



## GR8 Newsletter May 2011

### Leading the way to GR8 Results



**W**hat has the Dot Com Bubble in 2001 got to do with Property today?

Pick up any newspaper today or jump into a taxi and have the appearance of anything like a business person and the general content of the article or the discussion will be about the economy, housing markets, are we in a property bubble or not?

The taxi driver will convey the many pearls of wisdom they have picked up from all the famous business people who they carry around in their taxi and will generally relate to you how informed they are in these areas.

The interesting thing about media and taxi drivers though, is they are very good barometers for economic trends, you see they both relate what has happened in the recent past and then they apply their spin to it. The spin is most often very negative when it's relating to a down market or economy and very positive and upbeat when chasing an emotion charged bullish economy and market.



The media and taxi drivers show us in absolute clarity what the current trend is in the market and economy with the media magnifying and enhancing this perception to extraordinary lengths. Take for example the recent floods in South East QLD. It appeared that all of QLD was under water yet less than 2% of all housing was impacted. On closer analysis what was apparent was that nearly 70% of this 2% were things like water damage from overflowing eaves caused by blocked gutters or drains backing up and sheds out the back getting water through. The reality was that only 0.6% of homes were inundated or heavily impacted by these floods yet thanks to the media we see QLD as being underwater.

Trends are very predictable, almost as predictable as human nature in neglecting to recognise them. If we can understand trends and when they are occurring we can take advantage of them and benefit from what is known as being Counter Cyclical. The Marketing Department within GR8 is running with the theme "Back To The Future" and have used the analogy of taking the

Delorian Time Machine. back 10 years ago to see what was actually happening, or try and identify what the trend was back then and how it compares to today.

What did We Find Circa 2001? Perhaps the biggest thing going on from an economic perspective 10 years ago was the Dot Com Bubble or Tech Wreck as it was referred to. This Dot Com / NASDAQ world grew from the ashes of the recession from earlier in the 90's. Surely you remember it as the "Recession We Had To Have" as it was presented to us by the then PM Paul Keating.

Now while the recession of the mid 90's is easy enough to recognise as a reasonable comparison to the Global Financial Crisis fallout of 2008 to 2010, you may be asking what is the relevance of the Dot Com Bubble and where is that comparison..... and what the hell has this got to do with a property flavoured newsletter? Well there is a very similar trend to the Dot Com scenario currently underway in the global markets right now. Facebook, is being valued at an extraordinary level (would you believe \$50Billion), so are Groupon, Twitter, LivingSocial.

com while the company behind the hit "App" Angry Birds looks like being worth a fortune very soon. The company by the way is called Rovio Mobile, out of Finland.

The values of these operations are being determined by their recent stock sales, fueled by the verve and excitement that is growing in this very high niche area, yet little focus or attention is on the fact that they don't actually sell anything, produce any commodity or hold any hard assets on their balance sheet in support of the perceived values.

Anyway, just as it was back 10 + years ago, there is a buildup of excitement in this sector that while perhaps not at the level of hysteria experienced back then is getting close.

[So here we are back in that period 2001 to 2003 and guess what was happening?](#)

Mums and Dads all over were wondering how their children were ever going to be able to afford their own home because houses were so damn expensive in relation to average wages.





According to the ABS the average Australian is someone in their mid-thirties, who has a weekly individual income of \$300 - \$399 and a weekly family income of \$800 - \$999

As at November 2010 the figure for the individual had grown to become \$1,324.10. Clearly the ABS has polished up its accuracy because they can now get it to the cent.

According to Abelson and Chung's, 2004. HOUSE PRICES IN AUSTRALIA: 1970 TO 2003 FACTS AND EXPLANATION the median price for a Perth property was \$128,200.

So we have an annual income of say \$18,000 for an individual to purchase a property for \$128,200, or put another way, a property would cost the equivalent of 7.12 x the average individual's income.

Circa 2011 and we have a median property price in Perth of \$495,000 (as at September 2010) (source: [www.livinginaustralia.com/australian-house-prices/](http://www.livinginaustralia.com/australian-house-prices/)) so compared to what the Delorian bought back, we have today average individual income of \$69,000 for a median property value of \$495,000 or 7.17 x the individuals average income.

