

House and Land Selection Criteria

Ironfish House & Land Selection Formula	
HOUSE & LAND CRITERIA	
House Size (sqm)	130 - 200sqm Homes (average 160-180sqm)
Land size (sqm)	300 - 600sqm blocks (average 400sqm) Minimum 13m frontage
Packages	3br + study (or 4br), 2ba, DLUG homes or 3br, 2ba, DLUG homes
Price range	\$300,000 - \$500,000
Comparable sales	Due diligence on comparable sales undertaken
Contract Process	Usually 2 split Contracts - Land contract and Building contract
DUE DILIGENCE	
Local Area	Review of past projects and investor returns
Estate Developer	Analysis of Estate plans, covenants, stage registrations, lot locations
Master Builder	Analysis of Home designs, schedule of finishes, completion times
Builder history	Due diligence on past homes built – for quality and client satisfaction
Project Negotiation	Often "exclusive" - try to get Ironfish clients in as early as possible
INVESTOR ESSENTIALS	
Capital Growth	10% - 15% p.a. (targeted average)
Rental Return	4.5% - 5.5% 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 30kms of a CBD (Greater when near new major infrastructure projects)
Key Growth Drivers ("X" Factors)	Government announcements affecting the area
	New road infrastructure to be constructed
	New shopping centre / extension of existing shopping centre
	Proximity to parkland, golf course etc, new schools
	Any other unique "value" being added to an area
Amenities	Close to shopping, schools, recreational activities, pool, parks etc...
Employment	Need a strong local industry plus be within a 30 minute drive of a CBD
Transport	Within a 10 minute drive to public transport (Car convenience is a priority)
Parking	Single LUG (lock up garage) or Double LUG (preferred)
Tenant Profile	Mainly families with children or professionals who are happy to commute due to more land / space / relaxed family living conditions