

# Getting Started

## First Steps to Becoming a Property Investor

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**2024 Edition**





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Know what you want to achieve

Know your financial capacity

Understand your risk profile

Be willing to make decisions and take action

Extract Emotion

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You must be prepared to work – and persist

Know where to find good information

Be aware of misleading medians

Question everything, believe no one

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OECD Assessment Misrepresented

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Units or Houses: which suits your strategy best?

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# Part 1: Strategy



## Know what you want to achieve

It's difficult to create a property portfolio if you don't know your objectives. Unless you have a clear goal and a strategy to achieve it, you won't know what to buy and where to buy it.

Some investors are very clear about their goals in property investment: they want to create a portfolio of positive cashflow investments that will fund their future years and help the kids as they grow towards adulthood.

They want properties that will generate an income that is sufficient to cover the costs of ownership.

And they want those properties to be in locations that have identifiable drivers of capital growth. Both are achievable if you know what to look for.

But many people approach property investment without first sorting out the most fundamental issue: what am I trying to achieve?

To successfully invest in property you must:

1. Have a goal.
2. Have a plan for reaching that goal.
3. Understand your risk profile.
4. Know your borrowing capacity.
5. Be willing to do some work and spend some money.
6. Know where to access good information.
7. Know who to believe and who not to believe.
8. Have the resolve to persist.

Equally as important as having a clear goal and strategy is having a goal and strategy based on quality information.

## How will you decide?



SEA CHANGE?



CITY SUBURB?



HOUSE?



APARTMENT?

## Know your financial capacity

You can't start a search for properties to buy until you know your financial capacity. That means understanding how much you can sensibly borrow. This will help you determine how much you can afford to pay for a property.

There's little point in looking in areas where typical houses cost \$700,000 if your financial situation only allows you to buy properties worth half as much.

Fortunately, there are plenty of freely available resources online that will help you determine your borrowing capacity before you get started.

These include the Mortgage & Finance Association of Australia, the body that regulates mortgage brokers in Australia. Its website ([www.mfaa.com.au](http://www.mfaa.com.au)) is full of useful information and online tools for people who haven't applied for a loan before and are thinking of using a mortgage broker.

The MFAA website has a range of calculators that can be useful. It also has a website <https://www.mortgageandfinancehelp.com.au/> that provides helpful information.

ASIC has a Money Smart website with lots of easy-to-use tools for budgeting and mortgage calculators: <https://moneysmart.gov.au/>

Even if you are not using a mortgage broker and are applying directly to a bank or other lender, this website can provide the right questions to ask when you have your interview with the lender.

It can help with issues such as:-

- How much can I borrow?
- Can I use equity in my home for investment?
- What areas will banks lend or not lend in?
- What is the process involved in applying for a loan?
- What information will I be required to give to the lender?
- Why do they require the information they ask for?
- Why should I use a mortgage broker?
- How do I protect myself from fraud or scams?
- What is a credit reference report?
- What is Mortgage Insurance and why do I have to pay the premium?

## How much can I borrow?

It's not difficult to find online mortgage calculators that can give you an estimate of how much you can borrow to buy property. These calculators will ask you to input basic information about your financial position, such as income and living expenses, to provide an idea of how much you can borrow.

The Aussie Home Loans website [www.aussie.com.au](http://www.aussie.com.au) is one of many with mortgage calculators. Another can be found on the Mortgage Choice website, [www.mortgagechoice.com.au](http://www.mortgagechoice.com.au)

Every lender will have its own method of assessing borrowing capacity so please use these online tools as a guide only. A lender will examine your monthly expenses as well as your income when it assesses your borrowing capacity.

## Know your financial capacity

### What is Mortgage Insurance and why do I have to pay for it?

Lenders Mortgage Insurance is required mainly when you borrow more than 80% of the value of the property. In some cases, it is required for the whole loan, depending on the financial institution.

There are two main mortgage insurance companies in Australia (although some banks have their own internal insurance). Tools and information are on their websites.

**QBE LMI AUSTRALIA** <https://www.qbe.com/lmi/lenders/tools>

Location Wizard will tell you whether or not the insurer will cover a property or not, and if so what the maximum Loan to Value Ratio (LVR) will be.

Location Wizard: [www.qbe.com/lmi/lenders/tools/location-wizard](http://www.qbe.com/lmi/lenders/tools/location-wizard)

**GENWORTH FINANCIAL** [www.genworth.com.au](http://www.genworth.com.au)

[www.genworth.com.au/home-buyers/what-is-lenders-mortgage-insurance](http://www.genworth.com.au/home-buyers/what-is-lenders-mortgage-insurance)

#### LMI Toolkit

[www.genworth.com.au/products/tools/lmi-fee-estimator](http://www.genworth.com.au/products/tools/lmi-fee-estimator)

[www.genworth.com.au/home-buyers/what-is-lenders-mortgage-insurance](http://www.genworth.com.au/home-buyers/what-is-lenders-mortgage-insurance)



# Know your financial capacity

## Avoiding common mistakes

Financial comparison website RateCity provides the following tips on how to avoid common mistakes by borrowers.

### 1. Choosing the wrong home loan

- Many property buyers are persuaded by their bank, broker or friends and family to choose a particular home loan or lender but you shouldn't rely on their information. You need to spend some time doing your own research and understanding the mortgage market.
- For instance, buyers could try to find the cheapest deal possible such as an introductory rate home loan and not realise how much more it will cost them over the loan term.

### 2. Over-borrowing

- One of the main reasons property buyers experience financial hardship is that they over-borrow on their mortgage. This means they stretch their budgets and don't leave enough of a buffer for unforeseen circumstances such as time off work or higher interest rates. The best way to avoid this is to have a slightly higher deposit – which takes time and discipline – but this can substantially reduce the cost and stress associated with a mortgage.
- Most lenders expect you to be able to afford a buffer of a 3% interest rate rise, so make sure you include this in your calculations and stick to your budget to avoid getting yourself in trouble. For instance, for a \$325,000 mortgage over 30 years, using an interest rate of 2.55% means monthly repayments of \$1292 – so you would need an extra \$563 per month in case rates reach 5.55% (using the [aussie.com.au](http://aussie.com.au) calculator).

### 3. Paying for features you don't use

- There are plenty of different features with the many home loans on the market including offset facilities, mortgage portability, construction loans and additional repayments. You may not need all of these features so make sure you don't pick a loan with a higher rate loaded with extras you don't need.
- When you're doing your research make sure you read the different types of features available and write a list of what you will need and what you won't.
- Some buyers don't read the product disclosure statement and contract thoroughly and waste money paying fees they didn't realise existed. Before you sign on the dotted line make sure you read the PDS carefully.

## Understand your risk profile

### A case study

Would you choose to buy in Moranbah or Toowoomba? Right now it appears a fairly easy choice between the two Queensland centres, but 10 years ago it was a very different scenario. The central Queensland mining town of Moranbah remains our greatest example of a boom-bust scenario.

Until 2012, it was the national leader for long-term price growth, averaging 30% growth a year over 10 years. Its median price reached \$750,000 and tenants were typically paying \$1,800 per week. At the same time, the regional city of Toowoomba was a very moderate performer. In 2012 house prices were in decline and growth averages over the previous five years were low, around 3% per year for many suburbs.

Toowoomba house rents were in the range of \$250 to \$290 per week, and rental yields were around 5.5%. It was a solid market but not a particularly compelling one.

The choice then appeared quite straightforward, investors piled into the Moranbah market, seeking high rental returns and hoping for a continuation of the price growth of the previous 5-10 years.

Then Moranbah became a victim of its own success. Key miner BMA refused to pay those rents and moved to 100% FIFO workforces and workers camps. Projects were deferred or downsized in response to falling coal prices.

Vacancies rose sharply in 2013, reaching 10%. (More recently they have reduced and reached 1.3% in November 2023). Prices also dropped sharply, with an average decrease of 28% per year from 2014 to 2017.

The median price started to bounce back from \$150,000 in early 2017 and reached \$325,000 by the end of September 2023 - however, this is still lower than the peak of \$750,000 10 years ago.

So the Moranbah market, once the darling of investors across Australia, dropped to very low levels, causing many mortgagee-in-possession sales.

Meanwhile, the Toowoomba market rose strongly. At the end of September 2023, it had a median house price of \$458,000 and had an average annual growth of about 10% a year. The substantial regional city with a strong and diverse economy boosted by major infrastructure spending, is a solid market with periods of strong growth - and seldom price declines. Toowoomba has been a national stand-out in the past couple of years. In 2023, half of its locations recorded double-digit price growth.

Whether you would have chosen in 2012 to buy in Toowoomba or in locations like Moranbah would have depended on how you perceived risk. Those who do not like high risk should not buy in mining towns or regional centres largely dependent on the resources sector.

Investors of that kind are better off focusing on locations with lower levels of risk - often relating to economic diversity and lack of reliance on any one sector for prosperity.

While the COVID pandemic resulted in significant property price growth in locations that had never experienced such growth before, don't just look at that as a guide for future performance.

## Understand your risk profile

### How to assess the risk

A person's Risk Profile depends on a number of factors, including:

- **Age** (a young adult might be willing to take more risks than someone nearing retirement)
- **Family situation** (single people may be less concerned about risk than people with kids)
- **Investment experience** (those with more knowledge/experience can handle higher risk)
- **Investment goals** (e.g. capital growth or income returns)

### Here's our adaptation of a Risk Profile rating system for property investors:-

Profile Rating	Description
<b>Defensive</b>	You are prepared to accept lower returns with lower levels of risk in order to preserve capital. Investments are obtained to achieve modest capital growth over a medium-to-long-term investment horizon.
<b>Conservative</b>	You want to protect your wealth and are prepared to accept only a low level of risk. You invest to achieve moderate capital growth over a medium-to-long-term investment horizon. You may be inclined to focus on capital city suburbs with solid track records on capital growth.
<b>Moderate</b>	You want to invest in a balance of good income and capital growth. Investments are obtained to achieve steady growth over a medium-term investment horizon. Strong regional centres may suit you.
<b>Growth</b>	You are comfortable with moderate risk and higher volatility in the value of investments to achieve higher growth. Investments are obtained to achieve steady capital growth over a long-term investment horizon. Regional centres that benefit from the resources sector are an option when it's rising, but introduce an element of risk.
<b>Aggressive</b>	You are comfortable with a higher level of risk in order to achieve potentially high returns. Investments are obtained to achieve high capital growth, sometimes with a short-term view. You are more willing to buy in high-risk high-return locations such as mining towns and speculative markets like the Gold Coast high-rise sector or undertake development.



# Understand your risk profile

## A Rating Tool for Locations

In terms of choosing a location for property investment, this is how we would classify the various types of locations in terms of their risk. Keep in mind that this is very general in nature and the classifications do not apply universally.