With housing prices then we have found that relatively speaking they are priced the same as they were 10 years ago and everyone that was sufficiently motivated enough to buy one back then did.... Isn't that interesting? That's not what the media or the taxi drivers are spinning us!

Still doesn't answer the relevance of the Tech Boom

and Bust though, but here it is:

Following the burst of the Dot Com bubble the average Australian investor was somewhat gun shy of investment concepts that had all hype and little substance, lets face it, they had all just come out of a recession and this Dot Com thing was something offering a great deal of hope and yet delivered nothing of any substance (sound familiar to anything happening right now).

Investment dollars began flooding into property where they were greeted with the bricks and mortar security and visible, tangible and comfortable asset backed investments. Property went from a stagnant performer that couldn't attract a positive word from the Media or the Taxi Driver to flavour of the month and by the middle of the decade every taxi driver, reporter and media economic commentator in Perth was telling you to buy an investment property or become a home owner.

This is what is meant by a trend and we are experiencing a trend right now that is scarily similar to the one that we already had about a decade ago and probably like the one before that.

So you think that being a Counter Cyclical Investor is a good way to go, perhaps it's not a good time to be buying into IT App / Social media focused stocks and get into the property game ahead of the rush that is surely just around the corner.

If you want to check out the history we bought back in the Delorian then go to our Website and click on "Back To The Future", compare the value of your home then to what it is now and have some fun!



# Vacancy Rates

## Are Falling

Rental vacancy rates are falling throughout Perth, our current vacancy rate is at an all time low of 1.8 % (as at 01/05/11). As soon as we advertise our soon to be vacant properties online, enquires come flooding in! Being pro active at this time is vital, arranging home opens with the prospective tenants while the current tenant is still in situ, allows us to have very little or no vacancy between tenants!! Stephanie Virgo Licensee / Property Manager

## Don't Skip on the Maintenance

Property investors should not neglect their property, an important factor as a property investor is keeping the property in good condition, naturally there is a tendency to minimise ongoing expenditure and to maximise returns, but experienced investors know that spending money to keep a property in good condition

results in better performance, including more conscientious tenants, above average rents and fewer vacancies. Ultimately, a well maintained property is also likely to attract a better resale price. Your GR8 Property Manager will advise of any upcoming major work identified at an inspection. If a rental property is in top condition

when leased, it is much more likely that a tenant will keep it that way. It is important that owners set a high standard for the condition of their property at the start of the lease in order to maintain that standard from the tenants. It pays to spend money on new locks, security screens, a fresh coat of paint, floor coverings and good tap fittings and don't over look the garden if its shabby, take steps to save water and mulch.

“ Motivational quote of the month  
**Business and  
life are all about  
relationships** ”

Taken from Alan Bourke article in the  
Weekend West Feb 19th 2011

## GR8 Property Management



## Inspections for Landlords

**W**hen thinking of routine inspections the general assumption is that the only reason they are carried out is to check up on the tenants. But in reality, making sure a tenant is properly looking after a property is only one of the reasons inspections are conducted. One key purpose is ensuring maintenance and repairs are being undertaken appropriately. Your Property

Manager needs to verify that the tenant is reporting required repairs in a timely manner. In reality the inspections are only truly valuable if they are used to make sure the property is not falling into disrepair, whether through wear and tear or deliberate damage.

It's always a good idea for you to attend at least one inspection a year so you

are able to see for yourself how fair wear and tear is affecting the property's condition. Between the expert knowledge of your Property Manager and your more intimate knowledge of the property, your investment should be well protected and profitable for years to come.

Call us today to arrange to attend the next inspection of your property.



## Increasing the pet bond

**T**he Department of Commerce has sought REIWA's views on proposed changes to the prescribed amounts in Regulation 10A of the Residential Tenancies Regulations 1989 the Pet Bond, REIWA has supported the

following amendment:

The Department has surveyed nine pest control companies that provide flea treatment services to rental properties and found that the average cost of treatment for both the interior and exterior of a property is approximately \$260. Therefore the amount of the pet bond for fumigation of a rental property, will increase from \$100 to \$260 per property effective from the 1st June 2011.

