



ALSO

- HOW TO STOP BEING A WAGE SLAVE
- BE PART OF THE IMMINENT PROPERTY BOOM
- START LIVING ON YOUR TERMS

RAY BEHAN



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CHAPTER 1: INTRODUCTION



wealth creation tool.

Why is it that just 4% of people on this Earth will become **financially independent**, 1% will become **wealthy** and the remainder will **live paycheck to pay check** and retire into a lifestyle where they have LESS than they have right now?

Why is wealth creation such a mystery, and why is it that the myths of wealth are so unknown, particularly for such a high-performing wealth creation tool like property?

What do we need to do to get ourselves out of the mystery and into the moment?

After all, we all know that property is the world's #1

In fact, Fortune Magazine found that <u>97% of all wealth</u> was either created or held in property.

Even more exciting is that many of these people came from nothing, and a lot of them had little or no education.

So if you think you CAN'T join these people, you're wrong: anyone can do this.

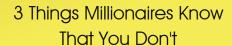
And it will become apparent during this book that the myths surrounding property are just 'conditioning' by society, banks and financial institutions, and that anybody, no matter what their personal circumstances, can build financial freedom from property, and start right now.

But before you're able to do that, you must first understand the habits that have kept you limited in the past.

You see, I can provide you with all the **KNOWLEDGE** in the world in order for you to grow rich from property.

But unless you have the mindset required to put that knowledge into action, it means nothing.

In this book, you will discover that the real reason people get stuck in life, and don't follow through on their goals and their dreams is all down to **HABITS**, and **FEAR OF CHANGE**.





It is old habits and fear of trying new things that holds most of us back from the brink of exceptional greatness.

Because remember, if the mind doesn't change, change doesn't matter.

I hope you enjoy the book.

Ray Behan



CHAPTER 2: MIKE TYSON SYNDROME



what I call the Mike Tyson Syndrome.

The main reason people fail is because of

At one stage, Tyson had \$460 million. Now the man is broke. Wealth couldn't hold him where his mindset couldn't keep him.

Had Mike Tyson's behavior matched his intentions; had his words and deeds been equal to each other; had his actions been aligned to his thoughts, he would have been

the architect of his own destiny.

Instead his architect was a belief system mushroomed from a dream of infallibility. Mike's mind needed to be as powerful as his body. The physical strength alone was insufficient.

Mike made it and lost it.

And the reason is simple.

If you fail to grow internally, and equal to the external growth that you created, then you will compromise the external growth that you just manifested.

In other words, our internal growth and external growth must be aligned.

When you create better financial circumstances and build a path to wealth, your internal psychology must shift accordingly, to create sustainability.

People fail because their mind and body haven't aligned to the same destiny.



CHAPTER 3: FEAR & WHY YOU NEED TO FACE IT



Imagine that you're walking down a dark street at night and you hear a loud noise...

What happens?

You immediately experience FEAR.

And that's because your hindbrain – the oldest part of your brain with limited functionality – kicks in, and immediately analysis the situation. This is your 'fight or flight' mode.

The hindbrain is deciding if there is a threat, and if so, whether you should run away or stay and face it.

One of our most common feelings is fear. When an opportunity comes our way that involves perceived 'risk', we pass judgments based on other people's experiences (not ours), and create worst case scenarios that give us license to give into this fear.

So when faced with an opportunity, fear kicks in and we talk ourselves out of it.

We continue tomorrow who we were yesterday...because it's safe.

But then we realize when we get to our final days in life that it's not the things we **HAVE** done that we are most regretful about. Instead, we regret the things we have **NOT** done, the opportunities that passed us by.

Have you ever NOT done something, NOT taken an opportunity, only to regret NOT doing it later on? I'm sure you have.

And right there stands the variance between successful people and those who remain associated with their past selves.

Successful people realize that there is a level of fear associated with opportunities.

To overcome the fear is success right there.

They look at the net result, create a destiny around that result and continually focus on that destiny until they get there. You see, making judgments *without* actually possessing the knowledge to do so is the #1 cause of missed opportunities.



Take this as an example...

Imagine you suggest to a friend that they should invest in the stock market...

"The stock market? No way", they say. "Not interested. I've heard about so many people who got burned with stocks and shares. It's so risky, way too dangerous, no way, mm, mm."

These are judgments without the knowledge required to make them. And they share these judgments with their family, friends, work colleagues, and eventually pass them down to their children. Not only that, they build an association with that judgment, which then influences their future reality, and vice versa.

They construct a belief system out of **OTHER PEOPLE'S** judgments, and by doing so, build associations with those judgments, which influence their future destiny.

And most times the judgments are <u>incorrect</u>. Statements without evidence.

And people do this all day long, creating worst-case scenarios, based on fear and corrupt feedback from the external world.

Here's another...

"Property? You must be mad. You know my brother's wife's uncle Bob? Well his best mate in the whole world had a sister, and her husband Dave's friend Pete bought an investment property and lost his money. I would never invest in property".

This is fear, based on very little fact.

Yet we believe it, and that feeling of supposed failure stays with us forever. It implants a memorized set of emotions that are fired when we hear the key words – STOCK MARKET OR PROPERTY.

They just forgot to tell you that Dave's friend Pete suffered that loss in property as a consequence of paying too much for the property.

Further, he purchased in an area with no rental demand, and sold at a loss within a year because he panicked.

People who accumulate wealth by means of an investment strategy know the reasons that the strategy may fail. In other words, you need to know as much about how to *lose* money as you do about how to *make* money, in any strategy you are involved in.

You need the knowledge.



Because without that, there is only fear.

And if you don't face your fear and embrace change, you will never grow. You will never achieve financial freedom.

Instead, you will do the same job every day.

You will drive to work taking the same road. You will deal with the same people who push your buttons the same way every day, which creates the same negative feelings.

And because you don't enjoy what you're doing, you will rush home at the same time, getting caught in the same traffic, just so you can get back in time for your favorite TV program.

And when you've watched that, it's almost time for bed, where you'll be doing the same thing the following day!

And have you grown during that day?

Have you expanded your life in any way?

NO.

But you're doing the same thing over and over again, yet expecting different results.