The scale runs from 1 to 5, with 1 being the lowest risk and 5 being the highest risk. This is a very general overview and specific locations may not always fit the general category.

### Risk rating 1

- Outer suburbs of capital cities with identifiable growth factors and a good track record
- Middle-ring suburbs of capital cities with identifiable growth factors and a good track record
- Major regional centres with diverse economies, growing populations and clear growth factors

### Risk rating 2

- Minor regional centres with diverse economies and identifiable growth factors
- Inner-city suburbs

### Risk rating 3

- Master-planned communities
- Suburbs that lack identifiable growth factors

### Risk rating 4

- Country towns with short-term boosts from major industrial projects
- Sea Change locations where the economy is based on tourism and retirement
- Regional centres with some reliance on the resources sector

### Risk rating 5

- City suburbs with major impediments (e.g. noxious industry or waste dumps)
- Mining towns
- Towns affected by long-term drought

## Understand that investing is a long-term

Tell anyone property is a long-term business and they'll nod sagely and agree wholeheartedly. Then they'll ask what's "hot" right now.

Suggest to someone they should stop stressing about short-term economic issues and focus on the future, the standard response will be: "Yes, I understand that, but ..."  
The "but" means they don't understand.

Few people do. You could present a crowded seminar room with a panel of 12 property experts, all agreeing that real estate investment must be approached from a big-picture perspective, and the next comment from the audience will be concern about the RBA's next interest rate decision or the impact of an upcoming election.

Many consumers think a property market report is out of date if it was written last month. It's true that individual events can impact a property market. But not this week. Nor this month. Nor this year. The events that matter will impact for five years, or 10, or more.

If you're treating property as a short-term play, you're not an investor, you're a speculator. Some property owners will spend money on improvements and then place the property on the market and expect a handsome profit on the upgrade spending.

Such people are speculators, not investors. And they're likely to be disappointed ones. The research suggests few people recoup the cost of the renovations in the resale price. This is short-term thinking based on scant knowledge. There have been many warnings over the years about property owners over-capitalising on renovations.

Genuine property investors should have been busy in 2009, in the wake of the GFC. Pick any location in the country. Nothing had changed in the fundamentals of the place. There was a short-term change in the international economic climate.

Anyone with a long-term view would have been unperturbed and would have been an active buyer. With prices and interest rates down, there were many opportunities to buy well in locations with good prospects. But investors stayed away in droves, awaiting some mythical signal that the market had bottomed and was rising again.

Such an approach was not founded in logic and showed a failure to grasp the fundamentals of property investment. Those who delayed action missed substantial capital growth in 2009 and 2010.

We saw similar scenarios in Sydney in 2014 and 2015. The smart money was buying in Sydney in 2012/2013, ahead of the boom. But most buyers piled in after they read that prices were soaring. And then again in 2020, when the pandemic and the media pessimism spooked people. Smart investors who ignored the negative sensation and purchased in mid-2020 would have made strong capital gains in the next two years in most locations. But most investors were "waiting to see what happens".

US billionaire Warren Buffett, who knows a thing or two about investing, said: "I buy on the assumption that they could close the market the next day and not reopen it for five years."

***“Profit from folly rather than participate in it”***

Warren Buffett

This means he would not be able to sell. People should approach real estate the same way. If you're planning a quick re-sale you've missed the point.

George Soros, global financier and philanthropist, reckons that if you find investing entertaining, you're probably not making any money. “Good investing is boring,” he says.

Very true. Good property investing is boring. It's about buying real estate in locations with growth prospects and putting them away in your portfolio.

**All the successful property investors are accumulators. They seldom sell.**

They just keep buying, whether the market appears good or bad. They don't care about GFC's or RBA meetings or pandemics – the stuff that excites economists and fills newspapers, but ultimately changes nothing.

It brings to mind the panic-driven illogic that dominated debate about the impact of global financial upheaval in 2008. Amid all the chatter, the occasional voice of reason was heard. One such is Grant King, managing director of Origin Energy, which was embarking on a \$10 billion deal to develop coal seam gas assets.

Making such a commitment at such a time astounded those who believed the world was about to end. But King said: “I think it's important to recognise, in these more challenging times, that not all of the sectors of the economy are in distress.”

He also said: “We make investment decisions in assets that have economic lives of 30 years or more. And so cycles that play out over a year or two are basically irrelevant. We're fundamentally driven by the long-term view.”

King was talking about resources but his comments applied also to property investment as a long-term strategy. This was forgotten by the fearful investors who contacted advisers with questions such as: “Should I sell my house? Everyone says values will fall and I want to get out before it's too late.”

Real estate blogs were full of comments like that from crazed property owners. And there was similar panic with the onset of the Covid-19 pandemic in 2020, with economists lining up to predict a collapse in property values within months.

Anyone with a strategy, a long-term plan, would have regarded the short-term economic turmoil as irrelevant – other than the opportunities it presented. As legendary US billionaire Warren Buffett said: “Profit from folly, rather than participate in it.”

**The daily rhetoric and posturing of political leaders is largely irrelevant for property investors.**

Hindsight has shown us the worst imaginings of economists who predicted recession and 10% unemployment never happened at the time of the GFC, nor in the wake of the economic recession in the early 1990s, nor following the onset of COVID-19.

Those who allowed the chattering economists to talk them out of investment decisions missed opportunities to prosper. Those who sold in a panic missed the price growth that followed. The best analogy we can give investors is this:

The most-watched athletics events at any Olympics are the sprints. They're excitement-plus, particularly when they feature athletes with star quality like "world's fastest man" Usain Bolt. The long-distance contests have their followers but are boring by comparison. Only diehard watchers sit through the two hours-plus of the marathon – people who admire grit and stamina more than flashy skills. You should have a similar attitude to real estate.

Many investors and developers go for the sprinters of real estate. The mining towns and the places with star quality like the Gold Coast attract many of property's spectators and speculators. But, in real estate, there's a lot to be said for being boring. Many of the best performers are the unglamorous contestants. While the sprinters of real estate pull up lame or go down with cramp, the long-distance runners just keep on chugging along.

Investors love an excuse to avoid making decisions. When an election is called, everything stops. When the outcome is a hung Parliament, it's a brilliant excuse to do nothing. Media reporting of the property market in August /September 2010 centred on the uncertainty in federal politics and its impact in stifling property market activity.

Election casts a shadow, cried the Sydney Morning Herald, followed by these words: "As a cloud of uncertainty hangs over Canberra, agents will be wringing their hands hoping we have a stable government as soon as possible. There's nothing like a federal election to slow the market.

"So when Julia Gillard took us to the polls before spring, property insiders were giving thanks that the whole show would be done before the biggest sales season of the year arrived ..."

Of course, the indecisive outcome of the vote meant the uncertainty lingered. And in 2013 Julia Gillard's early announcement of a distant election date – and her subsequent loss of the leadership to Kevin Rudd – created additional reasons for hesitation.

There was another slump in real estate activity early in 2019 in the lead-up to the Federal Election held in May and subsequently won by Scott Morrison.

The curious thing is that people allow these events to affect the decisions they make and the actions they take. The reality is that nothing happening in federal politics changes the fundamentals of real estate. It's largely irrelevant who runs the country.

## Be willing to make decisions and take action

Consumers like to delay decisions. An impending interest rates decision, an upcoming State Election, nervous signals from the global economy, the outcome of the AFL grand final - anything will do, really. They can blame uncertainty and that lets them off the hook.

But genuine property investors don't react that way. If they're serious about investing, they know it's a long-term strategy and short-term events in the economy or in politics don't matter. If they're genuine investors, they will have a plan and they will implement it, undistracted by the background static of politics and media speculation.

Over the two years to June 2010, we had the GFC, a rise in unemployment, forecasts of a recession (later proven incorrect), property values in some areas falling then rising, interest rates falling sharply then rising rapidly, the demise of the elected Prime Minister, predictions that our home values would fall 20%, 30% or 40% (also proven incorrect) and a host of other upheavals in politics and the economy.

Throughout it all, nothing changed in the implementation of sensible property strategies. For those who believed the Australian economy then was fundamentally strong, that residential real estate was a solid long-term investment and that their chief mission was to find the right locations in which to buy, taking a long-term view, it was business as usual. Nothing has changed since, even an "unprecedented" global pandemic didn't result in the doom and gloom for the market that many commentators predicted.

### This is for financial security, not ego

A question frequently asked is: how many properties do you own? People who ask that question have failed to grasp the fundamentals.

At a Get Rich Quick seminar run by a notorious spruiker some years ago, attendees seemed engaged in a competition of "who owns the most properties". It was more about ego than sensible investing.

Anyone with fewer than ten properties was scorned. One speaker was derided by the audience because he owned only four properties. That each was a \$1 million-plus property with little debt was not considered relevant – it was all about how many you owned.

More relevant questions are:-

- Is the value of your portfolio growing?
- Does it provide income or does it cost you money?
- Is your portfolio helping you to achieve your goals?

More important than the number of properties owned is the nature of them and how they are performing in helping you to achieve your objectives.

It makes more sense to own five cashflow-positive properties than ten negatively-geared ones.

**More important than the number of properties you own is the nature of them and how they are performing in helping you to achieve your objectives.**

## Extract Emotion

### You're not going to live there

Buying a home can be an emotional business.

Witness the collective tizz we saw from buyers in the ritzy suburbs of Melbourne and Sydney from 2013 to 2017 when people became caught up in the hype and euphoria of auction fever.

Buying for investment is a different process. Logic replaces emotion as the key driver. Or it should.

The mistake some investors make is that they bring the same emotions and process to an investment as they do to buying their home. They buy things they shouldn't and overlook the best options because they're in "downmarket" areas or are dwellings they wouldn't choose to live in themselves.

Some investors treat properties as trophies to be paraded before friends and colleagues. They'll enjoy a brief ego massage but will never achieve wealth through property investment.

While demand in coastal areas and regional towns has increased significantly in the past two years leading to price growth, it's important that these types of investments are considered properly and that investors don't get caught up chasing "camera candy".

These cute homes, near wonderful beaches in stunning settings with vibrant, bustling communities (during the holiday period anyway) might be a great place to live, but that doesn't necessarily make it the best place to invest.

The long-term capital growth records of many of these places is below-par and there are few economic pistons to generate out-performance.

This is an issue for Sea Change locations along the NSW coastline. There are so many of them and little to distinguish one from another in investment terms.

It's only the relatively few with specific growth drivers like new infrastructure investment that command investor attention.

Inland from some of those appealing NSW coastal towns are regional centres with less visual appeal but, often, greater economic credentials and solidity as long-term investments. They include strong regional cities like Dubbo, Orange, Albury and Wagga Wagga. There are diverse drivers of economic activity there and that translates into housing demand, which in turn generates price growth.

