Buyer Brief Insights Report

Prepared For: Tom & Jerry

2 Colin Wilson

& 0421801585



Hi Tom & Jerry,

Thank you for outlining your investment objectives with me. From our recent conversation, I understand you're looking to purchase an investment property through your SMSF, with a strong focus on long-term capital growth. Your preferred suburbs are Frankston, Frankston South, Rye, Blairgowrie, and Sorrento, and you're targeting established houses in the \$600,000–\$800,000 range.

You're seeking a property with 2–3 bedrooms, ideally on a land size of at least 600sqm, situated on a quiet street and close to lifestyle amenities like cafes, walkable areas, and the beach. Key features include renovation potential, but you'd like to avoid properties with pools, spas, or on busy roads. At the same time, you're aiming for a balance between capital growth and a solid rental yield, with a preference for low-maintenance homes that attract strong tenant demand.

With your pre-approval in place for up to \$800,000, you're ready to move forward within the next three months, though you're flexible on timing to ensure the right opportunity. Your strategy is buy-and-hold, and you're open to light renovations to add value, provided the property remains easy to manage.

Given your experience as property owners and investors, you're looking for more than just listings—you want tailored advice on market trends, off-market opportunities, and a clear acquisition process. My role is to provide you with up-to-date market insights, help you identify high-potential properties, and support you through every step of the purchase.

Next steps? Let's schedule a strategy session to refine your search, review current market conditions in your target areas, and begin shortlisting suitable properties. I'm excited to work with you and help you secure a quality investment for your SMSF.

Kind Regards,

Colin Wilson

Buyer Summary

1. Contact Information

Full Name: Tom SmithEmail: tom@gmail.comPhone: 0412345678

2. Purpose & Motivation

· Investment or Owner-Occupier: Investment Property

Motivation: Looking to buy in my SMSF with Jerry

· Investment Strategy: N/A

3. Budget Range

· Budget Range: \$600k-\$800k per property

Pre-Approval: N/A

Pre-Approval Amount: \$800k

4. Timeframe

· Ready to Purchase: Within 3 months

Flexibility: Yes, if the right property is found

5. Current Situation

Current Status: Renting a property

Existing Property Sale: No need to sell before purchasing

• Previous Property Purchase in Australia: No

6. Property Preferences

Property Type: House

• Ideal Property Size: 2 to 3 bedrooms, undefined to undefined bathrooms, 600-N/A m² land

· Key Features: Quiet street, Renovation potential

· Features to Avoid: Pool, spa, busy road

7. Location Preferences

· Preferred State(s): Victoria

• Preferred Location: No Preference

Preferred Distance from Capital City: 73km or less

 Preferred Suburbs: FRANKSTON (3199), RYE (3941), SORRENTO (3943), BLAIRGOWRIE (3942), FRANKSTON SOUTH (3199)

8. Lifestyle Needs

• Preferred Lifestyle Attributes: Cafe, walkable, close to beach

9. Investment Criteria

Investment Goal: Capital Growth

Open to Renovations: Yes, if it increases value and rental yield

8. Additional Information

· Other Notes: N/A



Suburb Shortlist

House

E All

Suburb Median ③		
\$690k	\$755k	\$839k High
	HIGH CONFIDENCE	
*Suburb Median price based on	629 sales results over the previous 12 months.	

Suburb Statistics

Population: 37,331 Dwellings: 13,642 Owner Occupier: 65% IQR % Median: 20%

DOM: 26

ICSEA School Score: 41.067

IRSAD (Australia): 32 Building Approvals: 0.4% Suburb \$ Median: \$755k Suburb % Growth: 2.0% Rental Yield: 4.1% Vacancy Rate: 1.9% Market Absorption: 56% % Stock on Market: 0.7% % Discounting: 2.2%

Median Income: \$1,387

Suburb Summary

Frankston, VIC 3199 is a suburb with a diverse population of approximately 37,331 residents. The age distribution is varied, catering to different age groups. The median household income is moderate, and there is a good mix of occupations with a notable percentage of managers, professionals, and technicians and tradeworkers. Commuting options include a significant number of residents using motor vehicles, while a considerable portion also works from home. The suburb provides a mix of transport options, including trains and buses, for daily commuting.

For house investors, Frankston presents an opportunity for potential capital growth, evident from the moderate median growth rates and a high market absorption rate, indicating strong demand. The suburb also has a relatively low vacancy rate, which can be attractive for landlords. For unit investors, the higher rental yield and substantial growth rates make it a compelling option for those seeking rental income. The suburb's affordability index is favourable for both house and unit investments, with room for potential appreciation.

Frankston, VIC 3199 offers a bustling community with varied lifestyle options for residents. The suburb presents promising opportunities for both house and unit investors looking for long-term growth potential and rental income. With good transport infrastructure and a diverse population, Frankston is a suburb worth considering for individuals looking to live or invest in a thriving area.

\$800k \$943k \$1.24M High HIGH CONFIDENCE *Suburb Median price based on 329 sales results over the previous 12 months.