And isn't that the definition of insanity?



CHAPTER 4: ABOUT RAY BEHAN



If you think that financial, freedom is something that only the 'privileged' or 'lucky' get to experience, it's not.

I failed in school, primarily in Mathematics and English.

My English teacher fell short of calling me stupid, but certainly made me feel that way. Although he hadn't set out to hurt me, he left me with a sense of 'uselessness'.

However, I had some resilience and determination to prove people wrong, which I picked up from my

parents.

Unfortunately, a serious head injury took its toll on me, and I became ostracized, shunned, introverted, depressed and completely removed from society, and it took over 14 years to heal to the level it is at today.

During this time I spent at least, 10 years (between 7 and 17) isolated from the world, unable to fit in, and at war with everyone around me.

And I spent many of those years so removed from reality that I was destined to live a life of nothingness. Unable to read very well, with a limited vocabulary, and in a Christian Brothers boy's school, I stood out for all the wrong reasons.

I was schooled in inner city Dublin. It was a dog eat dog, survival-of-the-fittest environment.

I still don't know how I survived.

I remember the Christian Brothers as having one mission in life, and that was to strip away any pride and any crumb of confidence I might be able to lick off the floor on my journey through there.

During these years, I had a great friend. He was my 'seat buddy' for years, in that we sat next to each other in school. He was just a little guy. We were babies, really. Just little humans hoping to make it to the end of the day with a smile on our faces.

We didn't want for anything, except for a little peace from the unending barrage of battles between students from different streets, classrooms, communities and



Families. It was hell. My little friend couldn't take it anymore, and he left this world. Gone to a better place, all for the sake of peace.

His name was Philip.

But I had an inner determination to alter my position and not take the same path.

Nevertheless, by the time I was 15, it was obvious that I wasn't up to the rigors of academia, and I left school.

I had no qualifications, no job, and no friends.

But slowly, things began to change...

My father, who was a well-respected print engineer, managed to convince an electrical contractor to help his son out. I mean, who wouldn't under those circumstances?

And out of the blue, I was awarded an electrical apprenticeship.

At 19, I had successfully completed my apprenticeship, and developed into an excellent communicator. My weaknesses were becoming my strengths. I couldn't spell nor figure out mathematics, but I could certainly communicate.

And then the biggest change in my life occurred.

I was offered an opportunity by a very worldly and knowledgeable man, named Paul.

He offered me entry into a different world. A world of high earnings, success and freedom.

But there would be a price. It meant I would have to step away from everything familiar.

I knew that if I didn't act now, nothing would change. Fear consumed my every cell. This was a big step. I would have to leave my trade and my only source income in order to do it.

On the other hand, I knew that if I acted on that opportunity, everything could change.

A whole new world of opportunities would spread out before me. So I acted.

I took a leap of faith, and for the first time I ignored my fears.



I purchased my first property at 19, and at 20 bought the biggest house in the neighborhood where I lived with my parents. I bought my second house when I was 21, with 50% gearing (half cash, half mortgage). Paul had taught me well.

Moving to Australia, I led the way for my family, and became a landlord owning eleven properties at one stage, mostly in Melbourne. These properties were negatively geared, because that's what we were 'TOLD' was our best course of action for making money in property. That's the first myth.

I didn't realize that my accountant was introducing his values into my wealth strategy, and that his knowledge was seriously antiquated.

Negative gearing was not the only way.

He wasn't keeping up to date with new trends. He probably knew them but hadn't implemented them into his reality, but I thought that he knew best and that I should follow his advice, which wasn't, as he claimed, a 'clever' way to invest.

Eventually though, I discovered what was.

I completed my first sub-division in Burns Beach in Perth, turning a \$272,000 block into \$1,200,000.

And I went on to acquire \$83,000,000.00 (eighty three million dollars) worth of property under Property Options all over Australia, which is one of the techniques I teach in my seminars.

From tough beginnings, where I had no knowledge and no experience, I became an intelligent investor.

And it's these experiences that allow me to give you the information you need to become an intelligent investor, too.



CHAPTER 5: BUY & HOLD PROPERTIES



Ensuring that you have a qualified Financial Planner to go through all your financial information is absolutely crucial in creating sustainable growth in your wealth.

Your ideal Financial Planner must come with a lot of experience in growing wealth through property; he must completely understand Positive and Negative Gearing, and have an understanding of 'property cycles'.

This is one of your first steps when participating in a 'Buy and Hold' strategy.

By definition, 'Buy and Hold' is just that. You make the acquisition with the intention of sustaining ownership for a period of time, normally a minimum of three years.

After all, if you were to sell the property within two years of the purchase, most, if not all, of the capital gain will be consumed by duty and agent fees. So it makes sense to enter the 'Buy and Hold' space for quite some time.

The beauty of Buy & Hold is that if you make a purchase in an area where the property cycle is 7 years (more on property cycles in a moment), you should see the property double in value. And that gain is all yours.

Of course, you still have debt to the bank but you own the asset. The bank has opened the door of opportunity to you to make a significant gain.

And by offering this property to the rental market, you can enjoy the long-term growth. The property will increase in value over the years without you having to do much at all, while your tenant will help you pay off your mortgage.

What is a Property Cycle?

A 'property cycle' is a logical sequence of recurrent events that affect supply and demand for property and consequently influence the property market.

It's widely recognized that property follows a predictable cycle with three recurring phases: Boom, slump, and recovery.

The cycle follows a consistent pattern, which can be accurately assessed, by following the trends of key drivers.

In fact, property cycles follow a predictable pattern as sure as night follows day.



Boom followed by Slump followed by Recovery, before the next Boom commences, and so on. The property cycle will always follow this pattern, so a Boom cannot precede another Boom without first experiencing a Slump, which then needs to be followed by a Recovery before the next Boom can arrive.

IIP #1: Always buy new. You will have at least 10 years without the need for any maintenance. Plus, there are more tax deductions on brand new 'house and land' packages than any other property investment purchase, which includes no stamp duty payable on the build, which in itself saves you thousands.

