

# SMART PROPERTY DEVELOPMENT

## PRACTICAL STRATEGIES FOR BUILDING EQUITY AND CASH FLOW

Property is one of the key ways to create equity and cash flow and to set up a permanent income stream. Peter Comben, a successful developer for over 20 years, teaches practical strategies and has proven successes to show for it.



### Workshop your way to wealth

After making profit on every one of his property development projects, Peter Comben has gained an immense knowledge of how to multiply the value of property. From backyard unit developments to multi-million dollar projects in several Australian states, Peter has first hand experience at every level of the development process.

His detailed understanding of the principles of successful site selection, project feasibility, town planning, innovative design, construction finance, risk management and marketing has attracted hundreds of aspiring and experienced developers to his property development workshops.

A former teacher, Peter has a conversational style, which breaks down the complexities of all types of property development into a proven, easy to follow, step-by-step system.

### Why property development?

Property Development 'alters a property to increase, (often massively) its value'. You need to be familiar with the ways that this can be done. Three simple ways are: Renovation, Extension, and Subdivision. The latter being the most effective 'value add strategy'.

However doing so may be a long, intimidating process. In *Smart Property Development Workshops*, Peter will outline how, by starting with the right 'concept' you work step-by-step through the

development process and across all types of development. You will understand how the process works and how to access profits during the process.

Not only will you learn about identifying the right opportunities, you will also learn how to create your own property development opportunities.

There are significant profits to be made in property development and there are several types of property development you can undertake. One type is LAND SUBDIVISION. In this strategy the use of land is changed, for instance, from rural to residential or commercial. Another development strategy is the more familiar RESIDENTIAL. Here an existing property can be changed to have multiple dwellings based on the density ratio and meeting planning requirements. REDEVELOPMENT of existing Residential, or Commercial properties is another.

The following are estimates of profit percentages developers can make in various property development strategies:

- LAND SUBDIVISION:  
30%-to-50%+
- RESIDENTIAL(multi unit 20%+) (Multi level – 50%+)
- RESIDENTIAL REDEVELOPMENT:  
20%+
- COMMERCIAL: 30%+

### What Peter teaches in workshops

Peter in his workshop gives 'a compre-

hensive overview of what property development is'. Moreover, as one of Australia's most respected property developers, Peter uncovers the guideposts to profitable development and highlights the warning signs to avoid costly mistakes.

Peter will take you through each of the steps in the development process to help you become a successful property developer, including:

- **Property Sourcing** – how to identify and secure prime properties. You'll also learn how to generate a stream of referrals, because the very best deals are not advertised, they come to you by word of mouth when you know how to encourage referrals!
- **Project Assessment** – this is where you make your money. It's about learning how to identify winners, and how to maximise the use of a proposed site.

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- **Financial Feasibility Analysis** – we live by the numbers, no emotion here. Learn how to do your sums – this is absolutely critical!
- **Risk Management** – don't be a property cowboy, one day you're sure to fall off the horse! Peter will show you how to minimise risks and make sure they don't derail your development.
- **Planning Permit Applications** – learn how to pass them through and how to minimise cost and maximise profit!
- **Liaising with Local Councils** – smart developers work with councils.
- **Project Financing** – never underestimate this often-overlooked area. Peter will show you strategies to run your project financing so as to maximise your profitability and will point you in the direction of some of the smartest 'money' people in the country.



- **Project Management** – once you're underway, you need to stay on track. Delays are a risk and an expense, learn How To Avoid Them!
- **Project Delivery** – development is just like renovation and presentation is crucial. Learn how to make your projects sizzle, even if you're working in lower priced areas.
- **Project Marketing** – learn how to stand out from the crowd!
- **Investing at Wholesale Prices** - this is what it's all about.
- **Retaining Property through Development** – discover how to hold on to your development stock so that price appreciation compounds your returns.

**Can't wait to get started in property development?**

*Smart Property Development Workshops* will show you how and take you through each process in detail.

Discover how to: Be creative, be a pioneer, joint venture with owners or equity partners, access land use and propose a change that will help you profit from the beginning, and much more.

**Want a fast track development strategy?**

Peter will show you how to redevelop existing residential and commercial properties. For example: increase the value by increasing the yield, by separating titles (Strata), basic renovation and perhaps propose a change of use.

In summary, Smart Property Development Workshops will help you get started with

these strategies:

- Gain more knowledge of development
- Create your own cash flow profits from pre-packaged or completed developments or redevelopments
- Secure additional investment properties at wholesale price.

The right process, the right tools, correctly applied at the right time – that is how you grow long-term profits. And that is how *Smart Property Development Workshop* works.

Peter Comben's workshops have helped hundreds of first time property developers to leverage the value of their property and many experienced developers to fast track the growth of their property portfolios.

**FREE INTRODUCTION TO PROPERTY DEVELOPMENT**

For more information go to [www.smartpropertydevelopment.com.au](http://www.smartpropertydevelopment.com.au)

**Dates for upcoming workshops**

**Melbourne**

Saturday July 22 and  
Saturday December 2

**Sydney**

Saturday August 19

**Brisbane**

Saturday November 25

To receive a **FREE** copy of Peter's own developers' check list or a workshop registration form call **03 9893 4757**