

# Profit as Perth ReZones

New Properties at Wholesale Prices

Create Instant Equity

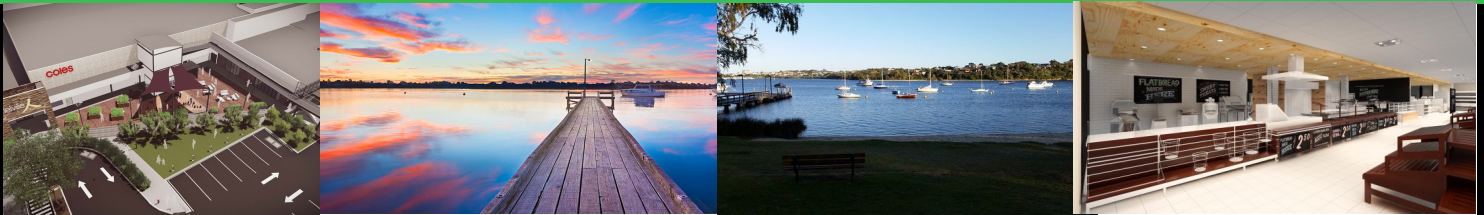
Property Development Profit

Tax Free Government Cash

Bottom of the Property Cycle

## SMART PROJECT

Palmyra W.A. - Apartments - Buy at Wholesale



### Buy at Wholesale

- Select Your Apartment
- Specify Your Design Requirements
- Secure Your Apartment Before Construction
- Purchase at Wholesale Price (Discount to Sworn Valuation)
- **CREATE INSTANT EQUITY**
- **NO STAMP DUTY PAYABLE**
- Sell for Profit
- Hold for Income & Growth

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### Why Palmyra?

**Bottom of the Property Cycle - Building Costs at Rock Bottom**

Current lack of choice of Dwelling Types

Houses 58% - Duplex/Villa/Townhouse 40% - **Apartments 2%**

Unsatisfied demand for Apartments

- Downsizers - Residents 50 years plus - 23%
- Couples without Children - 32%
- Singles - 28%
- Single Parents - 7%

