

This month, **Mark Taylor** talks with **Carly Crutchfield**, who is a self-made multimillionaire, a property developer and the CEO of her own corporation, **CCORP**.



### What are the steps you follow when developing property?

There are seven stages to success in property development. And if you understand each stage, you are on your way to becoming a property developer.

#### 1. Find a site

Just look for sites that have a potential profit. If you end up finding a property that is going to make a profit, but you can't afford to buy it – you can refer it to a property developer and they will pay you a finders fee. So you can make money just by looking for property!

#### 2. Do a site analysis

Once you have found a potential site, you need to research the property and make sure you really know what you are dealing with. A lot of this research can be done over the phone and on the net but nothing compares to getting out there and feeling the soil between your fingers, so to speak.

#### 3. Ensure it's financially feasible

Now it's time to do the numbers. This is the crucial decider on whether to go ahead with a development or not. You will need a feasibility calculator to work out if this site is going to be profitable after all costs are

taken into consideration. You need to aim for a minimum return of 20 per cent.

#### 4. Get financing

Once you've established that you will make a decent profit, you need to work out how you're going to finance the deal – how you get the money to buy it.

#### 5. Get the plans approved

To develop property, you need to submit plans for approval by the local council. This is generally called a Development Application (DA). Once your DA is approved, you have a development site. Often, a property is worth more when it has a DA, as it indicates the potential of the property.

#### 6. Construct it

It's now time to make all those plans a reality! Your builder and his or her team can get started on making changes to the site and carrying out the construction work as laid out in the council-approved plans.

#### 7. Sell it

This is the final stage of the development process – the one that makes it possible for you to cash in and see a profit. The sales process should start at the time construction starts, however.



### What is your number-one tip for future property developers?

Research, research, research! Have a very good understanding of the property you are looking to develop, talk to council about it, get an architect's opinion and do all the research and numbers *before* you buy the property.

Carly Crutchfield is giving away a free DVD to each Rex flyer. The DVD covers the seven stages of successful property development in greater detail and shows you some real deals Carly has put together. To get your copy, phone 02 9371 4799 or email [info@ccorp.com.au](mailto:info@ccorp.com.au). ■



Mark Taylor, our regular property columnist, is founder and managing director of the Keys To Success Club, a must-have resource for anyone serious about property.

For details, visit [www.keystosuccessclub.com/property](http://www.keystosuccessclub.com/property)