

# BLUE WEALTH PROPERTY

## HELPING AUSTRALIANS BUILD WEALTH THROUGH PROPERTY

## WELCOME



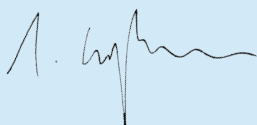
At Blue Wealth our goal is to help Australians grow their wealth through investing in property – and we have a proven track record of doing exactly this.

Our property selections are the result of the industry's most comprehensive research methodology and we have an ongoing commitment to educating Australians about investing in property.

Blue Wealth does not deal directly with the public; instead we support clients that have been referred to us from our network of approved Business Partners.

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We regularly run educational events designed to give clients of our Business Partners the knowledge and confidence to make sound investment decisions. We also meet with clients to discuss their individual circumstances and give them guidance to start and grow their property portfolios.



Dr Tony Hayek  
CEO Blue Wealth Property

## PROVIDING THE BEST INVESTMENT OPPORTUNITIES IN AUSTRALIA

The team at Blue Wealth has a track record of helping lots of people invest in property and as a result has earned a strong reputation with Australian developers.

This has us in the enviable position of having the 'pick of the crop' and the ability to be very selective with our recommendations.

In many cases we are able to:

- Gain pre-market access to property
- Obtain an allocation of the best apartments in the project
- Negotiate attractive terms and incentives for our investors

### CLIENTS

Blue Wealth provides clients with on-going support and guidance. Not only do you have access to educational seminars and research reports, you also have the opportunity to meet with Blue Wealth to discuss your personal situation and select investments most suitable for you. Blue Wealth's support doesn't stop when a property is purchased. Following the purchase we will support you to ensure the property is managed, insurance is in place and depreciation schedules are obtained. Our goal is to make the process as stress-free as possible.

### GETTING STARTED

Would you like help starting or growing your property portfolio? The first step is to either attend one of Blue Wealth's educational seminars, or to arrange a meeting with Blue Wealth.

To make a booking, please contact the person who gave you this information.

# OUR RESEARCH

Most of us acknowledge that the suburb we live in is not necessarily the best place to invest. But the challenge is - where is the best place to invest? Where can you achieve healthy yields and strong growth? Blue Wealth's research methodology is designed to take the guesswork out of investing. It combines years of experience, study and analysis. It is the country's most comprehensive, up-to-date research methodology.

The process takes three steps:

## STEP 1 - MACRO RESEARCH

This step uses macro economic analysis to identify geographical regions that are likely to experience strong capital growth. We have identified four key macro drivers that influence property prices.

They are:

- Economics and Employment
- Infrastructure Spending
- Population and Demographics
- Supply and Demand

## STEP 2 - MICRO RESEARCH

Once a region has been identified as having strong growth potential, our process of micro research is then conducted.

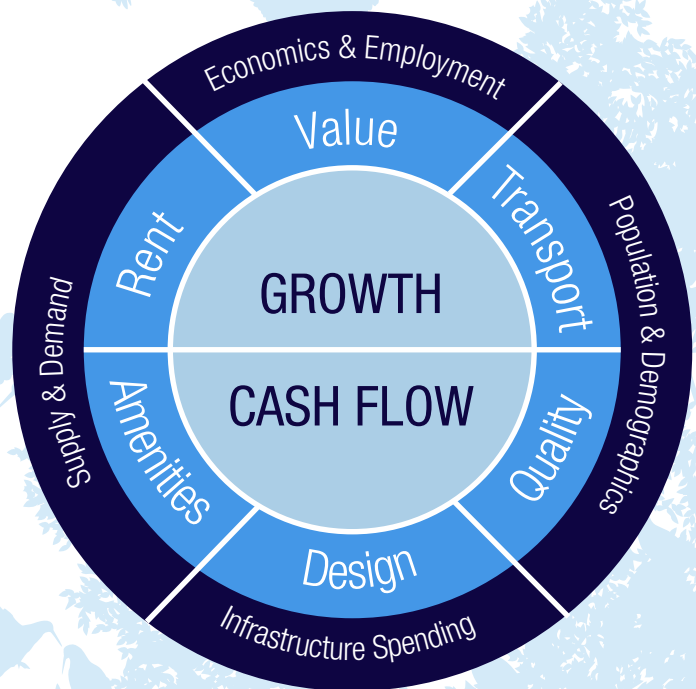
Our micro research analyses:

- Value
- Design
- Transport
- Amenities
- Quality
- Rent

## STEP 3 - BLUE WEALTH INDEX

Every property is then rated on a scale of 1-10 for its potential growth and cashflow.

Growth is the key for creating long term wealth, however, we recognise many investors are sensitive to cash flow and as a result we only approve properties that have scored at seven or above for both these categories. The Blue Wealth Index provides investors with a simple way to compare investments and purchase properties most appropriate for their portfolio.



GROWTH  
9.0

CASH FLOW  
7.0