You probably won't be suggesting a family holiday in Wagga Wagga but it should be on a list of possibilities for property investment, as a strong and diverse regional economy with good growth prospects.

The population is growing and the property is affordable.

## Extract Emotion

Peripheral issues such as interest rate speculation don't matter. History shows that lifting interest rates does little to quell a rising market.

There's no evidence that lifting interest rates correlates to a fall in dwelling prices. We started 2007 with the official interest rate at 6.25%. In August that year, and again in November, the RBA lifted the rate. In February and March 2008 it lifted it twice more. That meant an increase from 6.25% to 7.25% in six months (compared with 0.1% in December 2021).

But dwelling prices kept on rising. Indeed, the rate of price growth throughout 2007 and into the first half of 2008 kept increasing. The more the RBA lifted rates, the faster the rate of price growth. It was only the onset of the GFC that finally slowed the property market – and only temporarily because there was then strong price growth in 2009 and 2010.

Over the 18 months from the start of 2007 to the middle of 2008, a period of rising interest rates during which many families were paying over 9% on their mortgages, Darwin's median price rose 15%. Canberra's went up 18% and Adelaide's increased 23%.

Conversely, interest rate cuts do not generate booms. In 2014, 2015 and 2016, during a period of record low interest rates, only Sydney among the major cities experienced a genuine property boom – an up-cycle generated by the strength of the New South Wales economy, not the level of interest rates.

**There's no evidence that rising interest rates correlate to a fall in house prices – or that falling interest rates create booms**

Later Melbourne joined Sydney's boom, thanks to the strength of the Victorian economy, but "record low interest rates" failed to generate booms in Brisbane, Adelaide, Canberra, Darwin or Perth.

The evidence goes back well beyond the past decade. A Residex article written in 2000 began with: "Do rising interest rates mean decreasing property prices? If history is any guide, not at all. "In fact, analysis of our data reveals that interest rates have no effect on the capital growth of property at all."

The article presented data on periods of rising interest rates in the 1970s and 1980s which "were followed by accelerating or steady price inflation".

Price trends correlate more with the level of public confidence than the level of interest rates. If anything, rising interest rates have a positive impact on confidence, as they depict an improving economy.

Prices finally stopped rising in the latter part of 2008 because confidence fell as media gave us a daily battering of negative news about the GFC, the impending Australian recession (which never arrived) and the prospect of high unemployment (that didn't happen either). Confidence, and price growth, revived in the latter part of 2009 as the emphasis switched to news of recovery, falling rates of unemployment and a resurgent resources sector.

Both factors eased in mid-2010 with the calling of a federal election, an indecisive result and endless media speculation about rising interest rates and the prospect of prices collapsing. The message here is that investors need to avoid becoming emotionally impacted by peripheral issues like interest rates and media speculation about them. This message is important because of the continuing level of media speculation about interest rate rises and the potential impact it might have on property markets since the RBA started moving them up in May 2022.

While many writers have equated price decline in Sydney, Brisbane and Melbourne in 2022 to rising interest rates, our analysis shows that these markets were all declining well before the RBA acted.

And several important markets, including Perth and Adelaide, continued to show price growth despite repeated interest rate rises.

### **Peripheral issues don't matter - headline-hunting negativity**

It's easy for property investors to be distracted and discouraged by negativity generated in the media by organisations pursuing political objectives, personal agendas or simply seeking publicity by making sensationalist comments. It's important not to let these peripheral issues scuttle an investment plan.

The biggest mistake a real estate consumer can make is to read newspapers. Investment adviser and author Noel Whittaker says anyone who seeks success in real estate needs to stop reading mainstream media - and I agree.

Anyone who conducts research by absorbing media sound bytes and headlines (few people take the time to read the details) will be filling their head with negativity and misinformation. There are few real estate experts working for our big newspapers. The journalists who do, are primarily re-cycling press releases from companies with a vested interest in the message. Often the vested interest is getting free publicity - and most know the shortcut to easy profile is to say something sensationally negative about real estate.

The problem is compounded by the reality that most of our major media emanates from Sydney and far too many writers are overly influenced by local events. When Sydney was booming in 2014/2015, the media told us we had a national property boom (we didn't) and when that cycle ended in 2017 we were told we had a national downturn, with prices falling across Australia (that was also a lie).

In the first seven months of 2020, house prices rose in six of the eight capital cities and in five of the seven regional market jurisdictions, but mainstream media headlines declared that "Australian house prices" were falling, because they had declined recently in Sydney and Melbourne.



Because journalists are naturally attracted to negatives rather than positives, publicity-seeking commentators who make dire forecasts about house prices get most of the media attention. Those with moderate forecasts are being ignored.

This was the case in the latter part of 2018, as prices generally decreased in Sydney and some publicity-seekers were forecasting major market decline.

Our day-to-day research revealed there were far more commentators suggesting a soft landing for Sydney and Melbourne, than those predicting massive price decline. Most analysts also noted that the other capital cities, as well as key regional markets, had more buoyant markets.

But these calm, rationale forecasts were not being reported by print media - or by the ABC, which has a strong anti-real estate bias.

The lack of accuracy, objectivity, balance and fairness in mainstream media is sad and concerning.

Early in December 2018, one of the nation's major data sources, Domain published its forecasts for capital city markets in 2019. It predicted that the price decline in Sydney and Melbourne was likely to bottom out in mid-2019 and bring a return to gradual price growth, while it expected the other capital cities to record moderate price growth in 2019.

There were few reports in mainstream media about these forecasts, while non-expert observers with a clear motivation in generating cheap publicity, like UBS, were constantly featured with their irrational forecasts of collapsing markets.

Many other reputable analysts made forecasts that suggested moderate outcomes for the two biggest cities and better results in smaller capitals, but they too were largely ignored.

A number of leading economists spoke out publicly against the predictions - by a small number of people, including some of the usual suspects like academic Steve Keen, who hasn't been right any time in the past 10 years, who predicted 40% declines in prices.

They include CommSec's Craig James who said: "As both the RBA and the IMF indicate, there is no oversupply, affordability to make debt repayments remains strong and net worth or wealth is at record highs. Also, the good news is that government debt is low and the Budget is near balance."

One of the nation's most respected analysts Paul Bloxham, chief economist for HSBC, noted that the downturn in the two biggest cities had been orderly and quite moderate, with no evidence of panic or forced sales. He predicted a soft landing in Sydney and Melbourne and noted there were more positive things occurring in the other capital cities.

Westpac CEO Brian Hertzler had a similar analysis, saying: "We view it as an orderly slowdown in Sydney and Melbourne. So we think prices will come down a little bit, but we don't expect a big drop in prices."

As Australia worked its way through the pandemic period, which began in February 2020, most forecasts suggested a moderate decline in house prices overall and some specialist analysts (including Hotspotting) predicted prices would rise, but journalists focused on the small number of doomsday predictions.

If those extreme forecasts had been correct, prices would have "collapsed" in 2020. We know now that wasn't the case and that the overall scenario was a rise in prices that year, followed by a major property boom in 2021.

A report by the major accountancy firm KPMG found that property prices were 4% to 12% higher for houses, and up to 13% higher for units, than they would have been without the pandemic. In other words, prices were rising because of the pandemic and the forces it unleashed on the property market.

## Don't insist on buying locally

One of the biggest mistakes new investors make is clinging to the notion that they should buy in their own backyard. Many potential investors work on the assumption that it's smart to buy in the area in which they live. It usually isn't.

Some buyers seek to invest locally because they want to be able to drive past and "keep an eye on it". Others think it makes sense because they understand their own market. Still others reason that if you buy close to home they can self-manage it and save some money.

There are also those who believe that you must personally inspect any property you buy and therefore you should buy locally for convenience.

None of these arguments stands up to scrutiny.

The key point is this: when you buy an investment property you want to make the best purchase you can get your hands on. It's highly unlikely that the best buy in Australia will be found in your local area.

The best chance to buy well in an area that delivers good rental returns and/or capital growth is to consider the whole nation as your market.

Many people believe they know their local market well. If you're one of those people, ask yourself these questions.

- Do you know the median price for a four-bedroom house in your home suburb?
- Do you know what percentage of households rent in your suburb?
- Do you know the local rate of unemployment?
- Do you know the vacancy rate for two-bedroom apartments in your suburb?

Few people know the answer to even one of those questions, much less all of them.

The notion of saving money by self-managing an investment property is a serious mistake and a classic case of false economy. Unless you are independently wealthy and have a lot of free time, you do not want the hassles of property management. Find a good manager and pay them to handle it for you. Then you are free to buy anywhere in Australia.

The belief that you need to personally inspect any property you plan to buy is also a furphy and one that limits your options as an investor. Buyers can protect themselves by engaging professionals such as valuers, building inspectors, pest inspectors and property managers – to check out the property.



## Part 2: Research

### You must be prepared to work – and persist

It's surprising how little work investors are prepared to do before committing hundreds of thousands of dollars to a property purchase.

It's the reason so many consumers are duped and lose money in the hands of spruikers who promise they can convert everyday wage earners into property millionaires. The underlying motivation that causes consumers to fall into traps is the desire to achieve windfall wealth without any effort.

Many prospective investors appear to want someone else to do all the work for them – but are unwilling to pay for it. Even a simple Google search seems too much trouble for some.

The reality is that no one ever became a successful property investor without putting in some hard yards. Investors need to research the target areas to be sure they will show growth.

Property investors need to show resilience and persistence. It can take time to identify the right property to buy and to successfully negotiate a contract and settle a sale. Often the first attempt to buy a suitable property in a chosen location is unsuccessful. Even more often, the financial institution providing the loan will create problems and introduce delays.

Investors also must be willing to spend money on good advice and good information. Successful investors treat real estate investment as a business and create a team of qualified consultants and advisors to guide them in their choices.

**No one ever became a successful property investor without putting in some hard yards**

#### Here is one investor's story:

"Recently I settled the purchase of a rental property in NSW for a self-managed super fund. It took 18 months from beginning the search process to settlement.

"The first property I targeted did not result in a sale because the vendors, at the 11th hour, changed their minds about wanting to sell. The second property I chose did not result in a sale either because the vendor would not reduce his price, which my research indicated was too high.

"The third property did finally result in a purchase, but only after four months of delays caused by National Australia Bank, which took that length of time to approve the loan application."

The settlement date had to be deferred twice because of the time taken by the bank to analyse and approve the deal.

"As one example of the frustrations and delays, the bank had the trust deeds relating to the super fund for four months before deciding, three days before settlement, that it did not like the wording of the document and wanted it changed."

These kinds of glitches are common in property investment and demand patience and persistence from the investor.

## Why due diligence is so important

Buying property “in the path of progress” – well-situated for a new road link, for example – is one way to make capital gains. But being directly “in the path of progress” is one of the great nightmares for property owners. The discovery that your property is potentially doomed because of a proposed infrastructure development can destroy an investment plan.

