

Apartment Selection Criteria

Ironfish Apartment Selection Formula	
APARTMENT CRITERIA	
Type	1 bedroom, 1 + study and 2 bedroom
Price range	\$300K - \$550K
Preferred Sq/m Rate	\$6,000 - \$8500 p/sqm
Comparable sales	Due diligence on comparable sales undertaken
DUE DILIGENCE	
Past projects	Review of Developer's past projects and investor returns
Marketing Materials	Analysis of past project marketing materials
Build Quality	Due diligence on construction quality, design, delivery time
Project Negotiation	Often exclusive - try to get Ironfish clients in as early as possible
INVESTOR ESSENTIALS	
Capital Growth	9% - 15% p.a. (targeted average)
Rental Return	5% - 6% p.a. (targeted average)
Depreciation	Maximized schedules are organized at reduced rates for IF clients
Vacancy Rate	0 - 2.5%
Rental Security	Research and liaise with top performing local property managers.
PROJECT FUNDAMENTALS	
Location	Within 5-10 km of a CBD. (Each major city usually has more than 1 CBD)
Key Growth Drivers ("X" Factors)	Proximity to water / beach / parkland (Views / no views)
	New Road Infrastructure to be constructed
	Major existing / proposed Shopping Centre
	Close to Major University Campus
	Any other unique, additional "value" being added to an area
Amenities	Nearby lifestyle areas including shops, cafes, restaurants etc
Employment	Close proximity to a CBD or employment centre
Transport	Within 10 mins walk to train, bus, tram, ferry etc
Security	High level of building security is sought after by most tenants
Parking	Not essential for all apartments - depends on transport amenities available & likely tenant preferences