Suburb Statistics

Population: 9,438 Suburb \$ Median: \$942.5k Dwellings: 9,395 Suburb % Growth: -14.3%

Owner Occupier: 77% Rental Yield: 3.4% IQR % Median: 47% Vacancy Rate: 2.2% DOM: 56 Market Absorption: 22% ICSEA School Score: 57 % Stock on Market: 1.4%

IRSAD (Australia): 55 % Discounting: -6.3% Building Approvals: 1.8% Median Income: \$1,334

Suburb Summary

Rye, VIC 3941 is a vibrant suburb with a growing population. The area attracts a diverse range of residents across various age groups, with good educational opportunities available for families with school-aged children. Commuting options are available with a mix of public transport and work from home arrangements being popular. The suburb offers a mix of occupations, indicating a dynamic community.

For houses in Rye, the high sale price IQR ratio suggests potential for renovators or investors looking to add value. The median growth rate over 10 years indicates a positive trend for long-term investment. On the other hand, units have shown a lower median growth rate, but the high rental yield and low vacancy rate may appeal to investors seeking steady rental income.

Rye presents opportunities for property buyers interested in long-term capital growth or rental income. With a mix of housing options and a growing population, the suburb offers a desirable lifestyle with good educational facilities and commuting options. Investors should consider the high sale price IQR ratio for houses and the attractive rental yield for units.

\$1.3M \$1.68M \$2.15M High *Suburb Median price based on 97 sales results over the previous 12 months.

Suburb Statistics

Population: 2,013 Suburb \$ Median: \$1.68M Dwellings: 3,500 Suburb % Growth: -23.7%

Owner Occupier: 85% Rental Yield: 2.3% Vacancy Rate: 3.7% DOM: 56 Market Absorption: 20%

ICSEA School Score: 72 % Stock on Market: 1.1% IRSAD (Australia): 96 % Discounting: -7.9% Building Approvals: 4.8% Median Income: \$1,658

Suburb Summary

Sorrento is a seaside suburb with a mix of age groups, with a significant population of individuals aged 65 or over. The suburb offers a range of commuting options, with a notable percentage of residents working from home. The top occupations include Managers, Professionals, and Technicians and Tradeworkers. Residents have access to various commuting modes, including driving, public transport, and walking. The suburb has a moderate ICSEA value for government schools, indicating a reasonable level of educational advantage for students.

For Houses, Sorrento presents an opportunity for investors looking for potential renovators, given the high saleprice IQR ratio. Additionally, the suburb has a moderate market absorption rate suggesting a balance between supply and demand. House prices have shown growth over the past 10 years. For Units, Sorrento offers a good market absorption rate and low vacancy rate, indicating strong demand. The suburb has seen growth in unit prices over the past 5 years.

Sorrento, VIC 3943 is a coastal suburb with a mix of age groups, strong work-from-home culture, and good access to transport options. The top occupations include Managers, Professionals, and Technicians and Tradeworkers. The suburb offers investment potential for Houses with opportunities for renovators and steady growth in prices. Units in Sorrento show strong demand and growth over the past few years, making it an attractive investment option.

Blairgowrie, VIC 3942

\$1.1M \$1.38M \$2.21M High *Suburb Median price based on 117 sales results over the previous 12 months.

Suburb Statistics

Population: 2,786 Suburb \$ Median: \$1.38M Dwellings: 4,049 Suburb % Growth: -10.1%

Owner Occupier: 83% Rental Yield: 2.5% IQR % Median: 79% Vacancy Rate: 2.4% DOM: 54 Market Absorption: 10%

ICSEA School Score: % Stock on Market: 1.7% IRSAD (Australia): 86 % Discounting: -8.4% Building Approvals: 4.2% Median Income: \$1,490

Suburb Summary

Blairgowrie, VIC 3942 has a population of 2,786 residents. The suburb has a diverse age demographic with a significant number of residents aged 45 to 64 and 65 or over. The median household income weekly is \$1,490. The top three occupations in the area are Managers, Professionals, and Technicians and Tradeworkers. Commuting patterns show a preference for motor vehicles, with a notable portion working from home.

Blairgowrie presents a mixed outlook for property investment. The sale price IQR ratio indicates potential opportunities for renovators in the housing market due to a relatively high spread in sale prices. However, the median growth rate for houses over various periods has shown a decline. Rental demand seems moderate with a vacancy rate of 3.0%. Investors may find opportunities in capitalizing on the population growth trends and building approvals in the area.

Blairgowrie, VIC 3942 offers a relaxed coastal lifestyle with a diverse community profile. Homeowners looking to settle in the suburb will find a range of housing options, while investors should carefully consider market trends before making decisions. The suburb's proximity to amenities and the beach make it an attractive location for those seeking a blend of convenience and natural beauty.

Frankston South, VIC 3199

Suburb Median 🔞 \$1.15M \$925k \$1.5M Low High HIGH CONFIDENCE *Suburb Median price based on 333 sales results over the previous 12 months.