One situation is where a home is definitely targeted for resumption – the owner at least has some certainty (but faces the prospect of battling for fair value from a government authority).

Considerably worse is the situation where a property may be required for a government project. Years of uncertainty can make the property unsellable and damage its value. The Sydney Morning Herald reported the uncertainty for home owners near Eveleigh rail yards in Newtown. More than 30 owners discovered their homes “could be” marked for compulsory acquisition. Uncertainty with a capital U marked this situation.

The SMH reported that carpenter Peter Cannon bought a cottage in a heritage conservation area, with a plan to renovate it as a retirement project. But two weeks after he began demolition and signed a \$60,000 contract for excavation, he learned the State Government had other plans. “His house and up to 33 others were on land identified in government documents as a possible site for the north Eveleigh ‘dive’, an access point that would link a second rail tunnel to be built under the CBD to the planned Western Express route to carry services from Penrith and Richmond.

“Mr Cannon was gutted when he and other residents learnt that their homes could be marked for compulsory acquisition. The first communication residents had was a flyer from Transport NSW in letterboxes which said no final decision had been made and that ‘extensive’ community consultation would occur first. On legal advice, Mr Cannon suspended work.

With water seeping into a major excavation and the house partly demolished, he is in limbo, awaiting the government’s decision. He is also \$100,000 poorer, with a mortgage on a house he can’t live in. “More galling is the fact that RailCorp explicitly approved his development application in November. He had to comply with RailCorp’s stringent requirements to get development consent for work so close to the train lines. ‘When exactly were they going to tell us?’ he asked. ‘We never would have started if we’d known. The place was liveable before. What’s its market value now?’”

This report provided a striking example of why due diligence is so important for property buyers. Another example, from 2018, shows why investors need to conduct thorough due diligence.

## Due Diligence Saved This Investor

A Melbourne investor identified a property in a suburb of Adelaide that appeared to tick all the boxes according to his buying criteria:

- It was within his price range.
- The existing rental situation provided a positive cashflow rental return.
- The zoning and land size allowed future re-development with multiple dwellings.
- A visual inspection suggested the house was solid and structurally sound.

However, the investor did what all buyers should do before committing to a purchase: he organised a building and pest inspection. This revealed that the building was riddled with termite damage - and he was able to avoid making a costly mistake.

**There may be no way out for owners who discover their property is earmarked for resumption to build new rail infrastructure**

# Gathering information

## Know where to find good information

You can't invest sensibly without good information. Investors need to read good information sources and tap into the vast resources offered by the Internet.

But busy people can't spend half of every day on the computer or plowing through piles of research documents.

So here are some suggestions:-

You can visit [onlinenewspapers.com](http://onlinenewspapers.com) where you can find the website of every major newspaper in the country, and many minor newspapers as well. There isn't time to look at all of them – there are hundreds – but you can look at the newspapers from the eight capital cities and other key locations. If a new freeway has been announced by the government, there will be an article on it.

If a new rail line is planned, or a major new mine is proposed, or there is movement of significance in a local property market, chances are it'll be covered by the city newspaper.

Avoid market commentary and information about price growth levels, which is often misleading and misinformed.

You can use [Google Alerts](#) to create daily bulletins of significant events, using a variety of subject headings such as “median prices”, “stamp duty” and “transport infrastructure”.

A good venue for free info about suburbs is [domain.com.au](http://domain.com.au) where you can access profiles of locations throughout Australia, including data on real estate prices. The [sqmresearch.com.au](http://sqmresearch.com.au) website also has useful data on locations around Australia, including vacancy rates and demographics, all of which are provided free of charge.

The website [profile.id.com.au](http://profile.id.com.au) is a good source of statistical information about specific areas, including population growth, building approvals and demographic profiles.

Some of these services are free and others cost money, but it is generally not a lot of money. There are many websites with background information about towns, suburbs and regions that are fairly easy to find.

If you're interested in investing in a particular location, key in the place name in Google and it'll bring up a smorgasbord of websites with all sorts of information on an area.

As a property investor, you want to know about population data, business activity, the local tourism industry and major projects happening in the area (because these provide employment and a source of tenants for investment properties). Often the website of the local council has good information of this kind.

Another information source that's primarily free is provided by the various state Real Estate Institutes. Some of these have useful information about prices and other data relevant to real estate.

You should treat some of the market commentary from the real estate institutes with caution, as they have a vested interest in talking up the market. Some of them publish very bullish (sometimes misleading) information about auction clearance rates to create the impression of a strong market.

Treat median price statistics with caution because they can also be misleading. That's not because of any attempt at deception, but because median prices by their nature can be full of distortions.

An upmarket housing estate released in a particular quarter can provide a distortion by lifting the overall median price for the suburb and giving the impression values have risen sharply. There's a similar impact when a major new high-rise apartment building is marketed. Analysts feed bulk data on sales into a computer and it spits out median price data - and often the result is nonsense.

Sometimes it's a case of "garbage in, garbage out".

You should be aware that price growth figures from one source are often contradicted by data from another source. It's not uncommon for one research source to declare that a particular city's market is rising strongly, while another source claims that the same market is falling.

If you're looking for examples of properties for sale in an area, it's hard to go past [domain.com.au](http://domain.com.au) and [realestate.com.au](http://realestate.com.au). There's a lot more an investor can do to be informed. But those are some of the research possibilities.

## Be aware of misleading medians

For many years experienced property analyst Michael Matusik conducted a thorough analysis of resales of homes in 24 South-East Queensland locations. He presented the results as a more accurate depiction of the movement in property values than was provided by median prices.

Median prices are very much abused and misused by journalists, who present changes as evidence of equivalent changes in property values. An example was the Melbourne newspaper which claimed that the typical house in the city had increased in value by \$98,000 in the previous 12 months because the city's median house price had increased by that amount. This showed an alarming lack of understanding of how medians work.

If you list all house sales in a suburb in a particular month from the most expensive to the cheapest, the sale in the middle of that list is the median. If 15 houses sell in a particular suburb this month at these prices ...

\$610,000 \$605,000 \$580,000 \$565,000 \$530,000 \$530,000 **\$525,000** \$520,000 \$510,000  
\$485,000 \$475,000 \$450,000 \$435,000 \$415,000 \$410,000

... the median price is the sale in the middle of that list - **\$525,000**.

A year later, if sales were at these prices ...

\$650,000 \$645,000 \$645,000 \$615,000 \$595,000 \$580,000 \$580,000 **\$575,000** \$530,000  
\$515,000 \$475,000 \$450,000 \$435,000 \$415,000 \$410,000

... the median price is **\$575,000**.

Does that mean values have risen 10.5% in 12 months - the difference between the median last year (\$520,000) and this year (\$575,000) being \$55,000 or 10.5%?

Often it does not mean that at all – simply that the top end of the market has been more active and more high-priced houses sold compared with the previous year, when the mid-to-bottom end of the market was firing.

This shows how median prices can be very deceptive. The Matusik 24 study illustrated the point well by examining re-sales of properties within selected areas. One year it showed that while median prices rose 22% in Brisbane's inner-ring suburbs, values actually rose only 9%. By contrast, while the median price of the outer ring suburbs increased only 4%, values rose almost 9%.

## Gathering information

Matusik described the logic behind his report like this ...

*Too often, and with increasing frequency, our contemporaries release long lists outlining the performance of residential property by individual suburbs. Based mostly on changes in median price, these sales are not cleaned. As a result, the findings produced are often next to useless. Worse still, they are misleading ... We have selected 24 benchmark suburbs across the south-east corner of Queensland.*

*The suburbs chosen typify a range of geographic locations. We have cleaned up the data pertaining to each ... We had to remove, on average, 18% of sales across the 24 selected suburbs from our price-related calculations this year, because they were extraordinary transactions such as divorce sales and so forth ...*

*Median house values across the inner Brisbane sample suburbs rose 22% over the last 12 months. But when using actual re-sales and selecting those that have not undergone any substantial improvements between sales, we find that detached house values rose just 9% over 12 months across our inner Brisbane sample suburbs.*

The median price for Minyama on the Sunshine Coast rose 48% in one 12-month period, but values as depicted by resales increased only 8.8%. At Coolum Beach, the median house price fell 5% but values rose 8.7% over 12 months.

At Sunnybank in Brisbane's middle ring, the median house price rose only 1% but values rose by almost 10%. At Palm Beach on the Gold Coast, the median house price fell 3% but values as measured by re-sales rose 6.6%.

Median prices can be useful for investors as long as they understand their limitations. When there is a large sample of sales over a long time frame – e.g. five or ten years – they may show something worthy of credence.

But be aware that the median price listed by one source may be different from another source. In particular, the growth in prices in a specific location can vary, depending on the source of the data. Four research companies can provide four different growth numbers because they all use different methodologies.

In 2018, according to one big-name data source, Darwin house prices rose 5%; but two other sources said they fell 4% while a fourth research firm said Darwin house prices fell 12%.

### **Question everything, believe no one**

Australians are duped out of tens of millions of dollars in scams each year.

The ACCC Targeting Scams Report says that in 2022 more than 500,000 scam reports were made to Scamwatch, ReportCyber (Australian Cyber Security Centre), the Australian Securities and Investments Commission, government agencies and financial institutions. Losses were over \$3.1 billion.

The top three scams were investment scams, dating and romance scams and false billing scams.

The average loss through scams reported to Scamwatch in 2022 was \$19,654. The scam to cause the most financial harm were investment scams. More than \$1.5 billion was lost to these scams.

## Gathering information

Identifying an investment scam is becoming increasingly difficult. In addition to using websites that look legitimate, scammers make direct contact via mobile phones, apps and social media.

Unfortunately, as many of the scammers are based overseas, prosecuting these fraudsters and getting the victim's money back can be very difficult.

Scams that use images of celebrities (without their permission) to convince people to invest in a product that either doesn't exist or doesn't live up to the sales pitch are also on the rise.

"Romance baiting" when scammers pretend to be romantically interested in their victims, usually making contact via a dating app is increasing. After some initial grooming, they claim they have made money through a particular investment scheme and pressure the victim to invest. It usually starts with small amounts and slowly increases. There were 3698 reports of dating and romance scams in 2022.

Real estate is a breeding ground for scams, too. Most states and territories have enacted legislation in the past decade to stamp out the worst property practices. Common tactics - such as under-quoting in auction ads and dummy bidding - still abound, despite those laws.

Spruikers continue to lure Australians into paying large fees to attend seminars or webinars where they are usually duped into buying off-the-plan apartments in oversupplied markets.

Recently we've seen a new kind of real estate scam: misinformation. Lobby groups seek to further their political objectives through propaganda dressed up as research. Companies seeking publicity know "research" that supports a sensational negative claim will generate headlines.