Most people think of ceiling fans only when they want to be cool, but many come with a switch that reverses the direction of the blades. Switching to clockwise makes it warmer: air pooled near the ceiling is circulated back into the living space - cutting your heating costs as much as 10%, not to mention the massive reduction in carbon emissions as well, over an air conditioner.



A couple have two kids, one of them is a girl, what is the probability that the other kid is also a girl?

Answer on the next page

# GR8 Property Management



GR8 Property Management  
is excited to welcome its  
newest Team Member  
*Melanie Hobday*



## Eco Tip

When finished with the daily or weekend newspaper, store it for use as extra padding in gifts or things you are mailing. Newsprint also provide a streak-free shine on all your windows and mirrors including cars. A little bit of watered down vinegar in a spray bottle and your old newspapers will beat the pants off that store bought specialty cleaner any day, saving you money too!



Since commencing her career in Property Management in 2007, Melanie soon discovered one of her strengths was taking care of what's most important to Property Investors. The fact that she is tasked with taking control of an asset that is worth many hundreds of thousands of dollars, and possibly millions is not lost on her.

Melanie embraces the challenge and gains great satisfaction in finding a suitable resolution to any issue.

Prior to joining the GR8 Property Team, Melanie performed the role of a Business Development Manager. In this role she was able to develop and hone her skills in customer communication

and relationship management. Melanie soon realised there was a huge demand in the Property Management world for operators who are able to communicate effectively with owners, tenants and tradespeople.

Mel believes that her ability to listen and understand her clients' needs has been one of the key factors behind her success. She has learnt throughout her career that Property Management requires a strong sense of responsibility and accountability as well as organisational, multi-tasking and negotiating skills.

Managing a portfolio of investment properties can be a challenging responsibility

that is made easy with the strong work ethic, desire to display professionalism and an understanding of how to communicate with a broad spectrum of clients. At GR8 we are pleased to say that these are all characteristics displayed by Melanie Hobday.

Melanie Hobday  
Personal Business Manager  
[melanie@gr8corp.com.au](mailto:melanie@gr8corp.com.au)



Answer (From p 5): 1/3. There are 4 possible combinations: Girl - Girl or Girl - Boy or Boy - Girl or Boy - Boy. Since we know one of the children is a girl, we can drop 'Boy-Boy' leaving only three possibilities, one of which is two girls. Hence the probability is 1/3.

# GR8 Property Management



## Is it the right time to buy an Investment Property?

77% of investors surveyed see it as a good time to purchase an investment property, citing steadier house prices, higher rental incomes and rental demand as key drivers for their decision, according to the Bankwest/Mortgage and Finance Association (MFAA) Home Finance Index.

Phil Naylor, CEO, MFAA said "We are seeing savvy investors come back into the market as a long term investment strategy that's underpinned by expectations of income growth".

The index is based on the polling of more than 1100 people across Australia.

For astute investors today's stable post – boom market is a time to be patient, strengthen their equity and look at broadening their portfolios while awaiting the next upturn.

In the early 1990's which was a period of low growth, people got rid of their investment properties as they were disappointed with poor capital appreciation.

The market then resumed a strong upward trend after a few years and Property owners lived to regret their earlier decision. Those who held on were rewarded for their patience.

More importantly those who bought during that slow 3 year period also reaped the benefits of the next upward phase in the property cycle.

It has been some time since the market has been this favourable for investors who have the financial means to add to their portfolios. Prices are subdued, there's a lot of choice and vacancies are sharply down.

Why not take this opportunity to find out if you are in a position to also reap the rewards of the downturn in the current market.

See your Finance Broker for an Investment Property Capacity Check.

## Where are Interest Rates at?

"I suspect confidence is easily underestimated — especially by those who don't own or run a business, yet are still professional economy watchers — and the problem is that both the RBA and the Treasury in Canberra have been working off wildly optimistic forecasts for economic growth for the Australian economy. Recently the International Monetary Fund downgraded its old forecast from 3.5% to 3% and

this follows the impact of floods, cyclones, fires and Japan, but the seeds for a slower economy were already sown before the New Year brought nature's unwanted 'gifts'.