\*source REIWA

Melville Plaza 200 metres - 30 Stores

Bus Stop 50 metres

Perth City 11kms

Perth - 20 minutes

Fremantle - 11 minutes

Swan River - 5 minutes

**Opportunity for Experienced Investors, First Time Investors,  
SMSF's, First Home Buyers & Smart Downsizers.**

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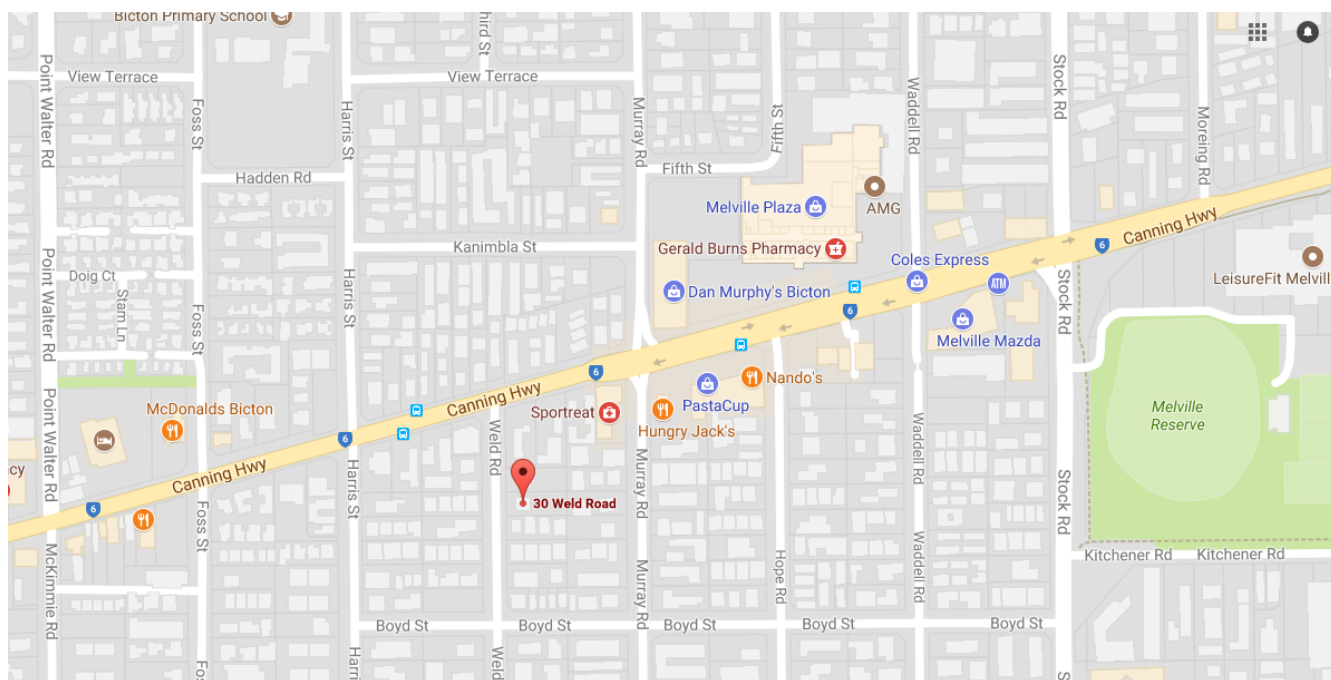
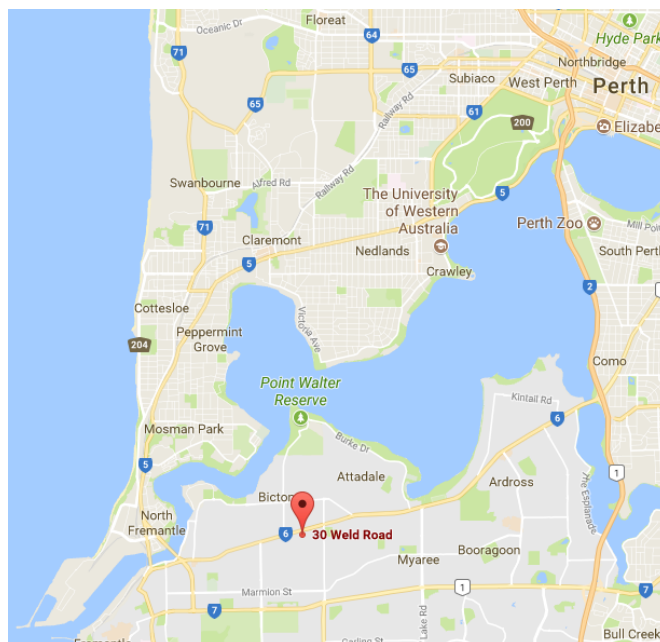
## SMART PROJECT

Palmyra W.A. - Apartments - Buy at Wholesale



### Location

- 30 Weld Road Palmyra W.A.
- Melville Plaza 200 metres - 30 Stores
- Bus Stop 50 metres
- Perth City 11kms
- Perth - 20 minutes
- Fremantle - 11 minutes



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### Suburb Profile

The size of Palmyra is approximately 4 square kilometres. It has 2 parks covering nearly 1% of total area.

The population of Palmyra in 2006 was 6,243 people.

By 2011 the population was 6,604 showing a population growth of 5.8% in the area during that time.

The predominant age group in Palmyra is 0-14 years.

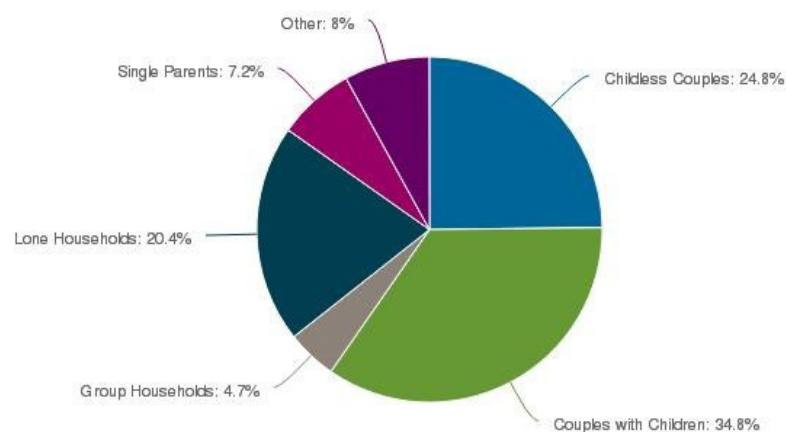
Households in Palmyra are primarily couples with children and are likely to be repaying

\$1800 - \$2400 per month on mortgage repayments.