As in war, the first casualty is the truth. This is a problem for investors because good information is the foundation of sound investment decisions. Given the proliferation of lies, damned lies and statistics, how can investors decide between good information and bad?

My first rule as a property investor is: Question everything, believe noone. Even ethical people speaking from the heart need to be questioned because their position represents the views of one person – and others may disagree.





## Gathering information

### When a lie becomes accepted as fact

It's scary the speed with which a lie becomes accepted as a fact across Australia, thanks to bad journalism. Here's one example:

At different times during the past 20 years, it has become accepted as "fact", repeated regularly by media across the nation, that Australia has a housing price "bubble" and that property values are facing imminent collapse.

It's nonsense – but many media articles on real estate in recent years have had "bubble" in the headline. For many years commentators and talking-head economists, in an effort to appear informed on real estate, have referred to this "bubble".

This has been the case since the start of the 21st Century. On most days since 2000, media somewhere in Australia has run a bubble story, implying that property values will collapse. To date, it has not happened - despite the Global Financial Crisis and the Covid-19 pandemic during this period.

Bubble stories increased in 2009 and thereafter, all based on a lie. It came from a speech by Reserve Bank Governor Glenn Stevens on 28 July 2009 in Sydney. Having seen the coverage given his speech, he probably wishes he never stood up. According to media reports at the time, Stevens was worried about a housing bubble.

But he never said that. At no stage did he use the word bubble.

The text of his speech and the audio recording of it, including the question-and-answer session afterwards, shows that nothing he said could be construed as a reference to a bubble.

Here's what he did say: "A very real challenge is: how do we turn ready availability and low cost of housing finance into more dwellings and not just higher prices. This ought to be a time when we can add to the dwelling stock without a major run-up in prices. If we fail to do that – if all we end up with is higher prices and not many more dwellings, then it will be very disappointing."

He did not say he was concerned about the current price levels. He said only that prices were "tending" to rise.

While there was some increase in median house prices across Australia at the time, it was minor. According to Australian Property Monitors, median prices rose 3% nationally in the June 2009 Quarter. The ABS House Price Indexes for the June Quarter 2009 found that the weighted average across the eight capital cities was a rise of about 4% - but prices remained lower than mid-2008 levels.

So where did this concept of a bubble come from? It arose out of ignorance and the peculiar beat-up mentality that pervades media. The original lie (that Stevens spoke of a price bubble) was compounded by the shallowness in Australian journalism. Many people who commented on the "bubble" after that did so because they read it somewhere – it became a cheap-and-easy headline to repeat. No one bothered to check.

## Gathering information

Lost in the fog of misinformation was the reality that Stevens' speech was devoted to a fairly positive review of Australian economic performance and the challenges that lay ahead. But after July 2009 there were countless references in media to the RBA's concern about the "bubble".

The RBA went to considerable lengths, with media releases and speeches in various forums, to make it clear it did not believe that a bubble existed. But the lie continued to be accepted as fact. Fast-forward to 2021 and 2022 - and bubble stories have continued to abound in Australian media.

### **OECD Assessment Misrepresented**

In 2018, as the boom in Sydney and Melbourne wound down, mainstream media indulged in a feeding frenzy of negative articles which converted the decline in big city prices into a national downturn.

Major newspapers ran daily articles describing the "collapse" of Australian property prices. In their drive to create negative sensation, journalists found ways to turn positive reports into ones that focused primarily on perceived negatives.

One striking example came from a report in December 2018 from the Organization for Economic Co-operation and Development.

The report said that Australia's long span of economic growth, 27 consecutive years, was likely to continue and that the Sydney and Melbourne housing markets were "on track for a soft landing".

In its Australian economic survey, the OECD said: "Life is good, with high levels of well-being, including health and education. Robust economic growth is set to continue.

"New capacity coming on stream in the resource sector will support exports and business investment will pick up. Growth of wages and prices will rise gradually, while the jobless rate will edge lower.

"Output growth will moderate slightly in 2020 as capacity constraints tighten, export-market growth slows and households become less willing to draw down savings to fuel consumption."

It said the most likely outcome for the housing market in the biggest cities was a soft landing and that a housing crash was unlikely. But it said the housing market could pose a risk to the nation's economic growth going forward.

"Financial supervisors and bank regulators should be prepared in the event of a hard landing in the housing market," the report said.

Media coverage focused exclusively on the reference to the possibility of a "hard landing" and portrayed this as being the core message of the OECD report.

# Part 3: Buying

## Units or Houses: which suits your strategy



**This?**



**or this?**

The dominant paradigm of Australian real estate has been that houses show better capital growth rates than apartments. The standard argument has been that houses have greater land content than apartments and that while land parcels appreciate, dwelling structures depreciate.

But this is rather simplistic. More pertinent perhaps is the underlying cultural attitude of Australians. The so-called Great Australian Dream of “a home of your own” is based primarily on the image of a house on a block of land.

Gradually that is changing. For many years households have been getting smaller while houses have been getting larger and more expensive. Increasingly buyers are opting for apartments for affordability and lifestyle reasons.

The market share of apartments is rising steadily. In 2009, 30% of new dwellings were apartments; by 2012 this had risen to 38%. In February 2015, new building approvals were split 50-50 between houses and apartments. In October 2023 according to ABS figures 40% of new dwelling approvals were apartments.

It's clear, particularly in some of Australia's larger capital cities that more people are choosing to live in units. And apartments increasingly are challenging that old paradigm about houses delivering superior capital growth.

As far back as 2010, RP Data figures suggested units showed better capital growth in Sydney, Brisbane, Perth and Darwin, and similar growth rates in Melbourne and Canberra. Australian Property Monitors recorded higher growth for units in Perth, Darwin and Hobart, but inferior uplift in Sydney, Melbourne, Brisbane, Adelaide and Canberra.

RP Data also suggested apartments had performed a little better than houses over five years. Units recorded average annual value growth of 7.4% compared to 7.1% for houses – although over the 10 years to 2010 the average annual value growth of houses (9.9%) was better than units (8.0%).

In 2013, according to APM figures, apartments achieved higher growth than houses in the two leading capital cities for price increases, Perth and Darwin. In Perth, the median unit price rose 9.3% in the 12 months to June 2013, while in Darwin the unit median increased 10.3% (although subsequently there was a post-boom price decline in those markets).

Figures published by SQM Research in February 2017 indicated that annual price change outcomes were similar between houses and units in several cities. This included price growth leader Hobart, where the Asking Price Indexes were up 12.8% for houses and 13.0% for units. The average situation across the capital cities was an 8% rise for houses and a 6% rise for units - while the growth over three years was 21% for houses and 18% for units.

An August 2020 comparison by Hotspotting of price growth in the eastern suburbs of Sydney showed that annual growth in median prices had been considerably stronger for apartments than houses in several locations, including Vaucluse, Rose Bay, Dover Heights, Bronte, Randwick and Coogee. And the long-term capital growth rates were better for apartments, in Vaucluse, Rose Bay, North Bondi, Bronte and Coogee.

The data suggests the rising performance of units is quite recent – and affordability is a key reason. CoreLogic figures show that, at December 2023, the median capital city house value was \$931,762, compared with a median unit value of \$649,350 a price differential of 36%.

Households have been getting smaller. More people choose to live alone or as couples without kids. Some baby boomers want to downsize. Young adults are happy to live in a small dwelling as long as it's wired.

The average household has reduced from 4.2 people in 1950 to 2.75 people in 2000, 2.6 people in 2016 and around 2.3 in 2021.

More are opting for units because they're cheaper and less time-demanding. *The Australian* newspaper reported, under the heading "*Young plump for inner-city pads*", that Melbourne was leading "an apartment surge" as young buyers gave up on the idea of owning traditional homes in the suburbs.

Often, a buyer's choice will be a mixture of affordability and lifestyle: a desire to live in a low-maintenance, easy-care home close to work, restaurants and nightlife, at an affordable price. The Australian quoted Sam Nathan, an apartment specialist with property advisers Charter Keck Cramer, as saying that Generation X and Generation Y saw apartments as their "primary housing option".

At the same time, The Courier-Mail reported that Brisbane residents have embraced apartment living with the number of owner-occupiers buying units in the inner-city jumping 25% in five years.

Government policies will add further impetus. Most state governments have plans to manage population growth. A central theme is a strong emphasis on infill development in preference to urban sprawl. This calls for more medium- and high-density development, particularly around transport nodes.

Petrol prices, road tolls and parking fees are driving more people to stop driving. Suburbs with train stations will be out-performers in capital growth and units near stations are likely to be winners. Urban renewal programs are a success story with industry removed from waterfront areas and replaced by dwellings.

Although there has been a preference for houses rather than units amongst buyers during the pandemic, CoreLogic predicts high rates of vaccination and affordability issues will increase demand for units.

The purpose of this piece is not to convince you that you should buy apartments. It is to suggest that there is an alternative to the dominant culture of Australian real estate that could be considered.

## Deciding where to buy

### More important than what you buy – or when

A critical feature of successful property investment is deciding where to buy. In many ways it's more important than what you buy – or when.

The key for investors looking at properties is to first take several large steps backwards. Investors fail to see the best opportunities to buy real estate because they look too “micro”. The bigger picture is more important. But they can't see the suburb for the houses (the real estate version of “can't see the forest for the trees”).

Many investors put their energies into scrutinising the individual property to buy. That's important – but where they buy is more important. Most crucial of all is the rationale supporting the where. The chapters that follow discuss some of the key issues in helping investors decide the where .....

### There's life beyond the big cities

Despite its vastness, Australia's attention is focused on narrow areas. Sydney and Melbourne have dominated media attention and discussion of property markets since 2013 - both when their markets were booming and later when they went into decline.

So much of our population and headline action is in the big cities, we tend to forget there's a life beyond them. When we do receive news of regional areas, it's about drought, bushfires and population drain.

They're places where community is alive and most councils embrace anyone who wants to come and invest. They're also places that have dealt with the Covid pandemic far better than most of the big cities.

For some reason, property investors cling to the coast like a security blanket. The last place they'll consider is an inland regional centre. Most favour the inner or middle-ring suburbs of the capital cities (all, except Canberra, coastal), especially Sydney and Melbourne - in the mistaken belief that this is where the best growth always resides.

The research suggests otherwise. In the six, 5-year periods since 1988, the leading cities for price growth in four of those six, 5-year periods have been Brisbane, Perth and Darwin (twice). Sydney has been the market leader only once in the past 30 years and the strongest 5-year growth spurt was delivered by Perth, where house prices grew 140% in the 2003-2007 period.

