

**THEPROPERTYADVISORY.COM**  
Quality Advice → Quality Decisions → Quality Results

Established 1992

**INDEPENDENT PROPERTY ADVISORY**

[WWW.THEPROPERTYADVISORY.COM](http://WWW.THEPROPERTYADVISORY.COM)

RESIDENTIAL • COMMERICAL • INDUSTRIAL • SPECIAL PURPOSE • SMSF • SYDNICATION • FINANCE  
AUSTRALIA WIDE

## Our services save time, money and stress!

*Obtaining quality independent advice is the first and most important step to success in Buying, Selling and Investing!*

*Buying and selling a property is one of the most significant financial decisions you will ever make. This decision may only be made a few times in a lifetime and can involve a significant amount of time, money and emotion.*

*It is simply too important not to engage professional help!*

*The PropertyAdvisory represents you the Client in devising and implementing appropriate strategy and tactics to successfully acquire, sell or invest.*

## Company Profile

The PropertyAdvisory has been helping property investors and home owners meet their objectives for over 15 years. Commencing in 1992 under the name Property Portfolio's. Our commitment and passion to exceed our client's expectations is ongoing and we are extremely proud that the majority of our business is derived from personal referrals and repeat purchases.

Our success has been driven by our knowledge of residential, commercial/industrial markets and special purpose properties throughout Australia. We are absolutely independent and work for our Clients to achieve their property goals. Our advisors are highly qualified with vast experience throughout Australia.

Our Vision is to build the number 1 property advisory group setting the industry standard for independent advice, solutions and wealth creation.

Our Mission is to exceed our client's expectations and constantly challenge ourselves to deliver outstanding results.

## What makes us special?

- Our advice is always **Absolutely Independent** and given without fear or favour
- We have an **established track record** with over 15 years experience
- Our wealth of knowledge provide the **most comprehensive service** with extensive knowledge of the Australian market and different property types so we can give our clients **the best advice** to suit their circumstances
- We have an **established national network** of alliances and relationships
- We have **access to "off market" listings**
- We use **the most up to date property databases** which are not available to the public
- We know the property experts and ethical agencies that are the select few to deal with

## Our services

### INVESTING IN PROPERTY

Whatever your objectives, our experience, network and knowledge of the Australian market will give you the edge when purchasing a property.

Whatever your needs we have a range of services that save time and money, to create and preserve wealth;

- Residential Investments
- Commercial Investments
- Industrial Investment
- Special Purpose Property
- Commercial Property Syndications
- Self Managed Super Investments
- Auction Winning Strategies
- Finance

### Residential Investments

Our intimate knowledge of the Australian market and different residential property types enables us to purchase property at the best possible price while saving you time and worry. You get the advantage of our eye for property, our network of contacts plus our proven negotiation skills.

We begin by looking at your current position with regard to all your investments, including equities, cash management and property holdings. Then we develop an individual strategy specific to your needs, budget and existing property portfolios. We will focus on the most suitable types of property for acquisition and where is the best location for safety, growth and returns in Australia.

The fact that we are absolutely independent property advisors means the entire market is available for us to choose from. We patiently select only the "good buy's" that meet our strict selection criteria.

Ask us about the property cycle position today so you can get your understanding of "timing". Timing is vital for success and is one of the major factors in our KTP rule.

### Commercial/Industrial Investments

The majority of our clients come to us looking for a residential property, however many choose buying a "commercial" property when they understand the benefits this type of investment can provide.

We only recommend properties that are able to deliver strong yields with minimum risk or have a potential value-add strategy to significantly increase future returns.

We analyse in depth our 4Q rule of essential fundamentals:

QUALITY TENANT, QUALITY LEASE, QUALITY POSITION, QUALITY BUILDING

### Commercial Property Syndications

Syndications allow the small/medium investor access to higher quality property. Whether it is property developments, commercial, industrial or special purpose we have 15 years experience in putting together selected likeminded people into quality syndicates.

Our simple syndicates can vary in size, but usually involve 3 – 8 members and requires approximately \$235,000 - \$450,000 in cash or equity injection. Ideal for an investment portfolio or for a SMSF.

### Main advantages:

- You know the Property you are investing in and why
- Access to higher yields varying from 8% - 10% NET
- Low risk with potential value add opportunities
- Maximum protection with company and unit trust structure or all members on title
- Non-recourse finance has only the subject property as security or limited recourse for higher amounts
- A say in decisions along the life of the investment
- Professional managers in place if required
- Multiple exit strategies
- Income paid monthly

## Property Development

Our consultants and network of professionals are able to locate excellent development sites, whether residential, commercial or industrial. We have the expertise to complete the feasibility study, acquire the site on favourable terms and then project manage the design, town planning, construction and marketing if required.

Once a site meets all of our criteria we are able to assist with finance procurement and we are able to work with a team of professionals to ensure the project runs smoothly and delivers maximum benefits.

We also have significant experience in arranging joint ventures and syndications.

## SMSF Investments

At The Property Advisory we have been helping Self Managed Super Funds invest in direct property for many years whether fully funded or partially funded with the borrowings under a safe non-recourse basis.

Many of our SMSF have invested in a property on an individual basis or as part of a syndication allowing them to access higher quality property.

Syndications are Commercial investments offering yields between 8% - 10% NET. These syndications are structured carefully to ensure the SMSF can invest safely and securely.

## Independent Finance

Selecting the right lender is crucial to managing your financial affairs. The Property Advisory now provides a unique service specifically designed to assist individuals, businesses, investors and corporations in making the optimal choice.

