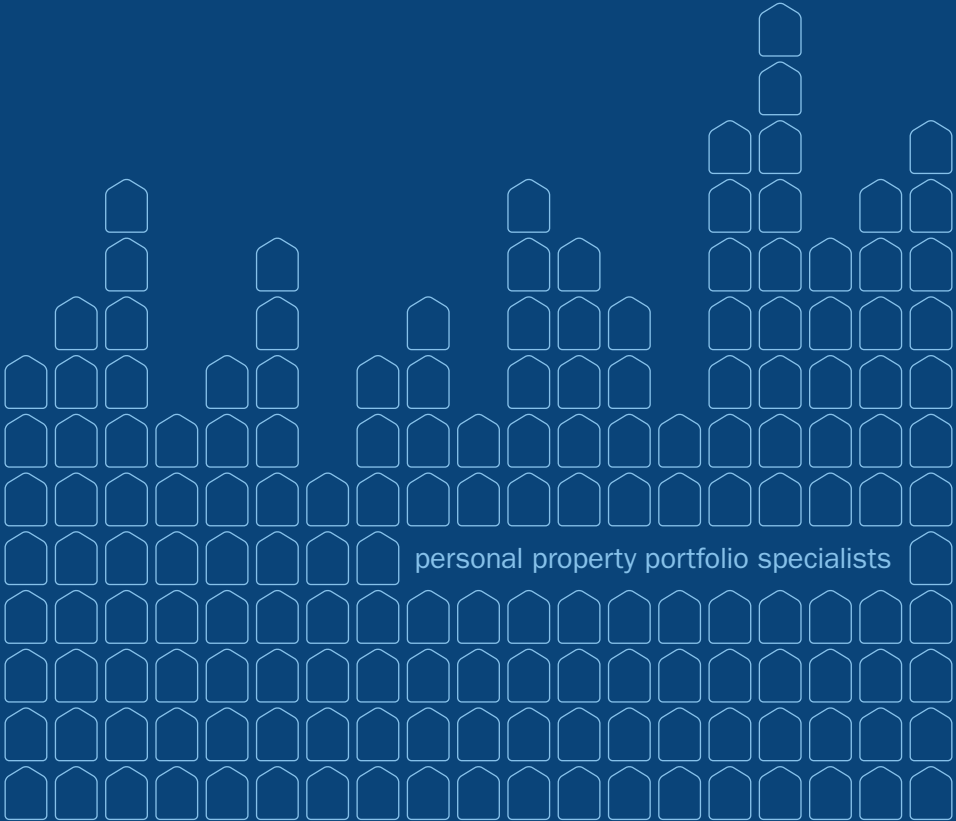


# Empire...

## Starting a Property Portfolio

Our end-to-end service helps you  
build long term wealth effortlessly.



# YOUR FUTURE IN PROPERTY STARTS HERE

PROPERTY INVESTMENT IS AN IMPORTANT PART OF A WEALTH CREATION PLAN. OUR AIM AT EMPIRE IS TO HELP YOU BUILD A PERSONAL PROPERTY PORTFOLIO OF SEVERAL INVESTMENT PROPERTIES, AND TO DO SO EFFORTLESSLY AND PROFITABLY. EMPIRE IS NOT A FINANCIAL PLANNER, A HOME LENDER OR A REAL ESTATE AGENCY - OUR ONLY BUSINESS IS TO HELP OUR CLIENTS BUILD WEALTH THROUGH PROPERTY. WE OFFER AN END-TO-END SERVICE, DIVIDED INTO FOUR STAGES:

/ **ENGAGE** / **LOCATE** / **NEGOTIATE** / **RENOVATE** /

1

# ENGAGE

This is the only stage of the property investment process where you need to be actively involved.

After this point, we take care of everything else and your involvement can be limited to phone and email, if that's all you require.

You can of course remain more involved if you wish.

At the Engage stage we discuss your Investment

and lifestyle goals to determine the type of Personal Property Portfolio strategy that's right for you.

We also need to line up the third parties who will be involved in the buying process: financier, accountant, lawyer, valuer and inspectors.

Empire can introduce you to experts in each of these fields unless you have existing contacts you prefer to use. Either way is fine with us.

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AT THE END OF THIS STAGE  
YOU WILL HAVE:

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- \ a Personal Property Portfolio strategy
- \ reviewed the strategy with your accountant
- \ finance approval
- \ a solicitor
- \ a valuer
- \ a building and strata inspector

**NOW YOU'RE READY FOR EMPIRE TO START  
LOOKING FOR INVESTMENT PROPERTIES FOR YOU**

# LOCATE

2

Some properties make better investments than others.

The goal is to get the right price for the right property, not just the lowest price on any property. To achieve this goal, you need an accurate assessment of the market value and rentable potential for each property and that's exactly what we provide. To find the property that meets your strategic portfolio need, whether it's your first property or your twenty-first, Empire puts a team of industry professionals at your disposal.