IIP #2: Make sure you have a Protection Plan to suit your investment plan. This will ensure that whatever unforeseen circumstances may arise from a loss of income (due to an accident or sickness) your property investment portfolio will continue to be built regardless. I would recommend a 10 year tailored financial plan.



CHAPTER 6: IDENTIFYING GOALS THROUGH ORDER OF VALUES



Goal setters are goal "getters". They get places by choice, not by chance. People do not become wealthy if they don't know what they're going to do with their wealth.

Wealthy people <u>ALWAYS</u> know what they are going to do with their wealth.

So from this minute on, if you fail to participate in a goal-setting program, it's likely that you will either not become wealthy at all, or you will only enjoy momentary wealth.

You will gain and you will lose.

Because when there's a mist internally, there's a fog externally.

Remember Mike Tyson?

People who find wealth do so because they are in control. They manifested it by virtue of their creative minds.

When people then lose money, they lose it because they never understood their goals or prioritized them in order of highest to lowest, and therefore they never understood their own true value system.

Because when you don't understand your own true values, you are living a scattered life. And this is exactly what you get in return; a scattered existence.

So now that you are starting to realize that you are the architect of your own external reality, ask yourself if areas of your life are scattered. If they are, consider your values.

Are they in order of importance?

If you find that your values are not clear to you, or they're not in order, spend the time to assess and order them.

We all have a value system and when you don't understand and live by yours, you end up living by other people, which may not be right for you.



So you need to make a resolution with yourself that from this moment on, you will set your own goals and understand why it is that your goals are in that order, so you can create a reality that produces **SUSTAINABLE** wealth creation.

In other words, making money today, tomorrow and every day from here on in - unlike 95% of people who make it and lose it, make it and lose it.

Here's an analogy to consider...

Think about your current employment. Is there order there? Do you know what time to get to work, how to do your job, how to deal with your employers and supervisors, what time to take your break and what time to leave?

That's order in your employment and that's why you get to keep your job.

Money is the same. Where there is order, money comes and stays. But when there is disorder, money comes and goes.

REFLECTION #1: Identifying Your Values

Ok, one of the most productive things you can do is to identify your values.

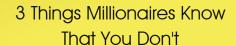
Ask yourself, 'what are my values?' Place a number between 1 and 10 in order of preference, so number '1' on your list is of highest value to you (be absolutely truthful with yourself)

Spouse/Significant Other	
Children	
Career	
Travel	
Health	
Wealth	
Financial Independence	
Becoming debt free	
Being deemed 'successful'	
Religion	
other	

SETTING YOUR GOALS

now, it's a sensible idea to set your first big milestone as 'replacing your current income'. So look at what you are earning today.

Is what you are doing filling the bank accounts of other people?





Let's look at the amount of energy you put into your work daily. You know, that JOB you do that fills other people's bank accounts. Is this your life story?

Including preparation time, such as getting ready for work, as well as traveling to and from work, how much of your waking day do you dedicate to your career?

REFLECTION 2: Daily Dedication		
2 to 4 Hours? 4 to 6 Hours? 6 to 8 Hours? 8 to 10 Hours? 10 Hours plus?		
REFLECTION 3: My Reward		
Now, how much of the profit you cre keep? Place a tick beside the answe	· · · · · · · · · · · · · · · · · · ·	u think you get to
1. A little 2. Not enough 3. Half 4. A Lot		
If you selected either number 1 or nuyour resources. You have the most so disposal: your brain. Are you truly usi	ophisticated tool in the unive	
REFLECTION 4: My Reality		
What result do you achieve financial again:	lly at the end of your working	y week? Place a tick
Beyond my dreams? I'll be financially independent soon? Nowhere near what I really and truly		
REFLECTION 5: Light in the Tunnel		
Now, let's take all that energy and tin ask yourself the following: If I were to the results I truly wanted, would that a	focus that effort onto somet	thing that gave me
Yes? No?		



3 Things Millionaires Know That You Don't

What do you need to do to achieve whatever you have written above?
What do you need to do to achieve whatever you have written above?
Answer this question honestly. "When should I start"?
Answer this question honestly. "When should I start"?

Remember, in order to achieve a different outcome from your past, you need to move beyond your current environment so that it's no longer in control of your thinking.



CHAPTER 7: TRADING INTO WEALTH



As you know, 'Buy & Hold' is an investment strategy where an investor buys stocks and holds them for a long period of time. In this scenario, the stock is **PROPERTY**.

This is based on the view that in the long run, the financial markets will give a good rate of return despite some inevitable volatility.

Advocates of the 'Buy & Hold' strategy say that investors will never see such returns if they bail out

after a decline. This viewpoint holds that market timing, i.e. the concept that you can enter the market on the lows and sell on the highs, does not work.

Attempting this gives negative results, at least for small or unsophisticated investors, so it's better for you to just buy and hold.

The opposite of 'Buy & Hold' is the concept of 'day trading', in which money can be made in the short term if an individual tries to short on the peaks and buy on the lows, with greater rewards (profits) coming with greater volatility.

But of course, when it comes to stocks and property, 'VOLATILITY' is inevitable, and very difficult to predict.

Buying and holding is a much safer, less risky approach, because property prices always go up in the long term.

So how do you go about purchasing an investment property?

Well, you can buy it yourself of course, or you can buy it in 2 or more names to split the costs and reduce the risk.

If you buy real estate with your partner, for example, you can both have your names on the property title.

But you will need to decide whether you will own the property as:

1. **Joint Tenants** – this means that you both own the whole property. It can only be sold as a whole, and if you separate, you'll need to reach agreement about how it's divided up. If one of you dies, the survivor owns both shares of the land automatically, whether or not the person who died had a Will.



OR...

2. Tenants in Common – this means that you own separate shares in the property, which could be 50/50 or an unequal percentage. You can each deal separately with your share by selling it to someone else. If one of you dies, their share is passed on according to their Will or the rules of intestacy.



CHAPTER 8: POSITIVE GEARING VS NEGATIVE GEARING – THE MYTHS AND THE TRUTHS



What we are taught in our formative years is hard to shake.

Just as a scientist is taught to reject speculation until it's proven and to only believe in what they can 'observe', and doctors are taught to believe only in medicine (take the pill son, it will cure you) and in no other kind of alternative treatment, so too are Accountants taught "negative gearing, negative gearing, and negative gearing".