When you think about it, the two most important policymakers in the country — the Federal Government and the Reserve Bank — have really been working overtime to KO confidence and you have to

wonder why?"

This was CommSec's conclusion on interest rates: "It certainly looks like the Reserve Bank is firmly on the interest rate sidelines, and [this] week's inflation data is likely to show that underlying inflation is relatively tame. CommSec does not anticipate interest rates to move until at least August".

"It's good to see that the RBA

# GR8 Finance



board is a little more receptive to the actual state of the economy now, despite the fact that it's worried about the future. It's worried about the heavily tipped massive investment in mining projects, which could breed worrying levels of inflation and this will push up interest rates.

Not helping the economy has been a set of crazy policies from the Federal Government, which have hardly helped to boost confidence — consumer and business — with plans to introduce a carbon tax and a flood tax, a crackdown on

clubs and pubs with pokies and then there's an increase of the minimum wage in the offing. This comes on top of the new wage system, which has made it more expensive to employ casuals out of normal work hours.

On top of that both the Finance Minister Penny Wong and Treasurer Wayne Swan are running around talking about a tough budget on May 10 and while there could be some method in these politicians' madness, it's nonetheless madness to be talking about making consumers' and

business's lives harder when they're just starting to show a little life.

It's great that business conditions are rebounding as this says life for businesses is getting better and consumer confidence going up is heartening but in the cities it slumped!

I reckon Aussie consumers and small businesses need some TLC, which could come with a wise budget and a Reserve Bank well and truly keeping the bench warm on the sidelines."

By Peter Switzer

One of Australia's leading business and financial commentators, launching his own business 20 years ago.

## Conclusion from GR8 Finance

It's still time for the average Australian to take stock of their lives.

To sit down and prepare a budget, be wise and put a plan in place.



GR8 Finance



# Slump signals time to buy



**DEBRA GOOSTREY**

UDIA WA

It's no great secret that WA's housing market has gone off the boil in recent months.

In a climate of interest rate uncertainty, slack demand and tightening finance, prospective home buyers are keeping their hands in their pockets, rather than buying new homes.

In fact, Perth's property market is probably as bad as it's been in quite a while and easily the worst of Australia's capital cities.

So there's no doubt about it — there's never been a better time to buy land and a new home.

Surely not! Wouldn't it be better to wait until the market's rising or even booming again? Well someone who's really competent to answer that is legendary American investor Warren Buffett

Buffett, one of the world's richest men, loves it when the market is down, confidence is low and there's an all-pervasive air of doom and gloom.

Why? Because it gives him a gilt-edged opportunity to pick up quality, well-priced stock at bargain-basement prices.

"Be fearful when others are greedy and be greedy only when others are fearful," is one of Buffett's most famous quotable quotes.

If Buffett was in WA right now it's a fair bet he'd have greedy eyes for our housing market because its current downturn is quite an anomaly in a healthy, growing economy.

Economists understand that and they're predicting the market will rebound in the coming months.

Why wouldn't it? The State is basking in a golden glow of high commodity prices, strong employment growth and a rapidly increasing population that will inevitably increase the demand for land and homes.

The rental market, too, is beginning to tighten, and with rents on the rise many tenants will be looking to buy a home of their own instead of handing their hard-earned over to the landlord — that's bound to increase demand and put pressure on prices.

And while interest rates have risen recently it's important to keep things in perspective.

In historical terms they're still pretty low. I've been around long enough to remember when they were 17 per cent.

So with house and land prices poised to take off again, it's an excellent time buy a house and land — while the market is "bumping along on the bottom" you're in the perfect position to make some capital gain on your own little patch of paradise.



www.udiawa.com.au





# MYTHBUSTERS

More than one in five working age parents will die or become incapacitated and see their family's income drop by half due to being underinsured.

Research shows common myths play a big part in the average Australian family's inadequate levels of protection.

## Myth 1 – It's too expensive

**Myth Busted:** The average life insurance premium costs less than most car insurance premiums. By organising a policy specifically tailored to your needs we can make sure you are covered for what you need with no unwanted extras. You and your family's well-being is the biggest priority there is.