Surveys indicate that investors tend to rate precincts in this order, in terms of perceived capital growth:

- Inner-city suburbs
- Sea Change areas
- Outer-ring suburbs
- Inland regional areas

Outer suburbs of our capital cities rank low in their estimation, despite the large body of data showing this is where good long-term capital growth is often found.

## Deciding where to buy

In Melbourne in 2017-2018-2019, the busiest markets and the ones with the strongest price growth were the outer-ring areas.

Regional centres and country towns barely rate a mention in surveys of investor perceptions. It's only in the context of mining towns that investors will look inland (and that's seldom a smart move).

However data from Propertyology shows that in five years to 2021, many regional cities and towns in NSW, Victoria and Queensland recorded higher growth in house prices than their state capital cities.

The high -growth locations included inland centres as well as coastal towns. These trends were exacerbated by events in 2020 and 2021. The population drift to regions, which had been under way for several years already, became stronger thanks to the impact of the pandemic,

According to CoreLogic, dwelling values in 2021 rose 26% in the combined regions and 21% for the combined capital cities. In the three months to the end of October 2023, the combined regions rose by 1.8% and combined capital cities rose by 2.2%.

**Many regional towns recorded annual growth in their median prices above 20% in recent years**

### **Middle and outer suburbs often have the best capital growth rates**

The most temperamental markets in Australian real estate, often, are the premium suburbs in Sydney and Melbourne. Long-term, they often have capital growth records that are poor by national standards, notwithstanding the growth of recent years.

The prestige markets have periods during which they run amok, with home buyers and investors competing feverishly at auctions. Usually, this price surge is followed by a decline in values. We saw that in 2018 in Sydney and Melbourne, following several years of growth.

The price graph for many of the millionaire suburbs resembles a mountain range. A peak is followed by a trough, sometimes quite a deep one. By the time you average out all this volatility the long-term growth rate is relatively unimpressive.

Middle-ring and outer-ring suburbs are less likely to behave like that. The same is true of those solid regional centres that most investors ignore. Their price graphs tend to be smooth and the long-term growth averages are usually solid. It's property's version of the hare and the tortoise. Research conducted in 2010 revealed that there were 46 suburbs within the Melbourne metropolitan area which had long-term growth rates of 12% or better.

That's the average annual growth rate in median house prices over 10 years.

Only one of these out-performing suburbs – Balwyn - was in the “prime” inner-city suburbs. The rest were a long distance from the Melbourne CBD.

The Mornington Peninsula was a standout for long-term capital growth. So was Geelong.

## Deciding where to buy

That research was repeated in mid-2013 and delivered a similar result. Only one of the top 25 Melbourne suburbs for long-term capital growth was a million-dollar suburb (again it was Balwyn).

Most of the top performers were in cheaper areas a considerable distance from the Melbourne CBD.

Toorak, the most expensive Melbourne suburb with a median price in 2022 of \$5.6 million, had a price spike in 2004. Growth fell away hereafter to a trough in 2006. There was another price spike in 2007/2008, followed by a deep trough, with the median price falling almost 20% in 2009. In the first half of 2010 we saw another spike, followed by another deep trough in 2011. After a brief growth spurt in 2015-2016, the median house price for Toorak dropped 28% in 2018.

The Toorak unit market was even more volatile, with price surges in 2004, 2008 and 2010 interspersed with deep troughs in 2006, 2009 and 2011-2012. In 2018 the median apartment price fell 17% and the long-term growth rate was less than 4% per year.

Research conducted in mid-2015 indicated the best long-term growth rates in most of the capital cities were achieved by middle-ring or outer-ring suburbs.

For many years, the leading suburbs in Perth for long-term capital growth were found overwhelmingly at the cheaper end of the market. Fifteen of the Top 20 suburbs had median house prices below \$500,000, including five with median prices below \$400,000.

The stand-out growth precinct in the Perth metropolitan area was in the south-eastern suburbs around Gosnells. Four of the Top 20 were in the Gosnells LGA. They were all affordable suburbs (median house prices in the \$395,000 to \$490,000 range), most with train links to the CBD.

The Top 20 suburbs for long-term capital growth across the Melbourne metro area in 2015 had growth rates from 8.3% to 10.1%.

The Top 20 list was dominated by Middle Melbourne, headed by typical middle-market LGAs like Whitehorse and Monash. The Whitehorse LGA east of the Melbourne CBD was the No.1 municipality, providing six of the suburbs on the Top 20 list, including the No.1 ranked suburb Mont Albert, which had averaged growth of 10.1% per year over the past decade.

Nine of Melbourne's top-ranked suburbs for capital growth had median prices between \$730,000 and \$960,000.

The leading capital-growth suburbs in the Brisbane metropolitan area were overwhelmingly middle-market areas, particularly on the city's northside.

The leading precinct was the northern suburbs of the Brisbane City Council area – which provided the top four suburbs and six of the top 10. This area was prominent in terms of capital growth rates because it led the upturn in the city market in 2013 and 2014 – and many suburbs had recorded double-digit price growth in the previous 12 months.

The notion that the best growth rates can often be found outside inner-city areas was reinforced again in 2021 in research by PRD. It found that, in Melbourne, it was the outer-ring suburbs, which had the highest annual growth in median house prices.

In Brisbane, the locations that made the strongest progress in sales activity, translating into strong growth, were often found in the outer-ring LGAs such as Logan City and Ipswich City.

## Deciding where to buy

### Hill Change can offer better value, higher growth than Sea Change

At a dinner party, when the conversation turns to real estate investment, which of the following would you rather be able to say:

- I've just bought a high-rise apartment with ocean views in Surfers Paradise?
- I've just bought a three-bedroom house in Ballarat?

There's more (perceived) prestige in having the Surfers Paradise pad than the run-of-the-mill house in regional Victoria.

But - and here's the thing - the Ballarat house is the superior investment.

The median house price for Ballarat Central grew 23% in 2020 and a further 22% in 2021, with a long-term growth average above 8% per year. The suburb of Mount Pleasant rose 50% in the three years to the end of 2021 and has long-term capital growth rate of 7% per year.

This is typical of the solid, steady uplift experienced in strong regional cities in Australia - and much better than the performance of iconic tourist destinations like the Gold Coast.

Surfers Paradise has the allure of being a great place to invest but its performance is among the worst of any big-name location in Australia.

The long-term capital growth rate for Surfers Paradise units is around 1.5%, according to the CoreLogic figures. The median price for Surfers Paradise apartments (\$600,000 in September 2023) has changed little in the past decade.

It's a bit better in other beachside Gold Coast suburbs like Main Beach (\$1.233 million) and Broadbeach (\$768,000), where the market suffers from frequent bouts of oversupply.

You can buy a typical Ballarat house, where the median is \$625,000, for less than a Broadbeach apartment and for considerably less than Main Beach prices - and are likely, based on the recent history, to get a much better capital growth performance.

**There's more (perceived) prestige in having the Surfers Paradise pad than the run-of-the-mill house in regional Victoria. But the Ballarat house is the superior investment.**

But if you asked average investors whether they'd rather own a Gold Coast apartment or a house in a regional centre, many would opt for the unit on the glitzy beach strip.

Around 3,900 people invested in apartments in the Gold Coast high-rise suburbs (Surfers Paradise, Main Beach, Southport and Broadbeach) in FY2021 but only 1,400 people bought houses in Ballarat.



## Deciding where to buy

There are numerous regional towns in Victoria, NSW, Queensland and Tasmania with strong capital growth performance.

In hill change destinations like Katoomba and Mt Victoria in the Blue Mountains, the 10-year growth average is around 7.5% per year. Towns like Mittagong and Bowral in the Southern Highlands have delivered price growth averaging 8% to 9% per year over the past decade.

In recent years, regional centres in Victoria - such as Geelong, Bendigo, Pakenham, Officer and Ballarat - have been among the national price-growth leaders.

The median price for Officer, south-east of Melbourne in Cardinia Shire, grew 74% in the three years to 2019, including 25% in 2018. Further east in humble Morwell, the median house price rose 50% in the three years to 2021, including 34% in 2021.

In the Blue Mountains west of Sydney, locations such as Leura and Katoomba have long-term capital growth rates averaging around 9% per year.

### The impact of government

Perhaps the most overlooked of the factors that generate hotspots is the impact of “government policy”. It’s a fairly bland term unlikely to set pulses pumping but it can be the highly influential. Many of the most compelling growth areas have “government policy” among the factors generating their strong property markets.

There are three main ways in which government intervention can influence real estate:-  
Through a planned process of urban renewal targeted on specific areas;

Through regional plans designed to cope with growth across an entire city; and  
Through proactive action by energetic local councils.

Most of our capital cities have regional plans which purport to control expected population growth for the next 10, 20 or more years.

The Queensland Government’s South East Queensland Regional Plan was announced in 2005 as a blueprint for how the Gold Coast, Brisbane and the Sunshine Coast will evolve over the next two or three decades. It was updated in 2017 and is now known as Shaping SEQ.

There were many key points in that plan for property investors. One was that the Government planned to absorb some of the population growth through in-fill, allowing more medium and high-density development – i.e. more apartments and townhouses. This tended to make houses in good-sized allotments more valuable, because over time there will be relatively fewer of them. The NSW Government also had a strategy for Sydney which required existing suburbs to absorb an extra 640,000 homes over 25 years.

Again, this needs to occur through medium and high-density homes – which would tend to make houses on good-sized allotments more valuable over time.

## Deciding where to buy

These moves reverse traditional planning policies that have discouraged density in existing suburbs. In 2018 two independent studies - one by the Reserve Bank and the other by Flinders University - concluded that the No.1 cause of affordability issues across Australia was the zoning system which mitigated against greater density in existing suburbs.

While state government policies in recent times have sought to change this, there has been a community backlash against the development of units and townhouses in established suburbs. Local councils in both Sydney and Brisbane announced new policies in 2018 to prevent medium-density and high-density developments in key areas of those cities.

At a more micro level, there are urban renewal programs. Most cities have urban renewal processes, which target specific suburbs for rejuvenation, either by converting industrial uses to residential or by renovating older housing stock.

These types of programs can transform areas that were formerly run-down into lively precincts. In Perth, the Metropolitan Redevelopment Authority (now DevelopmentWA) has had a significant impact on property markets across the city by facilitating the conversion of former industrial areas to modern residential.

In Brisbane, the Urban Renewal Task Force revolutionised rundown areas by removing industrial uses and injecting new residential, usually in riverside suburbs in the inner-city such as Teneriffe, Newstead and West End. More recently the new Urban Land Development Authority has brought big changes to Bowen Hills and Woolloongabba. Infrastructure for the 2032 Olympics will further rejuvenate these suburbs.

The influence of programs like these can spread to property values surrounding the projects and this is a syndrome that's worth watching.

Areas with energetic local authorities can also prosper, helped by the efforts of a proactive council to encourage and facilitate business development.