When most of our Accountants were undertaking their education, "Positive Gearing" wasn't a curriculum item.

The word 'gearing' simply means that the property was bought using finance and that the interest on the finance just forms part of the outgoings.

The outgoings are the cost of the property, such as mortgage, rates, maintenance, and so on.

Many people are confused by the terms Positive and Negative Gearing, not understanding what they mean or the impact they can have on their personal circumstances.

For example, a property may be positively geared for one person; however, that same property could be negatively geared for another. This is due to individual circumstances, loan agreements, monthly rental fees, and different income tax requirements.

NEGATIVE GEARING

Negative gearing means that the interest you are paying on the loan is more than the income. As a result, you are making a loss.

So, if negative gearing means that you're making a loss, why do people do it? Well, people do it on the basis that the property they've bought will increase in value over a period of time, and that this increase will outweigh the losses that they make.

POSITIVE GEARING

Positive gearing occurs when a property yields an above average rental return for the purchase price and/or expenses are lower than average. This means that your return outweighs your expenses, which means you have extra money (or extra



income) in your pocket each week, added to the fact that the value of the property is increasing.

In other words, with each property you buy, your income increases, lifting your power to service more debt and invest in yet more property.

Theoretically, the capacity of the positively geared investor to borrow money for more properties rises with each purchase.



CHAPTER 9: STATISTICS ON SUPERANNUATION AND THE PENSION



The problem with Superannuation is that we rely on it for our retirement, and therefore the strength of your individual fund will determine your quality of life.

If your fund is vulnerable to change, or the fund falls short of your requirement, as is the case in most situations, you are at the mercy of economic factors that are beyond your control.

The Truth about Where We Are Heading

Those with relatively small superannuation balances e.g. less than \$75,000, will deplete their superannuation quickly after retirement, and then need to fall back on the aged pension safety net.

The negative inflows and low returns on funds over the last few years has exacerbated pressures on retiring individuals. Most Australians are currently retiring on a benefit far less than needed to sustain them in retirement, which means they will need to access social security benefits in order to support themselves.

More research indicates that 81% of retiring Australians do not have enough Super and rely on the pension for their existence.

We all need an alternative strategy to give us a good quality of life.

But another problem we face is population growth, which will inevitably impact on state pensions, medical care, and much more.

The life expectancy of an Australia in 2014 was 81.9 years, **among the highest in the world.**

And what's more, each day there are 201,000 births, and only 83,000 deaths. The population is growing bigger by the day, and people are living longer.

In fact, since the 1940's, the average time in retirement has increased by almost 50%.

As a result, the Federal Government has moved to increase the pension age to 67, telling us we need to work harder and for longer. But of course, if we're all living longer, we require a corresponding amount of funds to live on.

So where do you find these extra funds?



Quite simply, property.

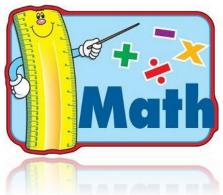
It's the best investment tool in a world that is continuing to grow, where more and more people are in need of a place to live.

The demand for property is only going to rise, and with that, so will prices.

Investing in property now is a 'no brainer'.



CHAPTER 10: THE SIMPLE MATTER



Consider the following equation.

You purchase a long term "Buy & Hold" Property as a wealth creation strategy today.

Your initial investment is \$350,000.

A typical property cycle (where the value of the property doubles) is currently 7 years.

In 7 years, your property is valued at \$700,000, leaving you with the original property, and the resulting profit (less mortgage fees, maintenance, etc.)

That's the benefit of investing in property.



CHAPTER 11: NATIONAL RENTAL AFFORDABILITY SCHEME (NRAS)



The National Rental Affordability Scheme (NRAS) is an Australian Government initiative to stimulate the supply of new affordable rental dwellings. The Scheme offers annual incentives for ten years (indexed annually to the rental component of the CPI).

The two key elements of the incentive are:

1. A Commonwealth Government Incentive currently of \$7,846 per dwelling per year as a refundable tax offset or

payment, and...

2. A State or Territory Government Incentive currently of \$2,285 per dwelling per year.

The Incentive is provided annually for ten years and is indexed based upon the rental component of the CPI index. The most recent increase was 5.4%.

Incentives are provided on the condition that throughout the ten-year period the dwelling is rented at 20% below the market rate to eligible low and moderate-income households.

The Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) is responsible for the implementation and ongoing management of NRAS, in consultation with the Australian Taxation Office.

In addition to this, many State and Local Governments have provided generous planning incentives where NRAS approved dwellings are to be built.

Currently, housing affordability is a problem in Australia. For society to function, people need to live affordably in or around areas where they work. Key workers such as nurses, teachers, police officers, fire fighters,

Ambulance operators and other members of society need to be able to access housing, which is affordable.

Trades such as car mechanics, road workers, plumbers, carpenters and so on also qualify to RENT an NRAS Property, as long as they are in the medium income earner bracket. This generally means that they do not spend more than



30% of their household income on rent.

The incentive is available to nearly all dwelling types such as houses, apartments, villas, flats and town houses.

As the NRAS incentive aims to encourage large-scale investment in affordable housing, it is not directly available to small-scale, private, individual investors in the rental property market. Under Round Three of the scheme, direct applications could only be made by those with 1,000 or more dwellings.

However, those with developments under 1,000 are still able to access the scheme through an 'Approved NRAS Participant' which allows all sized developments large and small, access to the scheme, and importantly allows NRAS registered housing to be bought and sold by developers and investors while still remaining NRAS compliant

Before considering an NRAS purchase, please research the problems NRAS is having that could affect you and your wealth creation strategy. The NRAS model is, it says, geared towards middle-income earners such as policemen, nurses and firemen.

At the outset, that seems like a solid demographic, a reasonable tenant. And that is the intent behind the NRAS advertising. However, there are many others who sit in the middle-income earner category, so ensure you have researched this well.

Also, now that NRAS has had time to run, and understanding that NRAS has bipartisan approval, changes to the monitory incentive are not off the table.