In general, people in Palmyra work in a professional occupation.

In 2006, 66.2% of the homes in Palmyra were owner-occupied compared with 67% in 2011.

Currently the median sales price of houses in the area is \$610,000.



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### Project Profile

Boutique Two Level Apartment Project

Six 2 Bed 2 Bath Apartments

Five 2 Bed 1 Bath Apartments

High Quality Finishes

50 metres to Transport

200 metres to Melville Plaza

To Perth - 20 mins

To Fremantle - 11 mins

### Developer Profile

- Residential Development since 1992
- 200+ Projects
- Specialist Boutique Apartment Construction since 2012
- 22 Boutique Apartment Projects completed
- 240+ Apartments
- All Quality Owner Occupier Finishes

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### Melville Plaza

Just **200 metres from Palmyra Apartments**, Melville Plaza has a large Coles, 28 speciality stores, a 24-hour gymnasium and 600 parking bays.

Locals from this affluent riverside precinct describe the centre as small enough to feel welcoming, but large enough to have all you need; groceries, giftware, a newsagent and health and beauty services. Melville Plaza has been a significant part of the community for more than 45 years.

### Melville Plaza Upgrade

Melville Plaza will be undergoing a major upgrade mid-July 2017, creating new community spaces, new retailers and a revamped centre prior to Christmas. These works will include the creation of a new community hub, incorporating greater amenities including communal seating areas, nature play equipment, a community orchard and herb stop plus landscaping to complement the local surrounds.

The community hub will be complemented by a mall refurbishment which will include refurbished entries, updated flooring, air-conditioning and the introduction of a customer service desk.

Coles supermarket will be undertaking a major refurbishment featuring a new market-style layout including a revamped bakery, gourmet delicatessen, open-style butchery and an extended fresh produce section. Renovations to various existing speciality retailers will also commence to accompany the new look and feel of the centre.

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Palmyra W.A. - Apartments - Buy at Wholesale  
 For Smart Investors



### Buy at Wholesale & Hold

Weld Road Palmyra W.A.				Apartments at Wholesale Price			
Construction Commencement Date TBA							
Construction Time 12 months (est)							
						Profit Calculation	
Apartment Type	Deposit	Cost (estimated)	Stamp Duty	Market Value	Profit	Investment Return 12 Mths	
2 bed 1 bath	\$120,000	\$465,000	\$Nil	\$525,000	\$60,000	50%	
2 bed 2 bath	\$120,000	\$509,000	\$Nil	\$575,000	\$66,000	55%	

			Yield Calculation	
Apartment Type	Market Rent		Rental Yield	Rental Yield
	Weekly	Annually	(on Value)	(on Cost)
2 bed 1 bath	\$450	\$23,400	4.5%	5.0%
2 bed 2 bath	\$475	\$24,700	4.3%	4.9%

### Buy at Wholesale and Sell

Weld Road Palmyra W.A.				Apartments at Wholesale Price				
Construction Commencement Date TBA								
Construction Time 12 months (est)								
							Profit Calculation	
Apartment Type	Deposit	Cost (estimated)	Stamp Duty	Market Value	Selling Fee	Profit	Investment Return 12 Mths	
2 bed 1 bath	\$120,000	\$465,000	\$Nil	\$525,000	\$13,125	\$46,875	39%	
2 bed 2 bath	\$120,000	\$509,000	\$Nil	\$575,000	\$14,375	\$51,625	43%	

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## SMART SERVICES

More Information



**Perth Property Advice**  
Expert Opinion - Shane Oliver  
AMP - Chief Economist  
ABC 810 Radio National  
1st August 2017



**SMART PROPERTY ZONE**  
WWW.SMARTPROPERTY.ZONE

### For more Information

[www.smartproperty.zone](http://www.smartproperty.zone)

[ron@smartproperty.zone](mailto:ron@smartproperty.zone)

0416 073 955



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