A notable example is the Sunshine Coast Regional Council. It has been instrumental in generating game-changing events such as ...

- creation of a multi-billion-dollar medical hub,
- businesses like Youi Insurance relocating their national headquarters to the region,
- a sub-sea communications cable connecting from Asia directly to the Sunshine Coast, and
- the creation of a new CBD in centrally-located Maroochydore, on former golf course land.

Prospects for the economy and property market on the Sunshine Coast have been revolutionised by the \$2 billion Sunshine Coast University Hospital, which opened in 2017, attracting other medical infrastructure and creating a new industry for the region.

This created the highest price growth recorded in Queensland in 2018 - and the region continued to deliver strong growth between 2019 and 2021.

As one example of exceptional growth in the Sunshine Coast region, the median house price for Sunshine Beach lifted 72% in the 3 years to the end of 2021.

## Deciding where to buy

Generally, investors should look out for markets boosted by hospitals and education precincts. One of the most powerful adrenalin injections for property markets is the presence of an expanding university precinct or a growing hospital sector. Any location that has both in its midst can be assured of strong demand for rental accommodation, which is the holy grail for property investors.

One of the best things about hospitals and universities is that, while they create plenty of construction jobs when they're being built, the finished facility generates a greater number of jobs – and they're long-term jobs.

This is starkly different to the impact of a new power generation facility, resources processing plant or water infrastructure facility. Those kinds of developments tend to create a short, sharp spurt of accommodation demand while they're being built – and then everyone leaves. A project might create 2,000 construction jobs but only 50 ongoing jobs in operating the facility.

That creates upheaval in property markets. For a while there isn't enough rental accommodation to go around and then there are widespread vacancies.

Markets with growing education and medical sectors, on the other hand, have the kind of solidity that allows investors to sleep at night.

North Melbourne has good prospects because it has a major educational precinct (the University of Melbourne and RMIT) and the city's main hospital precinct. That means lots of medical professionals, hospital support staff, academics and students are coming into the area looking for accommodation.

Liverpool, a regional centre within the Sydney metropolitan area, has a hospital that regularly undergoes major upgrades.

The combination of a large and expanding hospital facility and a major educational presence (Liverpool College of TAFE NSW, which caters for more than 6,000 students) is a key attraction for property investors.

The City of Ryde on the North Shore has the expanding Macquarie University and the Macquarie Hospital – plus the Macquarie Park commercial precinct and new transport infrastructure.

## Deciding where to buy

### Regional centres are safer options than mining towns

Australia is littered with the carcasses of former boom towns impacted by the rise and fall of the resources sector. Resources-related towns in Western Australia, including Port Hedland, Karratha and Newman, were negatively impacted by the decline in commodity prices and the end to the previous investment boom.

The median house price in Port Hedland rose as high as \$1.2 million at the height of the resources investment cycle (around 2012/2013), but fell to \$885,000 in June 2015 and further to \$395,000 in June 2018. At the start of 2019, the median price was \$355,000, according to CoreLogic figures. Late in 2023 it had recovered to \$712,000, but still almost half the former peak levels.

Rents fell by even greater degrees, bringing typical rental yields down from 10%-plus to 5-6% at the bottom of the trough.

Resources-related towns in Queensland had been speeding ahead until stalled by the downsizing of mining operations or the growing use of fly-in-fly-out workforces accommodated in temporary camps.

Mount Isa, one of Australia's largest mining towns, is a significant regional centre in far western Queensland. But its market declined alarmingly from early in 2013. In consecutive quarters, the number of dwelling sales were 189-158-78-63-61-46-41-50-49-42-25.

The suburb of Sunset was typical – sales numbers in consecutive quarters were 30-23-8-10-12-12-7-6-8-7-5. In Pioneer, quarterly sales were 20-16-12-7-3-8-4-1-2-4-6-2.

This remarkable decline coincided with the merger between Glencore and Mount Isa's biggest employer, Xstrata – followed by downsizing. Vacancies rose and prices fell markedly.

In the suburb of Sunset, the median price decreased 44% to \$200,000 in the three years to 2019. It increased to \$279,000 by 2023. Median prices for all Mount Isa suburbs remain lower than a decade ago.

The experience of the past 10 years shows that putting your money into mining towns can be scary. Locations dependent on one industry or one project for their boom market are perilous propositions. The good news is that there are ways to benefit from economic activity in regional Australia without high risk. The low-risk approach is to target regional centres that have economic diversity, a growing population, good transport links and elevated spending on infrastructure.

Geelong, Bendigo and Ballarat are Victorian regional cities with those qualities. They produce steady, reliable property markets. All three have experienced major price growth over the past three years.

Orange is a rock-solid regional city in the Central West region of New South Wales. It has a diverse economy, with agriculture, education, tourism, manufacturing and health services among the major employers.

It also has a gold mine on its doorstep, which recently had a \$2 billion expansion and is poised for further upgrades. The resources impetus is the cream on the Orange cake - but not the main ingredient.

There are other good examples, including the Sunshine Coast, Townsville and Toowoomba in Queensland; and Wagga Wagga, Dubbo, Goulburn, the Hunter Valley and Newcastle in NSW.

## Deciding where to buy

One of the constants of residential property is the way the herd mentality dictates decisions. Most investors make decisions about buying, or not buying, based on reports in mainstream media. If they hear there's a boom happening, they'll want to get involved - but if the media rhetoric turns negative (as it did in 2018 and early 2019) they'll withdraw from the market.

Most investors like the comfort of the herd, despite its history of running in the wrong direction. No one has ever made serious money by following the pack, but people appear more at ease in a herd that's racing towards a cliff rather than being the independent thinker running away from it.

Many wealthy people have preached the "buy when others are selling, sell when others are buying" principle, but few people get it. In the early part of 2009, when prices were down and interest rates were low, investors went missing. According to media reports, they were waiting for the market "to bottom". Some apparently were waiting for the FHOG boost to end, based on the theory that prices would then fall (they didn't).

Many investors opted out in 2018 because it was clear the Sydney up-cycle was over and media headlines suggested prices would fall across Australia. There was further reticence early in 2019 when people used the impending Federal Election as an excuse to not take action.

But prices rose in many parts of the nation in the second half of 2019 and early 2020 - and many locations continued to deliver price growth during the pandemic period.

**Generally, "Is this a good time to buy?" is the dumbest question a property investor can ask.**

But much of the activity was driven by first-home buyers and other owner-occupier buyers, with many investors adopting a wait-and-see philosophy.

Investors with this mindset will always miss the best opportunities to buy well. They won't act until they read that prices are surging and buyers are piling into the market. Then, happy to have a herd to follow, they'll jump in. Often they end up buying at or near the market peak.

Another outcome of this inability to act independently is shunning areas where prices are currently falling. This is flawed thinking fuelled by media which misunderstands the meaning of "hotspot". They invariably highlight areas that have been "hot" (defined as prices having risen a lot) in the past year. This is worthless information because it highlights where you should have bought two years ago.

Most investors, however, will latch on to this stampeding herd and rush into the market, after the premium growth has already happened.

Generally, "Is this a good time to buy?" is the dumbest question a property investor can ask. If you're currently asking that question, you have misunderstood a great deal about property. But, according to what we see in newspapers and blogs, many people are constantly asking this question.

It's the wrong one to be asking. A more pertinent query is: **Where** is it a good time to buy? In simple terms, it's always a good time to buy – somewhere.

## Deciding where to buy

Australia is a big country and the mistake many commentators make is to discuss real estate as if Australia was one large market, with all locations moving in unison. That clearly is not the case. There is a myriad of sub-markets and they are not all at the same stage in the property cycle, nor influenced by the same issues.

Choose any moment in the past 20 years and you will find locations that were rising, some that were falling, others that were stagnating, some booming thanks to local catalysts and some going through tough times for reasons exclusive to that location.

Take 2014 as an example. While media characterised the situation as a national boom and indeed a “bubble”, it was nothing of the sort. While Sydney and Melbourne had considerable median price growth, Brisbane and Adelaide did not.

Nor did Perth, nor Darwin, or Canberra, where many research sources recorded price decline. Outside the capital cities, few regional centres had major growth, but some did for specific reasons. Some of the regional cities of New South Wales caught the wave from Sydney or grew for local reasons. Some Queensland centres had buoyant markets while others experienced a decline.

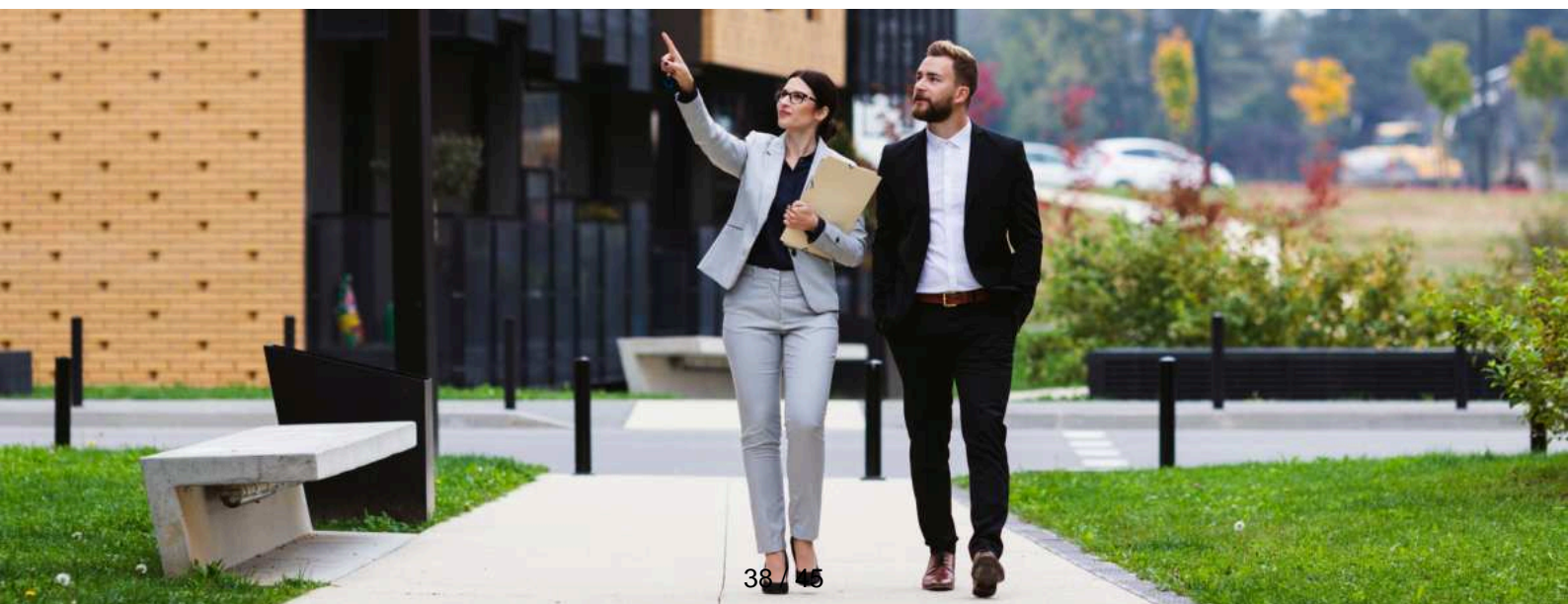
By 2018 Sydney and Melbourne markets were no longer booming and many writers and commentators interpreted that as a national decline in prices. But while prices were falling in some sub-markets in the two biggest cities, they were rising in some of the smaller capital cities (including Hobart and Canberra) and many regional centres (notably in Victoria, Tasmania, NSW and Queensland).