You need to ask yourself if the Federal Government can back flip on the commitment. You need to satisfy yourself prior to your investment commitment that the incentive is safe for the duration of your strategy, and this for you may be difficult.

Further, at some locations (remember, NRAS is postcode driven) there are a lot of NRAS properties. A cluster of rental properties within a small area does not seem to fit well from a resale value perspective. As a wealth creator, you will be relying on your re-borrowing capacity and NRAS may not afford you the equity growth in the time frame you require. So tread carefully.

Some additional problems with NRAS

There are issues with the NRAS scheme, which should be carefully considered before you are locked into the scheme for 10 years under a contract, which could be difficult if your circumstances change.



- The \$10,000 incentive is *not* a cash incentive. It's a *tax credit* paid at the end of each Australian Financial Year (30th June). If this is the case, and if you pay less than \$10,000 P/A in tax, this makes the National Rental Affordability Scheme pointless for you.
- High management fees: You will have a housing manager assigned to your property and he will receive 10% of the *gross* market rent (including the 20% you are discounting). The average paid for good property management is around 7.5%-8% of the rent received.
- You have no say in who gets placed in your property. The tenants are simply sourced from the next in line on the waiting list. There is an increased risk of damage when less care is taken with choosing who is placed. This can mean more insurance claims and potentially higher insurance premiums from the very start, if insurance companies get wind that your property is on the NRAS.
- The CPI indexing of the rent in the years between 1, 4, and 7 may not keep up with the market rent for the area your property is in. The question we need to answer is "Will they accept the valuations you get if you do them every one or two years?" If they don't, you might be losing out.



CHAPTER 12: IDENTIFYING INVESTMENT EQUITY



You can start or grow your property portfolio by tapping into your current resources, or the resources of those around you, by looking in the following 4 places...

Your Home

You may have equity in your current home. Equity is the variance between the current value, and your debt (mortgage). In this case, you can use that equity to enter the investment property space.

Speak with your Financial Planner, or a Strategic Wealth Creator, before making a decision. Your Financial Planner or Wealth Creator MUST have their own property portfolio, otherwise the information they deliver may not be completely accurate.

Your Business

Your business may have value that you haven't considered. So before making a decision, get all the information you can so that you can make an intelligent choice. Again, speak with your Financial Planner, or a Strategic Wealth Creator, before making a decision.

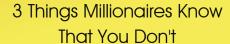
Your Super Fund

Australia's Super Fund is the second largest savings fund in the world. As of 30 June 2013, Australians have over AUD\$1.6 trillion in superannuation assets. Over \$480 billion of those funds have been converted to Self-Managed Super Funds (\$MSF). A significant portion of these funds has been used to acquire investment property. Speak with your Financial Planner, or a Strategic Wealth Creator, before making a decision.

Your Family

by entering into an agreement with your family, friends or partners, you can enter into a joint agreement using their equity to purchase an investment property. Alternatively, if you have no savings or equity, but you do have the borrowing power (you are employed), you can combine your forces to enter the

Property investment market. If you have the equity but no employment, again you can combine your forces to enter the market.





The agreement is a legal document and costs around \$5,000 to draft. If you feel this is the option you want to explore, we may be able to send you our Joint Venture Document. Once again, be sure to speak with your Financial Planner, or a Strategic Wealth Creator, before making a decision.



CHAPTER 13: AN EXERCISE WITH THE FAMILY



ACKNOWLEDGING YOUR HIGHEST VALUES

Ok, in this chapter I'd like you to consider your values again, but this time do it as a partnership with your wife, spouse/partner and include your children as well (you may want to hide your previous answers!!).

Again, put them in order of 1 to 10, with 1 corresponding to the highest value in your life.

I want you to do this because if you and your family have conflicting values, you have just that, 'conflict'. So you need to understand each other's values in order to avoid the consequences.

Beside the value, write in 'why' that value is so important to you.

1.	Why?	
2.	Why?	
3.	Why?	
4.	Why?	
5	Why?	
6.	Why?	
7.	Why?	
8.	Why?	

HOW DO WE DEFINE OUR VALUES?

Before you fill in the blanks, you need to know what, in general, values are. Basically speaking, our values are the things that we believe to be important in the way we live and work.

They should determine our priorities, and deep down, they're probably the measures we use to tell if our life is turning out the way we want it to.

Implementing strategies aligned to your values creates your external environment aligned to your wants and desires, and enhances your internal environment. Not living by your values surrounds you with someone else's

External environment and affects your internal environment.

When the things that you do and the way you behave match your values, life and



reality will respond accordingly. The alternate to this results in you not achieving your desired outcomes.

This can be a real source of unhappiness, sadness, a perception of failure, resentment, jealousy, low worthiness, disappointment, and distress.

This is why making a conscious effort to identify your values is so important.

WHY WE HAVE CONFLICT IN OUR LIVES

The #1 reason behind relationship problems is MONEY.

Values exist, whether you recognize them or not. Life can be much easier when you acknowledge your values, and when you make plans and decisions that honour them. If you value 'family life', but you have to work 40-hour weeks in your job, will you feel internal stress and conflict with yourself?

This will manifest externally to others. You've placed work as a higher value to family life. Even though family life is at the top of your mind, you are not acting accordingly, and therefore your thoughts and your deeds are out of alignment, and reality is conforming accordingly.

And if you don't value competition, and you work in a highly competitive sales environment, are you likely to be satisfied with your job?

In these types of situations, understanding your values can really help.

When you know your own values, you can use them to make decisions about how to live your life, and you can answer questions like these:

- What job should I pursue?
- Should I accept this promotion?
- Should I start my own business?
- Should I compromise, or be firm with my position?
- Should I follow tradition, or travel down a new path?
- Should I build a wealth portfolio or remain at my current level?

So, take the time to understand the real priorities in your life, and you'll be able to determine the best direction for you and your life goals.

VALUE ORDER 2

Next, establish if financial independence is for you, because it will only sit well with you if you value it. Circle the answer that suits you best.





