

A *QUICK* GUIDE ON HOW TO

# **UP YOUR PROPERTY GAME**

*With the Futurealty Tribe*



# We Get You

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Like you, we are tired of hearing how hard it is to get into property...of it being a spectator sport.

Rather than accept this thinking, we choose to do things differently. To embrace innovation. To invest smarter. To forge our own path towards the future we want.

We are massive fans of property. Property is a great tool for wealth creation and achieving financial freedom. We want to be *successful* property investors.

That's why we are committed to learning more, sharing more and investing more into that future.

At Futurealty, we get you!

The background of the image is a photograph of a large crowd of people silhouetted against a bright, orange-hued sunset sky. The people are standing on a reflective surface, likely a beach or a wet promenade, as their reflections are clearly visible. The overall mood is serene and communal.

# **INNOVATIVE THINKING SMARTER INVESTING BETTER LIVING**

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FUTUREALTY TRIBE

# Future You

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It's not the property we are after, but the freedom and benefits it can provide that we chase.

Freedom is *not* being in a position where you *have to* do something.

The benefits, well that's personal. You get to customise your future. That's what makes life so exciting. The hero we chase is our future self, 10 years down the road.

And the *best version* is anchored to a compelling *what* and a real strong *why*. **#FutureME**



"YOU GET TO CUSTOMISE  
YOUR FUTURE"

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FUTUREALTY TRIBE

***What* does your future look like?**

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***Why* is it so important that you hit it?**

**#FutureME**



**THE GAME CHANGER:**

**Property fragments, the  
future of property investing.**

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*A Quick Guide to How We do Property*

# Why Property Fragments?

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Imagine you want to invest in Australian business. Should you invest in BHP, Woolworths, Wesfarmers, Tesla, Telstra... so many choices! You heard the banking sector is doing well and like the sound of the Commonwealth Bank – c'mon, it's blue chip! You decide it's time to make your first move, but your only option is to buy the whole company. You take your hard-earned savings and borrow a heck of a lot of money to buy the \$100B company. You now sit back and sweat as you hope you picked the right one.

Sounds crazy, right? Reality is no one really invests into companies like that, well not unless your Warren Buffet!

When you invest in the Australian share market, you buy *shares* in companies and in the case of the Commonwealth Bank, you can start by buying one for around \$58.00, making it lot more affordable as well as giving you the option of buying some of the other shares you were thinking of.

Similar to shares, property fragments are small pieces of the whole property. Owners of property fragments are afforded all the same benefits as if owning the whole property.

Bricklet is the proptech platform that makes buying fragments of property simple. No different to how the ASX makes buying shares in companies, simple.

***"The idea of building a truly diversified property portfolio that grows in value and income gets us excited!"***

# The Power of Property Fragments



## LEGAL TITLE

Your name is on title with Land Registry. You are a legit property owner.



## DIVERSIFY

Own a diverse range of property, creating a portfolio with ease and less risk.



## GROWTH

Take advantage of potential price increase in the property market.



## INCOME

Secure a regular income stream through rental yield.



# INNOVATIVE THINKING, SMARTER INVESTING

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## ***FUTUREALTY***

Your tribe to help  
you get your  
strategy right

Build a  
diversified  
property  
investment  
portfolio

## ***BRICKLET***

Making buying  
property  
fragments, simple




# It's a Risky Business

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All the noise in the marketplace about property can make us nervous and heighten our 'risk radar'. When you take any risk, it should always be in conjunction with clearly defined goals.

We don't deny investing in property is a risky business, but that's why we make ourselves aware of the risks and understand the chances of them occurring.

There are a number of strategies we use to reduce the risk, but a big one is the ability to diversify, or as they say, 'to spread the risk'.

An aerial photograph of a dense urban landscape, showing a variety of building heights and colors. A semi-transparent white rectangular box is centered over the image, containing text. The text is in a dark, sans-serif font and is left-aligned within the box. The background image shows a mix of modern glass-fronted buildings and older, more traditional structures, with streets and parking lots visible between them.

Diversification is a powerful tool to reduce the impact of risks and key to any sound investment strategy. However, previously the ability to diversify property investments was very difficult. It usually involved significant cash/equity and borrowings that can cause a lot of pressure if not managed correctly.

# YOU CAN SEE JUST HOW DIFFICULT WITH THE FOLLOWING STATS FROM THE ATO. FOR EVERY 100 AUSTRALIANS...

84 PEOPLE

Don't own an  
investment property.

16 PEOPLE

Do.

14 PEOPLE

of the 16 property  
investors own just one  
property.

2 PEOPLE

of the 16 property  
investors own two or  
more properties.

# Time to Up Your Game

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Most property investors head straight to the end of the property life cycle and buy built property and rely heavily on the favour of the market gods (hope-ium) to get the growth they are after.

However, there are several possible outcomes with this scenario. Some known and some, well unknown. One thing is for sure, we can do very little to control the outcome except give it time.

Bricklet innovates property investment by creating the opportunity for astute property investors to jump on the property life cycle earlier.

At Futurealty, we like the idea of getting **time in the market** sooner rather than later as well as participating in **active strategies** to manufacture growth.

A successful property investor commits their cash, expertise and skills to convert land from its current use to a higher and better use, to grow their investment – both capital and income.

***"Who says you can't have both!"***

# PROPERTY LIFECYCLE



## PROPERTY APPRAISAL AND ACQUISITION

Investigate and evaluate property opportunities. Buy a fragment of a property that fits your strategy.