## Myth 2 – I just don't need it

**Myth Busted:** No-one likes to think about the worst that could happen, but we should protect ourselves against it. We don't question the need to insure a house and its' contents, so why question the need to look after the people living in the house? Insurance isn't simply about terrible or rare accidents. One in six working women, and one in four working men are expected to suffer a disability from the age of 35 to 65 resulting in more than six months off work. You might need it when it's too late. If you've got a mortgage or other debts and rely on your work for money, then you or your family would have problems without your income – however young you are.

## Myth 3 – Insurance companies don't pay claims.

**Myth Busted:** Contrary to popular belief, insurance companies pay all genuine claims as quickly as possible. The conditions for life and TPD insurance are clearly set out in the policy. It's part of our job to ensure that your policy has no hidden catches. Sadly, every day in Australia, people have to call on their life insurance policies. Even those that don't, benefit from the peace of mind that comes from being protected.

## Myth 4 – It's too confusing

**Myth Busted:** Insurance can be as simple or as tailored as you need it. If you want a policy that's tailored specifically to you and meets your exact needs, that's what we're here for. We are also here to explain your options and take away the complexity. Together, we can work out what cover you need and the simplest way to achieve it. Your life is the most complex and most important thing you can insure. The questions are there to both ensure it's absolutely right and to give you complete confidence that you have the right level of insurance cover.



# Some disturbing statistics that just might shock you!

While you're in good health it's easy to think that you'll always be in good health. But in reality the likelihood of suffering a disability or a disease like cancer or heart disease is much higher than you might think.

Read through these statistics and then read them again...as many times as it takes for them to really sink in! Some of these figures may shock you, which is why we wanted to bring them to your attention. So please, read on...

In the year 2006 alone, almost half a million people (4% of workers) were injured at work. Of those injured, only 4% claimed from a privately owned Income Protection policy. Source: Australian Bureau of Statistics, Australian Social Trends 2008 - Health - Risk

On average each hour in Australia, 3 people die from cancer and 5 people die from heart disease. Source: Australian Bureau of Statistics, Causes of Death 2008

More than 24 % of male deaths and 16% of female deaths were in those aged 25 to 64. Source: Australian Institute of Health and Welfare (AIHW), Mortality, FAQs, 2008

For a 45-year-old, the risk of having heart disease at some time in future life is 1 in 2 for males and 1 in 3 for females. Source: AIHW, Chronic diseases and associated factors in Australia, 2008

In 2008, nearly 6,900 people aged 45 and over had a disability due to a heart attack in Australia. Source: AIHW, Chronic diseases and associated factors in Australia, 2008

On average, 108 people have a stroke every day.

Source: AIHW, Chronic diseases and associated factors in Australia, 2008

For a 45-year-old, the risk of having a stroke before age 80 is 1 in 4 for men and 1 in 5 for women. Source: AIHW, Heart, stroke and vascular diseases - Australian facts 2008

Every day, around 90 Australians die from coronary heart disease. Source: AIHW, Heart, stroke and vascular diseases - Australian facts 2008

Stroke is the leading cause of long-term disability in adults. Source: AIHW, Heart, stroke and vascular diseases - Australian facts 2008

Each day, approximately 37 males are diagnosed with prostate cancer. Source: AIHW, & Australasian Association of Cancer Registries (AACR) 2008

# GR8 Superannuation Services

In the last issue of the GR8 Newsletter you were introduced to the idea of using your superannuation fund to invest into direct property to build your retirement nest egg.

What wasn't relayed though is how you actually achieve this. How do you or can you have your super fund buy a house, when you don't even see the flow of money and most likely the only knowledge you have of your own superannuation is when you get your statement once a year or see it as an entry on your payslip?

Well unfortunately unless you have a special form of superannuation called Self Managed Superannuation it's not likely that you will be able to invest into property, or into anything that you think is a good investment. The decision on what your fund invests into lies with

the Trustee of the fund and unless you are the Trustee you have no say what so ever.

What might surprise you about your superannuation fund is that your Trustee is also the responsible person or entity that decides on the distribution and disbursement of your super funds in the event of your death or TPD. The Trustee doesn't have to comply with your Last Will (in the event of your death) or even your own instructions.