Is my current career what I truly want do for a living?	Υ	Ν
Would I like to travel, while a team is building my wealth?	Υ	Ν
Do I want a legacy for my family?	Υ	Ν
Would I like to change my car every year, stress free?	Υ	Ν
Would I like to be stress free?	Υ	Ν
Is having a healthy bank balance important to me?	Υ	Ν
Would I like to be positioned where bills are not stressful?	Υ	Ν
is a higher quality of life important?	Υ	Ν
Would being mortgage-free be a comfortable space?	Υ	Ν
is financial independence something I want to achieve?	Υ	Ν



CHAPTER 14: HOTSPOTS FOR REAL ESTATE



Whether it be shares on the stock market, fruit at the grocery store or tickets for a concert, the one thing that determines whether a commodity becomes more valuable tomorrow than it was today is "supply and demand."

Regardless of whether you are chasing capital growth or high rental returns, or even both, your aim is to invest in an area where demand is strong, and set to grow even stronger.

Australia is poised to see the fastest population growth over the next 40 years.

It's anticipated that there will be "42 million people residing in Australia by 2050" – Herald Sun 12 April 2010.

With the population currently around 23 million, this inevitable surge in demand makes property a prime choice for investment, as more people will be competing for fewer houses.

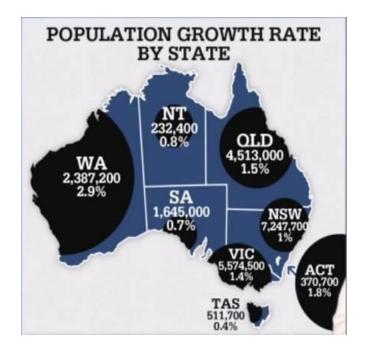
In fact, there is one new person born in Australia every minute, and the average household in Australia consists of three people; therefore, every three minutes in Australia we will need a new home to sustain the population growth!

This is a huge demand on the Australian market place and this demand for additional housing is great news for you – as a potential investor.

Added to that, low interest rates, a growing economy (compared to the rest of the world), strong intercontinental trade, growing immigration, plus a ballooning population is a powerful concoction of factors for real estate investors, particularly as each one plays an important role in restoring confidence.



Migration Statistics



So if this feels like the right time to invest in property, the next question you should be asking is this...

"Where is the best location for me to invest?"

It's a big question and everyone has different ideas about what constitutes a good location and opportunity.

Yes, the archetypical considerations we always talk about are important, such as infrastructure, population growth, local economies, services and amenities, etc.

But ultimately, they all boil down to the same thing. Demand and growth.

And this has certainly been taking place in the outer suburbs.

In fact, the fastest growing municipalities in Australia are the <u>outer suburbs</u> – 1000 people a week have been moving into Melbourne and Brisbane, with Perth following close behind.

More generally, a lot of good news has recently been trickling out of the Queensland housing market, with the Real Estate Institute of Queensland (REIQ) indicating sales activity and house prices in the state are strengthening.

The REIQ June quarter median house price report found the number of sales increased 'significantly', with preliminary numbers indicating house sales across the state increased 22% on March quarter figures.



The June 2013 quarter figures were also 40% higher than figures for the June quarter of 2012.

"This is the fourth consecutive quarter of positive news", said REIQ spokesperson Anton Kardash.

"The September quarter last year was a particularly strong one for the Queensland market and that momentum has been sustained throughout the following three quarters of sales activity."

Over the June quarter, REIQ data shows the median house price in Brisbane increased 1.6% to \$527,250 and increased 3% over the year ending June.

The numbers of house sales in Brisbane also increased compared to the previous quarter and last year – up 32% and 44% respectively.

"Rich people have lots of money but wealthy people have the time to spend it!"

I've been teaching people over the last 8 years to buy and invest in property while everyone else has been on the sidelines looking in.

I've been helping clients and associates buy property over that period because we had strong fundamentals in the market, but I recognised it was going to take time for confidence to return and the masses to get back in.

We have a very strong possibility of 2-3 years of very good growth, which could happen at any time.

Don't get left behind again. Educate yourself, get in the market, and hold for 5 to 10 years.

If you need some inspiration here are the property price increase statistics for each decade over the last 40 years:

YEAR	AVERAGE HOUSE PRICE
1972 1975 1983 1988 2001 2013	\$16,600 \$33,200 \$66,400 \$132,800 \$270,000 \$440,000 (Brisbane) \$495,000 (Perth)
	\$502,000 (Melbourne)
	\$648,000 (Sydney)
	¥ , , ,



(2008 – Global Financial Crisis)

And here are the 'average' statistics for every decade since 1970.

YEAR	AVERAGE HOUSE PRICE	% INCREASE
1970 1980 1990 2000 2010	\$11,800 \$44,800 \$147,000 \$254,000 \$558,000	N/A 279.66% 228.12% 72.79% 119.69%

And now that we're starting to come out of the latest global recession, property prices are set to boom over the next few years.

By 2020 you can expect to see anything from a 100% - 300% increase in Australia's property prices from the 2014/15 levels.

In fact, I believe all the activity we are seeing in massive auction clearance rates, plus the high chance of interest rates coming down further will see the market take off over this next year, into 2015 and beyond.

Buyers are becoming more sophisticated and are looking for good design, along with affordability and lower running costs of a property. I'm not saying plenty of good solid blue chip suburbs won't still see strong growth, but specific property types will outperform others.

It's becoming a more specialised niche, where attention to detail is important.

Scott Keck, from Charter Keck Cramer, one of Australia's most respected valuation experts wrote a great article on where the future capital growth will come from and I couldn't agree more.

Here are some key highlights...

"There is the prospect of lower growth rates, lower demand for higher-value properties, and higher demand for lower-value properties in the residential sector in the next decade relative to the previous decade. The focus should be on more cost-conscious specification, smaller size and higher density housing for Australia's growing population."

All of the usual rules about location, proper due diligence, efficient procurement, and risk mitigation hold true.



IMPORTANT THINGS YOU NEED TO KNOW

Myself and my fellow wealth creators focus on areas that are not 'reliant'. In other words, the location does not require commodity exports and industry to flourish. I leave that to those who are happy to

Risk their investment and even compromise their wealth strategies for growth to take place.