We are in the property market 24/7, constantly reviewing investment opportunities for our clients. We have access to the latest demographic trends and property price movements in your selected location areas and we are skilled in interpreting this data correctly. We review the market both at macro and micro level.

Up to 40% of properties sold are not advertised to the public as some sellers require a quick sale or do not want the expense and inconvenience of

going through a lengthy auction process. Real estate agents often prefer dealing directly with companies such as Empire as they know that we represent serious buyers who can make a quick decision for the right opportunity.

When we find potential properties for you, you are welcome to view them yourself, or remain dispassionate and let Empire make an objective recommendation of a suitable property, with your inspectors backing up that decision.

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AT THE END OF THIS STAGE  
YOU WILL HAVE:

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- \ **discussed suitable properties**
- \ **a selection of properties that meet your criteria**
- \ **received summaries of properties**
- \ **the opportunity to inspect the properties**
- \ **inspection and approval from independent professionals**

**NOW LET EMPIRE SECURE YOUR CHOSEN  
PROPERTY ON THE MOST FAVOURABLE TERMS**

# NEGOTIATE

You may be surprised how much room there is to negotiate in property investment.

If you conduct matters firmly but fairly you can get a great outcome. Empire will negotiate several buying factors on your behalf, price being just one of them. In many cases we can secure a property prior to auction, because the vendors know we have a client standing by with finance approved, so they can avoid the potential cost and trauma of a drawn out settlement.

The most important factor in negotiation is that we are aiming to secure the right property for your strategy.

It isn't worth squeezing a seller too hard if in doing so we run the risk of losing the property. For the right property, the potential upside gain will outweigh any small concession in price.

We will also help you gain fast access to the property to prepare it for new tenants.

## TENANTING AND ONGOING PROPERTY MANAGEMENT

Empire will find the most suitable property manager for your area. As several Empire clients may already be using the same manager, we can negotiate favourable terms.

They will be keen to ensure your property is well tenanted straight away at the highest possible rent.

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AT THE END OF THIS STAGE  
YOU WILL HAVE:

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- \ an investment property!
- \ contracts checked, agreed and signed
- \ a reliable property manager
- \ a tenant and a rental agreement

**NOW YOU MAY WISH TO RENOVATE TO INCREASE CAPITAL VALUE AND RENTAL YIELD**

# RENOVATE

4

It's rare to find a property, unless it's new, that wouldn't benefit from some careful renovation. Doing the right work in the right way will add value to your investment and increase its rentable potential at the same time.

As with property selection and purchase, renovation requires a

detached view to make the right decisions. After all, it's unlikely you'll be living in this property yourself.

As Empire commissions millions of dollars of renovation work per year, we have fast access to skilled, competitively priced, licensed tradespeople who will do the job right first time.

In fact our tradespeople will guarantee to finish on time, or they'll pay you the lost rent. They will also warrant any work they do for 12 months.



BEFORE



AFTER

**Work done** - Render, strata, kitchens, bathrooms, gardens, balconies, extra bedrooms  
**Money Spent** - \$600,000  
**Time spent** - 4 months  
**Capital growth** - \$1.6m

**Work done** - Full renovation including kitchen and bathroom and wall removal to open up kitchen/living space  
**Money Spent** - \$75,000  
**Time spent** - 5 weeks  
**Capital growth** - \$110,000

AT THE END OF THIS STAGE  
YOU WILL HAVE:

- \ had discussions about renovation options
- \ approved estimates with no hidden surprises
- \ a carefully-renovated investment property
- \ generated capital and rental uplift
- \ not had to lift a finger yourself!

**NOW LET EMPIRE SECURE YOUR CHOSEN  
PROPERTY ON THE MOST FAVOURABLE TERMS**



If you want to work less and live more, your future in property starts here. Empire can help you build wealth through property, not just a single investment unit, but a carefully planned Personal Property Portfolio. And you can do it without increasing your salary or sacrificing your lifestyle. We're specialists in this area, not real estate agents, home lenders or financial planners. Our end-to-end service finds, buys and renovates each property to build your empire and give you the lifestyle you want.

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# THE COST OF DOING NOTHING COULD BE THE BIGGEST COST OF ALL

You are well aware that a good property investment strategy is essential for wealth creation.

FIRSTLY: you may be considering doing it yourself and in this case do you have all these areas covered?

- What to buy
- Where to buy
- When to buy
- Accountant
- Mortgage Broker
- Solicitor
- Financial Planner
- See 100+ properties
- Get to know 10–20 agents
- Valuation
- Building Inspection
- Strata Search
- Pest Inspection
- Negotiate Property
- Kitchen and bathroom specialists
- Engineers and advisers
- Painters and decorators
- Floorers and carpenters
- Property manager

SECONDLY: how much time can you realistically dedicate to building your property empire?

THIRDLY: unless property is your profession, you will never have the time, information or expertise to create what you want.

FOURTHLY: don't delay, delays cost you wealth and prosperity (use your hindsight you have today, imagine how your wealth would have improved if you were in the market 5 or 10 years ago ...

**Call or email immediately to get started**