## MANUFACTURE GROWTH

Active strategy is implemented by a team of experts to manufacture growth.

## HOMES BUILT AND READY TO BE LIVED IN

Purpose built homes to improve the experience for both resident and investor.

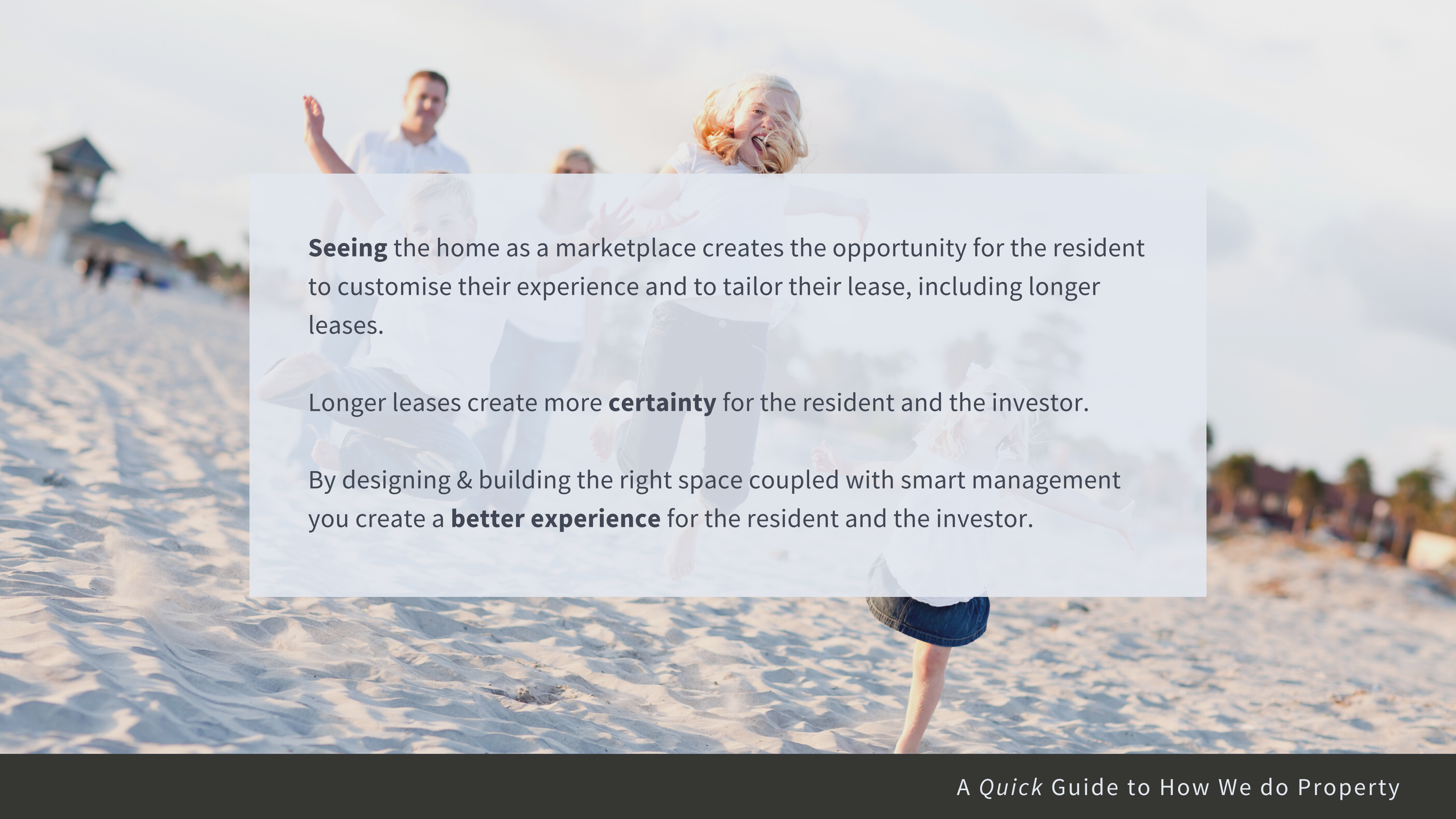
Time in the Market

# Managed Homes

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People want a place to call **home**. Homes make people feel safe and secure and that's the experience we want for anyone who chooses to live in one of our properties.

**Smart management** looks at how the resident interacts with the home and are entrusted with the job of **improving** the resident experience and proactively **maximising** the returns of the property.



**Seeing** the home as a marketplace creates the opportunity for the resident to customise their experience and to tailor their lease, including longer leases.

Longer leases create more **certainty** for the resident and the investor.

By designing & building the right space coupled with smart management you create a **better experience** for the resident and the investor.

# SMASH YOUR PROPERTY GOALS

## INNOVATIVE THINKING

Hone your skills with the tribe.  
Learn more, share more and invest  
more into the future you want.

## SMARTER INVESTING

Unleash your personal strategy to  
build the diversified property  
portfolio you want.

## BETTER LIVING

Go from being a property newbie  
to a property player, and enjoy the  
freedom and benefits it brings.





# Lets go

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THE DECISIONS WE MAKE EVERY DAY ARE ABOUT MAKING PROGRESS TOWARDS THE HERO IN OUR SUCCESS STORY. THE BEST VERSION OF OURSELVES.

GAME ON.