So 'reliant' means that the location relies on industry, so if the industry flounders so too does the property market. We are interested in 'necessity markets'. We invest where people live, just for the sake of living. The locations don't rely on mining, industry and agriculture.

We do everything within our resources to make money and we do it using the greatest moneymaking commodity available to the average person in the street today.

PROPERTY.

So for those of you getting involved in property today, remember this...

The world is coming out of the financial crisis. The economy in Australia is building upwards, and the property market is on the rise. By 2020, prices are expected to increase by 100% - 300%.

There has never been a better time to get involved in property than right now.



CHAPTER 15: WORKING OUT YOUR RENTAL RETURNS



Take your purchase price and divide it by 1000.

Then x by 2.

This equals your approximate rent per week (assuming around 8% interest rates).

To give you an example, if your purchase price is \$300k, you divide it by 1000.

This equals 300. You then multiply 300 x 2, which gives you \$600 per week rental.



CHAPTER 16: WHAT THE BANKS TELL US?



Dr. Joe Dispenza holds a Bachelor of Science with an emphasis on neuroscience. He combines the fields of quantum physics, neuroscience, brain chemistry, biology and genetics, to show us what is truly possible in our lives.

He talks about the new emerging science that empowers all human beings to create the reality they choose.

In essence, Joe teaches us that as we work through our days and our lives, calling on habits and belief systems; we are restricted by what we perceive to be 'us'.

He tells us that unless we break away from the repetitive habits that keep us attached to our limited belief systems, we will become hardwired by our experiences to be a certain way for the rest of our lives, unless we break the 'habit of being ourselves'.

So it's no wonder that some of us find it difficult to accept that we CAN acquire property and build financial freedom this way, whatever our individual circumstances.

Haven't we been hardwired this way, because we become limited in our beliefs by the limitations of knowledge, information and ideas?

Don't we continue to create 'worse case scenarios' when faced with a new idea?

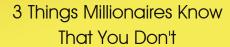
Some of us just don't have the cash to get into property, so we think we are confined because the banks have been advertising interest-rate commercials forever.

Has anybody ever seen this in a bank add?

'Low Home Loan Interest Rates in August makes it easy for you to get into a new home, but hey, if you can't borrow, there is another way for you to buy property with 'no money down!'

No, you've never seen anything like that.

In fact, all you ever see is the first part.





You are ALWAYS told by the banks that you need to borrow in order to buy.

So you are already 'conditioned' to reject anything to the contrary.

DON'T.



CHAPTER 17: WHY EVERYTHING YOU 'THINK' YOU KNOW ABOUT FAILURE IS WRONG!

Ever hear comments like this:

- "You need money to get rich"
- "That's a stupid idea"
- "You can't do that"
- "It'll never work"
- "That's only for rich people"
- "You're not clever enough to do that"
- "We can't do that, we're broke"



When you think you're 'broke' or have worthiness issues, no wonder your belief system in rejects wealth creation strategies from aligning with your values. When you think, your ideas are only for 'the rich', you become incapacitated.

The Habits of Living in our Failures

When we continue to live in our fears, we see opportunities and we turn them into worse case scenarios so that we can stay limited, and never go beyond the usual roadblocks that stop us reaching a new level.

All you need to do is acknowledging your entrepreneurial mindset

most successful people came from nothing. In other words, little education and little or no money. So you don't have to be great to get started, but you *do* have to start to be great. All you've got to do is to say to yourself: 'I'm going to make this happen'.

Ever heard of Zig Ziglar?

He's a speaker and trainer (extremely wealthy), but he lacks energy and passion and can be quite boring to listen to.

But he once said to his audience...

"I know I am all those things", he said, "but the reason I'm standing up here, and you are seated out there is because I represent the thoughts you have rejected for yourself".

You see, *anyone* can be successful, wealthy and financially free, but they're blocked by *perceived* limitations.



"I can't do that"

"I don't know how"

"Only really smart people can do these things"

There are subconscious thoughts inside of us that cause effects that most of us can't recognize are even happening, so we blame other people or circumstances for our failures.

However, there are qualities you have that have always been there. These qualities allow you to channel your greatness, and those qualities are waiting for you to use them.

Being uncomfortable is a great thing...

You have greatness inside you, but in order to manifest your greatness, you have to put yourself in a perpetual state of discomfort.

When you are growing, you are being flexible with yourself, you are bending the rules (your habits of the past) and therefore you are *meant* to feel uncomfortable.

So by stepping outside of your comfort zone, you are placing yourself in a state of discomfort. Successful people are always stepping up to the mark; always growing from a higher platform.

Finally, if you were asked to divulge your dreams, it's likely your dreams would be different to your future, but there is no need for that limitation.

Because your dreams and your achievements are only separated by your own belief system, and by removing the limitations, you open up the potentials of the universe to yourself.

Alter your belief system and you'll alter your destiny.



CHAPTER 18: PROPERTY OPTIONS VS CONTRACTS

Contracts Explained



A **contract** is an agreement voluntarily entered into by two or more parties, each of whom intends to create one or more legal obligations between them.

The elements of a contract are "offer" and "acceptance" by "competent persons" having legal capacity who exchanges "consideration" to create "mutuality of obligation".

Contracts have words like 'DEPOSIT' and 'NON

REFUNDABLE DEPOSIT'. They are fraught with words like 'CONDITIONS', 'OBLIGATION' and 'IF THE BUYER FAILS TO..."

Remember that, because it's important!

Options Explained

In finance, an Option is a contract, which gives the *buyer* the right, but *not* the obligation, to buy an underlying asset or instrument at a specified price on or before a specified date. The *seller* incurs a corresponding obligation to fulfil the transaction – that is to sell – if the buyer elects to "exercise" the option prior to expiration. The buyer pays a *premium* to the seller for this right.

Options contain none of those 'minefields' that are contained within 'Contracts'.

Therefore, when buying a property, it makes sense to enter into an 'Option'. In doing so you also negotiate an extended settlement. So the 'Option' does NOT oblige you, the buyer, to ever buy that property if you change your mind.

By negotiating an extended settlement, say 12 months to 60 months, you can add value to that property.