Suburb Statistics

Population: 18,801 Dwellings: 6,735 Owner Occupier: 84% IQR % Median: 50%

DOM: 32

ICSEA School Score: 63.5 IRSAD (Australia): 88

Building Approvals: 0.5%

Suburb \$ Median: \$1.15M Suburb % Growth: 0.8% Rental Yield: 3.4% Vacancy Rate: 2.8% Market Absorption: 43%

% Discounting: -

Median Income: \$2,038

% Stock on Market: 1.3%

Suburb Summary

Frankston South, VIC 3199, is a suburb with a population of 18,801. The area has a diverse mix of age groups, with a significant number of residents aged between 45 to 64 years. The median household income is above average. The most common occupations include professionals, managers, and technicians/tradeworkers. Commuting habits show a preference for motor vehicles and working from home. The suburb has good access to public transport, with train services being the most common mode of commute.

For houses in Frankston South, the high market absorption rate of over 30% suggests strong demand and potential for price growth. The suburb has a good mix of demographics, indicating stability and growth potential. With a relatively low vacancy rate and room demand-supply ratio, there is an opportunity for investors looking to rent out properties. Units also present a good investment opportunity with a healthy rental yield and low vacancy rate.

Frankston South, VIC 3199, offers a desirable lifestyle with its mix of demographics, good infrastructure, and access to public transport. The suburb shows potential for property price growth, especially for houses, given the high market absorption rate and strong demand. Investors looking for stable rental income may find opportunities in both houses and units, thanks to the low vacancy rates and room demand-supply ratios.



Property Shortlist



99 Franciscan Avenue, Frankston, VIC 3199

House 614m² 🖺 40.0 m 🚥 3 🛱 1 💾 - 🛱

1975 CORNER

Why is this a good match?

Criterion Meets Expectation? House, 2–3 beds ✓ Good fit 600 m²+ land ✓ Yes Quiet street ✓ Yes...

99 Franciscan Avenue, Frankston, VIC 3199

Neighborhood Profile ②



Social Housing

0%



Bus Stop

369m - Franciscan Avenue



/i\ Road Type

Residential (Low Noise)



Primary School Catchment

168m - Kingsley Park Primary School



Train Station

2.1km - Leawarra



Centre Zone

181m - Grocery Outlet



Roundabout

44m

Risks & Planning Overlays ②



Flooding not detected

No flooding known in this area. Please use as a guide only.



Heritage not detected

No heritage known in this area. Please use as a guide only.



Bushfire not detected

No bushfire known in this area. Please use as a guide only.



Biodiversity not detected

No biodiversity known in this area. Please use as a guide only.

Comparable Sold Properties

Found 0 properties.



28 Milford Crescent, Frankston, VIC 3199

House 608m² 🖺 - 📼 3 🛱 2 💾 - 🛱

♥ Why is this a good match?

Criterion Meets Expectation?

Budget (\$600–800k) ✓ Within range

Capital growth ✓ Strong past growth

Rental yield ✓ 3.9% consistent

Lifestyle attributes ✓ Beach, cafes, walkable

28 Milford Crescent, Frankston, VIC 3199

Neighborhood Profile ②



Social Housing

2.10%



Bus Stop

1.3km



/i\ Road Type

Residential (Low Noise)



Primary School Catchment

246m - Karingal Heights Primary School



Train Station

2.4km - Leawarra



Centre Zone

636m



Roundabout

201m

Risks & Planning Overlays ②



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28 Milford Crescent, Frankston, VIC 3199

Comparable Sold Properties

Found 0 properties.



1 Iona Court, Frankston, VIC 3199

House 636m² 🖺 32.0 m 📼 3 🛱 1 💾 - 🛱

1970 CORNER

♥ Why is this a good match?

Criterion Meets Expectation?

House, 2–3 beds ✔ Good fit

600 m²+ land ✔ Yes

Quiet street ✔ Yes

Renovation potential ✔ Yes...

1 Iona Court, Frankston, VIC 3199

Neighborhood Profile ②



Social Housing

0%



Bus Stop



/i\ Road Type

Residential (Low Noise)



Primary School Catchment

510m - Karingal Heights Primary School



Train Station

2.2km - Leawarra



Centre Zone

695m - EG Australia



Roundabout

384m

Risks & Planning Overlays ②



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No flooding known in this area. Please use as a guide only.



Heritage not detected

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Bushfire not detected

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Biodiversity not detected

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1 Iona Court, Frankston, VIC 3199

Comparable Sold Properties

Found 0 properties.



117 Wangarra Road, Frankston, VIC 3199

House 563m² . 23.0 m = 3 = 1 . - =

1970

₩ Why is this a good match?
Capital growth ✓ Strong past growth
Rental yield ✓ 3.9% consistent
Lifestyle attributes ✓ Beach, cafes, walkable

117 Wangarra Road, Frankston, VIC 3199

Neighborhood Profile ②

Social Housing

3.90%



Bus Stop

928m



/i\ Road Type

Residential (Low Noise)



Primary School Catchment

367m - Ballam Park Primary School



Train Station

1.4km - Leawarra



Centre Zone

511m



Roundabout

77m

Risks & Planning Overlays ②



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No flooding known in this area. Please use as a guide only.



Heritage not detected

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Bushfire not detected

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117 Wangarra Road, Frankston, VIC 3199

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