By carefully selecting a portfolio of providers, we aim to ensure you make an informed choice from those that excel in your particular circumstances, rather than a confusing array of banks, products and options.

This way, your financial decisions benefit from extensive industry experience as well as market leading product expertise.

If you would like us to provide independent finance this is provided at no additional cost to you.

## Managed Sale

Selling a property is a transaction you may undertake 2 or 3 times in a lifetime. Therefore it is crucial to make the right decisions.

A "managed sale" will give you the best possible pathway for a trouble-free and satisfactory sale. Our management role will ensure your interests are protected at all times. This service is provided at no extra cost to our clients as the fee is a small part of the standard agent fee required when selling a property.

The major benefit to the client is the peace of mind that comes with Absolutely Independent advice, the tactics and strategic thinking, plus the supervision of negotiations with the agents and the public.

The Property Advisory vendor advocacy will ensure that your interests are protected at all times.

## Our vendor advocacy service includes:

- Interview the best local selling real estate agents on your behalf and assist you with the selection process
- Discuss the most appropriate method of sale for your property
- Manage advertising quality and costs
- Negotiate the selling commission
- Advise on the marketing strategies
- Monitor the advertising and marketing of the property throughout the campaign
- Act as the liaison between you and the agent
- Ongoing advice as required
- Involved totally until a successful conclusion is achieved and you are happy.

A range of services to suit your requirements

### **Full Search & Acquisition Service**

Our most popular service includes:

- Comprehensive analysis of your requirements and strategy formulation
- Finance pre-approval (if required)
- Extensive research and due diligence
- Discuss and arrange inspections of short-listed properties
- Negotiate the sale price and contract terms
- Attend the auction and bid on your behalf (if required)
- Independent recommendations for conveyancing and insurance
- Co-ordinate pre-purchase building and/or pest inspections with reputable inspectors (as required)

### **Analysis & Negotiation Service**

The analysis and negotiation service is perfect if you have already found a property of interest, or you would like to conduct your own search to locate suitable properties with us in support.

Our service includes:

- Research property values in the area, including recent sales
- Prepare negotiating strategy
- Negotiate the sale price and contract terms privately
- Negotiate a pre-auction purchase if appropriate
- Devise auction strategy and tactics that suit the circumstances
- Attend the auction and bid on your behalf
- Conduct post auction negotiations if necessary
- Refer professional finance & conveyancing providers (as required)
- Co-ordinate pre-purchase building and/or pest inspections with reputable licensed inspectors (as required)

The Property Advisory becomes your back-up team to achieve a successful property acquisition.

### **Auction Winning Strategy**

The Property Advisory provides a winning auction strategy that alleviates the pressure of the auction process. Our knowledge and insights into auctions and agencies give you multiple strategies and tactics to get the property and save you thousands of dollars.

Our professional advisors have considerable experience in auction tactics and bidding and post auction negotiations if a property is passed in. We can negotiate a property purchase without the emotional attachment a buyer may feel.

Our Service includes:

- Property inspection and detailed analysis of the surrounding market and recent sales
- Assess the agency, the vendor and the sales staff to understand exactly what they want to achieve
- Formulate specific auction strategies including the ability to purchase the property prior to auction
- Determine the appropriate purchase range
- Attend the auction and bid on your behalf
- Conduct the dangerous after auction negotiations should the property be passed in

### **Direct Approach**

If you know a property you would like to purchase that is not on the market our direct approach service gives you the best chance of acquiring the property.

Any approach or offer made by The Property Advisory is done in the strictest of confidence to protect our buyer's identity and to secure the property at the lowest possible price.

### **Fee Structure**

At The Property Advisory we pride ourselves on listening to our client needs. Prior to starting we like to meet with you to discuss your specific requirements and agree the appropriate fee upfront. Our objective is to save you time and money to create and preserve wealth. We are confident our approach and negotiation skills will more than cover the cost of engaging our services.

We work on a success fee basis so you only pay once you are fully satisfied with our recommendations\*. Our competitive fee structure works on a % based on the type of service required and the value of the property, however we are happy to quote a fixed fee for our service if required.

- Our fees start from 0.55% incl GST for an auction bidding service
- The analysis and negotiation – support service is 1.1% incl. GST
- The complete search and acquisition service starts at 2.2% incl GST and reduces from \$600,000 onwards
- The managed sale is usually 30% of the standard fee for selling and we keep a lid on costs.

We have prices for everyone to reflect your specific needs. Please call us for a quote.

- \* A small registration fee \$220 may apply upon appointment which is deducted from the success fee.

## Team Leader

We strongly believe broad property knowledge is the key to successful property decisions so we offer our clients the luxury of being able to compare opportunities across different property categories!



### Gil Williams M.B.A, MFAA, AREI, LREA, JP Founding Director / Land Economist

After more than 30 years in the property industry, Gil Williams has just about done it all. After working with three of Melbourne's leading eastern suburbs agencies he established his own multi office agency.

Investment advising in residential, commercial and industrial property became Gil's driving passion. Now Gil, as the founding director of Buyer's Advocate Australia and The Property Advisory offers the satisfaction of helping others get a distinct advantage and make a property purchasing safer and more rewarding for every client.

Gil's thirst for knowledge has positioned him as one of the most experienced and credentialed Real Estate Professionals. Apart from the many years of practical experience he has completed an MBA and is a qualified Land Economist.

OFFICER IN EFFECTIVE CONTROL: GIL WILLIAMS

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