To add value, you can ask the local Council for development approval. Once you obtain approvals, the property then becomes more valuable, and you can

Sell that property prior to settlement, and make a profit.

There are more variables to entering into an 'Option', but these in essence, are the major benefits.



CHAPTER 19: A LESSON FROM WILLIAM DELBERT GANN



William Delbert Gann (June 6, 1878 – June 14, 1955) or W.D. Gann, was a finance trader who developed the technical analysis tools known as Gann angles, Square of 9, Hexagon, and Circle.

Gann's market forecasting methods are based on geometry, astronomy and astrology and ancient mathematics. Gann based his trading methods on time and price analysis. This made it possible for Gann to determine not only when a trend change was imminent, but also what the best price would be to enter, or exit that market.

So accurate were Mr. Gann's techniques that in the presence of representatives of a major financial publication, he made 286 trades in a period of 25 market days. Of these, 264 trades were profitable.

W.D. Gann's use of Natural Law and geometric proportions based on the circle, square, and triangle are as effective today in the stock and commodities markets as they were when he was alive.

He died on June 14th, 1955, yet before his death, he predicted the:

- 1974 property boom
- 1991 property boom
- 2000 property boom

And his research is saying in 2014 the Australian Property Market will turn again, even bigger than 2003-2010.

Nobody knows how William Delbert Gann did it. He was a 32nd degree Freemason of the Scottish Rite Order, to which some have attributed his knowledge of ancient mathematics.

So even ancient mathematics support the assertion that the Australian property market will be a buoyant market again.

By entering the market, and in the absence of any cash, any equity, or any savings, 'Options' are your best strategy. In other words, you require little or no money.

Now back to 'Options' again...



CHAPTER 20: WHY DO LAND OWNERS AGREE TO OPTIONS?



First, it is suggested that the property you want to negotiate on, is *not* on the market. In other words, the property is not currently for sale.

In short, here are some reasons that land owners agree to a long extended settlement, with no deposit paid...

- They would like someone to deal with the Council to request development approval
- They are happy to agree a fair price now, and remain on the land for a few years to come
- They do not want to deal with real estate agents



CHAPTER 21: WHY ISN'T EVERYONE DOING THIS?



So if it's so beneficial, and so profitable, why isn't everyone involved in property options?

The answer is a lack of **KNOWLEDGE**. They deny themselves the education.

"I'm not smart enough"...

"I don't have the time"....

I hear this a lot.

You know before anyone has kids, they don't have

time for anything do they?

In fact, if anybody came to you and said, "Would you mind my kids for a week?" what would be your response?

"No I can't."

"I DON'T HAVE THE TIME!"

Because kids take up a lot of time, right?

But then one day, you have kids. But you find the time don't you? You prioritize them. Because your kids now have a place high on your value list. Something else has moved down the chain because something new has moved up the chain.

This is called "Self Manufactured Time Value".

So today, when you are faced with an opportunity to turn your life around, don't tell yourself that you haven't got the time, because we both know it's not true!



CHAPTER 22: HOW TO ENTER THE PROPERTY OPTIONS MARKET



HOW IT ALL WORKS

STEP#1: Area Selection – Choose an area with FUTURE growth

<u>STEP #2</u>: Property Selection – Choose a property within the future growth precinct

STEP #3: Your Marketing – Prospect with the aid of a Real Estate Agent

STEP #4: Owner Communication – Open communication with owners

STEP #5: Signing your Agreement – Have your Agent negotiate an 'Option'

STEP #6: Speak with the Council – Make your enquiries

STEP #7: Selling your Lot - Once you have approval, have your Agent sell your Lot

STEP #8: Settlement – Get to Settlement before you have paid the original owner

STEP #9: How Much Money Did You Need? - Little or None

STEP #10: How Much Money Did You Make? – All the profit, less fees

STEP #11: What Did the Land Owner Get out Of It? - Exactly what he wanted



CHAPTER 23: WHO PAYS WHOM AT SETTLEMENT?



SETTLEMENT - THE PLAYERS

Land Owner Land Buyer Real Estate Agent Settlement Agent Subdividing Agent Investor You

Use a settlement agent

so a quick review of how we got to this stage. You approach the land owner, you have agreed to purchase a rear Lot (proposed) under Option. You will pay for this land only when you exercise your Option, at some stage in the future.

You've completed all he works, and you're ready to settle in your property, remembering that you haven't paid anything to the land owner as yet.

During the entire process, and particularly at the planning stage when you obtained approval from Council for subdivision, you advertise the property for sale and you found yourself a buyer. The buyer like you and the land owner must wait until the property is completely subdivided and the transfer of ownership is ready to proceed.

Settlement

At settlement the transfer of ownership will see the property and the ownership of the property transferring from the original owner of the land with whom you entered into an option agreement, to the buyer, being the person you had solar land to after you obtained approval, and you are sitting in the middle.

At settlement, the settlement agent will represent you. In attendance will be the original bank, because they will hold a mortgage on the property and therefore if they have an interest in the property. Also in attendance will be the buyer's bank because they are not take a mortgage of the property secure their interest in the property, which emanates on the end buyer borrowing money from the bank pay for the property.



The end user is effectively your buyer, let's call them Mr and Mrs Jones. Mr and Mrs Jones are buying this property to build their new home on.

You have just completed the subdivision. The original owner of the land is now waiting for their money.

At settlement the buyer's agent attends settlement as does the buyer's bank. The bank carry with them a cheque in the full amount that the borrowers are paying for a land. Let's say you sold land of the land for \$300,000. Of that \$300,000 you have agreed to pay the original landowner \$150,000. The remaining \$150,000 is for you to cover your costs, as well as the cost of subdivision division, let's say approximately \$50,000, and the remainder being your profit.

The buyer is vague homes over the cheque with \$300,000. The original owners settlement agent phones older title deeds to the new subdivided lot the same settlement agent then pays the original landowner hundred and \$50,000 and hands you remainder in accordance with the terms of the original option deed.

In essence the job is now complete, you have covered your costs, and you've made a profit. The original landowner has been paid with the new owner now taking ownership of their new block to build a new home.

Well done, you are now truly immersed and profiting from property.

RAY BEHAN