So the solution to this lack of flexibility and non compliance with your wishes, not to mention how you manage your transition from accumulation of wealth in your super fund to the pension phase is to become the Trustee. Basically you establish your own "Self Managed Superannuation Fund" (SMSF) and become the Trustee yourself or with your

partner.

While there are many reasons and motivations for having a SMSF, one reason that comes to mind and represents a mammoth benefit over buying an investment property outside of super is that if you have property in your SMSF you can eliminate capital gains tax upon its sale. There are a couple of conditions associated with this which are not difficult to meet, but generally speaking if you had undergone the transition from accumulation to pension phase and liquidate assets they wont attract any capital gains tax.



## GR8 Superannuation Services



# GR8 Loyalty Rewards

GR8 would like to wish Terry & Margaret a safe and exciting trip. Terry & Margaret achieved Level 3 in the GR8 Loyalty Reward Program and are off to explore the sands of Dubai and relax on a cruise from Amsterdam to Budapest.



If you want to know how you can go Anywhere In The World like Terry & Margaret visit [www.gr8loyaltyrewards.com.au](http://www.gr8loyaltyrewards.com.au) and find out how.

## GR8 Loyalty Rewards Partnerships

GR8 Loyalty Rewards is *excited* to partner with Travel & Cruise Fundamentals Willetton and Outlook Travel. Keep your eyes open in our Quarterly Newsletters and our Facebook page for exclusive deals for our GR8 Clients.



Anywhere In The World... The Choice Is Yours



**QUALITY SCENIC INCLUSIONS**

- 100% Australian owned
- All sightseeing included
- Dedicated Scenic Tours' Tour Director and local escort in Peru
- Exclusive hotel stays in Buenos Aires, Lima and Machu Picchu
- Exclusive luxurious cruises of the Amazon only with Scenic Tours
- Exclusive Scenic Enrich Program
- Scenic FreeChoice Dining Program
- Unique and Authentic Cultural experiences
- Highlight dining events showcasing regional cuisines and culture
- All tipping, gratuities, portage and personalised airport transfers



**Exclusive Deal For GR8 Clients**

**PARTNER FLY FREE\*** return including taxes

**33 DAY SOUTH AMERICAN ADVENTURE & GALAPAGOS & AMAZON CRUISING**

Inclusions: Cruise the Galapagos Islands in luxury for four nights on board the MV Galapagos Explorer II, enjoy a luxurious three night cruise of the Amazon on board the MV Aria Exclusive to Scenic Tours, see the endangered Amazon manatees at the Manatee Reserve Centre, board the ecological train to visit the Argentinean Falls, tour the cities of Buenos Aires, Rio de Janeiro and Quito and relax with exclusive hotel stays including the Swissotel Lima, Sumaq Machu Picchu Hotel and the Sofitel Buenos Aires.



1st person from \$22,845\* ex SYD, \$22,945\* ex BNE/MEL, \$23,145\* ex ADL, \$23,345\* ex PER  
 2nd person from \$20,495\*  
 Based on 27 March 2012 departure

**Mention the GR8 Newsletter  
 Travel & Cruise Fundamentals**



**Travel & Cruise Fundamentals**

Educate, Explore, Experience...

Bev Moffat - 0412 621 845  
 Bev@travelandcruise.com.au

\*Conditions Apply. Prices based on per person, twin share and inclusive of flights within South America once tour commences and relevant air taxes. For new bookings only, not available in conjunction with any other offer including group discounts, subject to availability. Offers are strictly limited and are available on set departures until sold out and may be withdrawn at any time. International airfares and taxes are additional unless otherwise stated. Any maps or other route depictions are intended as an indication only and are subject to change. Surcharge for payment by credit card applies. Partner Fly Free offer based on LAN Airlines Economy S Class including taxes and fuel surcharges of approx. \$380pp as at 03 March 2011, subject to availability of airline booking class or until sold out. If appropriate airline booking class sells out a surcharge will apply. Flights must be booked through Scenic Tours. Once issued, air tickets are subject to amendment and cancellation fees as established by the applicable airline. One stopover is allowed in Santiago. LAN Economy S Class tickets do not attract Frequent Flyer Points. Scenic Tours reserve the right to ticket the booking upon receipt of deposit. A deposit of \$3,000 per person is required within 7 days of booking. Offers available until 31 October 2011 unless sold out. Prices correct as of 30 March 2011. For full terms & conditions refer to brochure. Licence No. 2TA 002 633 ABN 85 002 715 602.

