

8 steps to success in property renovation

This month Mark Taylor talks with Cherie Barber and Stephen Tolle from Renovating For Profit, widely acclaimed as Australia's Renovation King and Queen. With a solid 10-year history behind them as full-time professional renovators, Cherie and Steve have conducted major renovations to 36 houses and transacted \$48.6 million in property in this time.

Why do the majority of Australians have a love affair with renovating?

There's something intriguing about buying an old, tired, unloved property and converting it into a real-estate diamond. What draws hundreds of thousands of people each year to it is the fact that it's a very real and achievable way to make phenomenal lump sum cash profits that allow people to build wealth quickly.

Please outline the eight-step process you have developed successful property renovation?

Most people think renovating is all about construction, when it's not. It's just one small piece of the equation. Once you understand there is a step-by-step process to renovating, it will put you in a great position to make a financial lump-sum profit at the end of your projects. After all, profit is the name of the renovating game!

STEP 1 – TARGET AN AREA

Become a master of one, not a jack-of-all-trades. Select between one and three suburbs located geographically close together for you to focus your property investing efforts on.

STEP 2 – SUBURB DUE DILIGENCE

Get to know your suburbs as intimately as possible so you become an expert in the types of housing and demographics within them.

STEP 3 – PROPERTY DUE DILIGENCE

Develop expert knowledge in the property values within your chosen suburb as well and research all the characteristics of a property at individual property and street level.



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STEP 4 – ANALYSING THE POTENTIAL

Identify where you can add value to a property and the subsequent analysis of whether a profit can be derived from those activities.

STEP 5 – ACQUIRING THE PROPERTY

Negotiate, acquire and obtain finance to make the property yours.

STEP 6 – CREATE A HIGHER and BETTER USE

Gain formal council approval for a higher and better use for the property. This step is applicable to structural renovations only, not cosmetic renovations.

STEP 7 – THE RENOVATION PROCESS

The effective project management of your renovation works to ensure that the time, cost and quality control factor is maintained throughout the project.

STEP 8 – PROJECT COMPLETION

Sell or rent your completed project at the highest return possible. ■



Cherie and Stephen run two-day Property Renovation Workshops around Australia, where they share their expertise, strategies and systemised processes to property renovations. Learn more at: www.renovatingforprofit.com.au



Mark Taylor, our regular property columnist, is Managing Director of 'Keys To Success Club', a must-have resource for anyone serious about property. www.keystosuccessclub.com/property