you from “lemons” and other unpleasant surprises that sour many a property purchase.
- We negotiate hard on your behalf to get a very good price, more often than not saving you multiples of our fee.

If you’re ready to find out more about how we can help find and negotiate your next home or investment property in Brisbane, get in touch on 1300 726 604 or email enquiries@propertypursuit.com.au to arrange a preliminary discussion.

We look forward to hearing from you.



Meighan Hetherington

Director & Principal Licensee