# About GR8



GR8 Corporation is a combination of a number of separate entities that combine to create a fully integrated yet highly specialised Property Investment Business. The entire focus the GR8 model is to build & create long term relationships with our clients and grow their wealth through effective property investment.

GR8 is aligned and affiliated with all sectors of the Financial Services industry. There is no budget in the GR8 business model for traditional advertising in print media, or on TV and radio. All new clients to GR8 come through referrals from existing clients and professionals from the Accounting, Financial Planning, Finance Broking and Real Estate industries. This is a measure of the strength of endorsement in our skill and professionalism in the area of Wealth Creation through property, the advice we give, the research and due diligence we undertake.

So we are about relationships, relationships that give rise to referrals to new clients. We build these relationships on a foundation of 5 Core Values. We live and breath these Core Values within the internal GR8 Team and this is clearly evident when you visit our offices.

By adhering to these Core Values we are absolutely confident in our ability to deliver on our Brand Promise. We know we can do this because everything we say we can

do is backed up by a specific process and procedure.

What sets us apart from our competitors is our absolute reliance on referrals. If we don't deliver on our Brand Promise we will not secure the referral support from our existing clients and professional affiliations.

To ensure we are at the forefront in this often neglected realm of marketing and business growth we have developed the GR8 Customer Care and GR8 Loyalty Rewards Programs. Quite simply, its much easier and far more rewarding to maintain and grow the relationships with our existing clients than it is to continually be seeking out new clients through expensive media campaigns and neglect the relationship that has already be established.

Chances are your Accountant, Financial Planner, Finance Broker and even Real Estate Agent is aware of GR8 and knows what we do. If you are not being made aware by your professional advisor maybe you should be questioning why and even why you don't have direct property investment as a key element of your wealth creation strategy.

Alternatively you could come and speak to us and we would have no problem in discussing your options with you and your professional advisors.



# GR8 Grants & Sponsorship

As a result of my own children progressing through various community related sporting groups such as Little Athletics, Soccer, Footy, Basketball and the like, we became aware not so much of the challenges faced in raising funds to support these activities at a club level, but more the lack of interest from the corporate world about supporting something that had no apparent profile in the public arena.

Taking the example of Footy, it strikes me as bewildering that the AFL provides very little financial support at a grass roots level to its own code and the development of its own brand, yet imposes the requirements and demands upon these grass roots clubs about who or what can be an advertised sponsor. To a lesser extent the same culture exists with the WAFL and I'm sure it's no different with any other sporting code.

So what do these grass roots clubs do then to fill this gap, well if you are a parent you will have firsthand knowledge, basically you do everything and you do it for love. A combination of sausage sizzles, quiz nights and all manner of creative fund raising ideas are adopted to extract from the community a little slice of the pie so that the club can continue to provide the bare essentials to its teams.

Please take a look at the notice on the adjoining page. This is an example of the sort of creativity that grass roots

clubs bring to the table to raise money for their ongoing viability. In this case the team presented is the Willetton U14 Boys Representative Basketball Team. This team is undefeated in WA for the past 2 years and has qualified for the National Club Championships to be held in Brisbane in October this year.

We have included then in this newsletter for a number of reasons:

1. This is a pilot of our Grants and Sponsorships program where we have embarked on a program to provide marketing and logistical support to grass roots community based clubs
2. My youngest son is a member of the team, Lachlan, 5th from left

The club needs to raise funds to assist with cost of airfares, accommodation, meals, transport and uniforms for the 11 days they are away, for the 12 boys and 4 x support group of coach's and manager and this Video Horse racing Night is the major fund raising event for this .