The message is that the Australian property market is not one great lumbering beast moving in a single direction.

It's many thousands of smaller creatures running in various directions. The key focus for prospective investors should always be to locate the best areas to buy, always remembering that property is a long-term play.

At any given point in time, there are always myriad locations worthy of investor attention. One of truisms of real estate is that you make your money when you buy, not when you sell. This means you set yourself up for solid capital gains by buying at the right price.

Investors can make their lives a lot easier by avoiding buying in markets that are rising strongly. The best option is to buy in an area that has good future prospects but where the market is currently flat. In other words, the essence of good investing is to buy in a “future” growth area.



# The importance of negotiation

Buyers need not fear negotiation. Yet it's the thing people dislike most about real estate. There's an aversion to looking another person in the eye and talking money. It's almost as if we think there's something unclean about bargaining over price.

People actually know more about negotiation than they think. Most don't realise how often they negotiate in the course of a normal day. Every time we buy something we negotiate. Everyday interactions with family and friends involve negotiation.

Taking a phone call from someone selling a service teaches plenty about negotiation because we're dealing with people trained to turn objections into selling points.

People who teach negotiation skills say kids are great negotiators. Children are naturals at squeezing out a good deal. While their parents are distracted by work and running a household, children are free to observe, learn and apply the lessons.

Wayne Berry, who is the author of many books and marketed as Australia's "Top Gun" negotiator, says cultural conditioning turns children who negotiate into adults who don't.

Without good negotiating skills "we become shark bait if we negotiate with someone who is good at it," Berry says.

There are dozens of negotiations in an average day and people are more experienced than they think. Often we are negotiating without being aware of it.

## The basic laws of negotiation

There is much common ground among writers and speakers on negotiation. They've all distilled the subject down to some basic laws on which most of them agree.

It's easy to see day-to-day applications in all of these principles and to realise that this is information we know already and apply every day.

### 1. Preparation is essential

It's impossible to negotiate without information. The more you have, the better you can negotiate. Anyone who goes into a negotiation unprepared undermines his/her objectives. Preparation demands research and consultation. Before negotiating on a property, a buyer needs information on the market, the target property and the other party in the deal. And it's better to have information you don't need than to need information you don't have.

Brisbane buyer's agent and valuer Scott McGeever says many people doubt it's possible to buy well in a buoyant market – but says it's achievable with good negotiation skills.

"We initially built this business predominantly through a market that was going ballistic and we secured fantastic property well below list price," McGeever says. "It comes back to market knowledge. Valuers put a price on property and are able to support that price with an argument. We call it a measured approach rather than a gut feel. It comes down to negotiation.

"Whether it's terms and conditions or price, it's about starting at the best possible situation for yourself and being prepared to give a little."

He negotiates mainly with agents and says while some are quite good, most are "quite appalling".

## 2. Know how to communicate

Being good at communicating has nothing to do with being educated or articulate. Many intelligent and highly credentialed people are poor communicators. Your average rugby league show presenter is often a model of poor sentence construction but is still able to communicate well. You know what they mean, even if the syntax is sometimes strangled.

The key ingredients of good communication are honesty and sincerity – and your typical footy expert is passionate and straightforward. Courteous people are more likely to reach a good outcome. Many people think being tough and aggressive is the best way. It's often the worst way. Sure, be determined and stand your ground, but arrogance and rudeness will often result in no deal.

Chester Karrass says in his book *The Negotiating Game* that it's wrong to believe that nice guys don't win. "In negotiation, as in life, nice guys do win," he says. "They gain their objectives when they know what they are doing."

Karrass also says this: "Negotiators must think well of themselves." That's easier to do when you have behaved with integrity and dignity.

Good listening skills are essential in communication. People who articulate their own viewpoint well but fail to hear what's coming back are poor negotiators. Fast-talking salespeople are often poor listeners. They're manipulators, not negotiators.

## 3. See it from the other side

You can't negotiate effectively if you know nothing about the other party. Find out everything you can and imagine how you'd behave if you were the other person. Wayne Berry suggests a good outcome can happen if one party focuses on helping the other achieve what they want. If there's empathy between the parties, a good result can happen.

Meeting the other party halfway can discover a place acceptable to both. Chester Karrass says in *The Negotiating Game*: "In a successful negotiation both parties win, but more often than not one party wins more than the other".

## 4. Ask lots of questions

Buyers should ask lots of questions. Asking questions invites the other person to open up. Often they're concealing their bottom line or their motivation for wanting this deal. Sparking a conversation can relax them and they are willing to be more revealing.

Asking polite questions can also disarm a tough stance by the other party. Important questions to ask may include:

- Do you think your request is fair?
- Can you explain that to me in more detail?
- Have you researched values in this area?
- How long has the house been on the market?
- Have there been any offers on the property?
- Why is the price higher than comparable properties in the area?
- Is there anything else I should know?

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## 5. Pick your moment

A homeowner unwilling to accept an offer today may accept a lower one next week. A salesperson of any sort may be more amenable to a deal at the end of the month if they haven't filled their sales quota.

Knowing the other party's deadline can be crucial. People under time pressure make concessions. Sellers who have already bought elsewhere place themselves under pressure and their power weakens as time goes by. Buyers who have already sold also operate under the same constraints.

Sometimes buyers can create a deadline and win. Melbourne buyer's advocate Mal James had a buyer client interested in a property valued at \$330,000 to \$350,000. But the agents advertised a price guide of "\$240,000 to \$270,000". James put in a pre-auction offer to the agency of about \$300,000 with a tight deadline for acceptance.

The agency complained that the offer was too restrictive and that it put them under tremendous pressure. James says: "It did – and it was deliberate. The initial response was that this was unacceptable.

We asked whether this was an agent's response or a vendor's response." The agency asked for more time but James and his buyer insisted on their deadline.

They bought the property that night. The sellers, already conditioned by the agents to believe that their target price would not be achieved, accepted the offer.

"A discussion with the agency head led us to believe there may have been several offers in excess of that figure since then – and a number of salespeople were upset their buyers were not given an opportunity."

## 6. Solve problems

Finding a way to solve an issue dividing two parties is central to good negotiating. This may rest on some of the earlier principles, such as good preparation and asking questions.

Making concessions is one way to remove an obstacle but most experts on negotiation insist concessions should never be given away – they should be traded. A concession from me buys a concession from you. Often a negotiation cannot even start until someone makes a concession – and extracts one in return.

Ego can prevent people from making headway. Pride can prevent a buyer from achieving a deal: when the price is already attractive, they try to squeeze every last drop out of the seller.

**A salesperson of any sort may be more amenable to a deal at the end of the month, if they haven't filled their sales quota.**

## 7. The KISS principle

The Keep It Simple Stupid concept works well in real estate. To a seller, a lower offer without complications may be better than a higher offer with strings attached.

The buyer who doesn't need finance approval and has no settlement issues is often more attractive to the seller.

Confusion kills property deals. Complications do likewise. Don't give someone a reason to say: "This is all too hard." Sellers may complicate sales by focusing on the inclusions or settlement terms. These are best left until the sale itself is settled.

## 8. Terms and conditions

Sometimes price is not the key. Either party may be happy to concede on price if other aspects of the deal are attractive. As Chester Karrass says in *The Negotiating Game*: "Terms of sale may be open to discussion even when the price is not".

A building and pest inspection is a condition a smart buyer will often place on a purchase. The mention of an inspection can generate honesty from the seller.

**Sometimes price is not the key. Either party may be happy to concede on price if other aspects of the deal are attractive.**

## 10. The price factor

A common mistake is to believe price is the only factor in a negotiation. It's also common to fear the price negotiation.

Making the price clear is important. Buyers are repelled when the price is not clear. Auctions are a good example of this.

Often buyers waste time and money chasing properties that were never in their price range because it was an auction and/or the ads lied about the price. Sellers are best advised to start with a high price and work down.

That's another reason why auctions don't get the best result for sellers: they start from a low price and work up, and stop when the second highest bidder drops out. The only bidder left wins and would often have paid more – if they had to. For this reason, auctions often work better for buyers than for sellers.

Many negotiation experts advise never to accept the first offer, but to flinch instead to communicate that the price offered was too low. Buyers who gush over a property they're inspecting can weaken their negotiating position. Many people are aware of that factor and are careful not to show any emotion.

## **11. Anything can be negotiated**

Most people will just pay whatever the asking price is for goods in a store. Often, however, the price is negotiable.

If you are buying in large quantities, it's worth asking for a discount. And some retailers will offer discounts to buyers who are prepared to pay in cash rather than using a credit card.

Sometimes a sale that appears to be dead can be revived. A buyer may walk away from a deal because of a stubborn attitude by the agents or sellers, but later the matter reappears because the buyer's offer was the best available.

When that happens, the buyer is in a good position to negotiate.

## **12. Keep cards up your sleeve**

Sincerity is an important quality to bring to any negotiation – but it doesn't mean you have to show your hand at the beginning.

You may have valuable cards to play but it's sensible to hold something back. It makes no sense to reveal your best price when the seller may be prepared to sell for less. Both parties need a fallback position and should keep that to themselves. Sometimes the fallback position is not proceeding and waiting for a better option.

Real estate watchdog Neil Jenman recommends that people always have a "higher authority" to refer to – a brother, mother, lawyer or accountant.

He suggests people say: "I always check decisions with..." This allows you to push a pause button instead of signing on the spot.

You can say something like: "It's my policy to have everything checked by a lawyer."

## **13. Be prepared to walk away**

The strongest position a buyer can have is the willingness to walk away. Patience is important in negotiation, but it's wise not to waste time when it's clear that the other party won't bend. It's easier to look elsewhere.

Sometimes in situations like that, the sellers will come back to you after realising their bluff didn't work. The party most willing to walk away has the advantage.

This advantage should always lie with an investor buyer. Investors should never get emotionally attached to a property and should always be willing to walk away and look elsewhere for a better deal.

**Often there's a better option just around the corner.**

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