INVESTING GUIDE

Making property decisions with purpose.

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INVESTING GUIDE

Whether you're considering your first investment or adding another property to a portfolio, a good property decision needs to make sense beyond the sales pitch.

The aim is to understand what you're buying, why you're buying it and how it fits your strategy.

1. Know what you're looking for

Different investors have different objectives.

Are you primarily seeking rental income, long-term growth, renovation potential, land value or a balance of several factors?

A property that suits one strategy may make little sense for another.

Financial and tax strategy should be discussed with appropriately qualified advisers, but understanding the property and its market is equally important.

2. Look beyond the headline numbers

For an established property, consider:

- Rental demand
- Location
- Land component
- Property condition
- Holding costs
- Supply of similar properties
- Future buyer appeal
- Your eventual exit strategy

For land, new builds or off-the-plan purchases, also consider the developer or builder's track record, build timeframes, future competing supply and how the property is likely to appeal beyond its first purchaser.

3. Assess every opportunity consistently

A property can look compelling because of one particular feature.

A simple scorecard helps you look at the whole picture.

YOUR INVESTMENT SCORECARD

Rate the property from 1–5 for:

Location					
Renter demand					
Land component					
Property condition					
Holding costs					
Growth fundamentals					
Future buyer appeal					
Exit flexibility					

Then ask yourself:

Would I still be interested if this property wasn't being marketed as an "investment opportunity"?

Buying is also only the beginning. Good property management can play an important role in renter selection, vacancy, rent reviews, maintenance and protecting the property's condition over time.

Thinking about your investment step?

If you'd like a no-strings-attached chat about your next investment, the local market or a property you're considering, reach out to your preferred agent.

ARMSTRONG REAL ESTATE x OSLO PROPERTY

Two local agencies with one shared commitment - transparent, stress-free property outcomes across Greater Geelong.

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