You can help out in a number of ways:

1. Get a group together to make up your own table and come along for a great, fun evening
2. Become a sponsor for the evening by securing naming rights to one of 8 horse races, at a cost of \$250.

a) This will entitle you to a table in

any event as well as inclusion of your business profile in the race book

b) Any other marketing collateral that you wish to provide included in the packs presented to every seat

c) Brief introduction to your business prior to commencement of your sponsored race by the race caller / MC

d) Free advertising in the GR8 quarterly newsletter

3. Purchase a horse in any of the races for a cost of \$25, if it wins then you will and there is a 1 in 8 chance in every race

4. Make a donation of either cash / cheque or goods/services you maybe able to offer that can be used as a prize for raffle or silent auction would be greatly appreciated.

We Want To Make a Difference  
Perhaps you are involved with a similar type of sporting club and are looking for ways to get a boost. Log onto the GR8 website and go to the GR8 Grants and Sponsorships link to submit your enquiry.



## GR8 Grants & Sponsorship



# WILLETTON BASKETBALL ASSOCIATION

# TROPHIES



## “WE’RE OFF TO THE RACES”

## VIDEO RACE NIGHT

@BECKENHAM COMMUNITY HALL

STREATHAM STREET, BECKENHAM

DOORS OPEN AT 6.30PM • BAR OPEN AT 6.30 PM • FIRST RACE AT 7.15PM

FRIDAY JUNE 17      TICKET \$10PP

YOUR TICKET PRICE INCLUDES

EVENT ENTRY • 1 FREE DRINK • 1 RACE BOOK • LIGHT SNACKS ON YOUR TABLE  
CATERING IS NOT AVAILABLE BUT YOU ARE WELCOME TO BRING ALONG  
YOUR OWN FOOD AND SNACKS

THIS IS A LICENSED VENUE AND EVENT IS STRICTLY NO BYO

08 9358 3400 TO ENQUIRE ABOUT PURCHASING TICKETS

Plenty of parking available | Doors open at 6.30PM



# GO FOR A GR8™ DINNER ON US

If you, your family or friends own any residential investment properties refer them to us & if they transfer the management across to GR8 Property on a 12 month Managing Agents Authority we will reward you with a

## \$100 Dinner Voucher

to the restaurant of your choice.

Stephanie Virgo  
Licensee / Property Manager  
(08) 9358 3400 | 0404 228 019  
[stephanie@gr8corp.com.au](mailto:stephanie@gr8corp.com.au)



# Feedback

Just for fun we would now like to start inviting responses to our newsletter. The most interesting response we receive each quarter will receive a bottle of premium wine! Tell us what you think about the property markets generally, the property markets we are focussing on, our newsletters, a funny story, or anything else you'd like to contact us about. The most interesting responses will find their way onto our website, anonymously if you prefer.

Send your feedback attention to Creative Department - [admin@gr8corp.com.au](mailto:admin@gr8corp.com.au)

Do you want to advertise in this very targeted newsletter? Enquire at [kyle@gr8corp.com.au](mailto:kyle@gr8corp.com.au)



Disclaimer: This is not advice. Any party reading this material should not act solely on the basis of the material contained in this Newsletter.

Items herein are general comments only and do not constitute or convey advice per se. Also changes in legislation may occur quickly. We therefore recommend that readers obtain formal advice before acting on any of the information in any of the areas. This bulletin is issued as a helpful guide to clients and for their general information. If they choose to distribute this Newsletter to any other party they should recommend the recipient make the time to meet with GR8 for an assessment of their needs and requirements.



## **Honesty**

The facts and information presented to you are transparent and true

## **Morals**

We offer and expect relationships that initiate and maintain good conscience

## **Integrity**

What we say is what we'll do

## **Excellence**

You benefit from the accumulation of our proven expertise, experience and knowledge

## **Passion**

Our belief and excitement inspires

## **BRAND PROMISE**

### **Clarity**

The way that GR8 do business, the content and education provided and your understanding of the benefits, experience, and value will be absolutely CLEAR.

### **Confidence**

There will be absolute confidence that GR8 will deliver on promise of service delivery, product selection fundamentals and that the needs of clients are placed ahead of GR8's needs.

### **Commitment**

A clear recognition of the level of commitment that GR8 have to ensuring all who have a relationship with them experience and benefit from the GR8 Brand promise.