

# CASE STUDY

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How one property investor made an extra \$200,000 in 18 months



## **Vision**

Helping Australians  
Retire On Their Terms

## **Mission:**

Providing property  
investment strategies to  
accelerate wealth

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Investing in Australian real estate



## TAKING CONTROL OF YOUR FUTURE

For decades, Australians have built wealth through property, business, and direct investment.

But without the right structure and guidance, most investors either wait too long, buy in the wrong location, or fail to use **leverage** effectively.

The result is that most Australians arrive at retirement with far less than they could have built. The gap is not about income or intelligence. It is about strategy.

This case study shows what happened when one investor stopped waiting and committed to a clear property plan.

Working alongside our buyers agents, they applied five straightforward principles. The result was an extra \$200,000 in just 18 months.

## PROPERTY INVESTOR VS NON-INVESTOR WEALTH COMPARISON

Age	Invested in Markets	Invested in Property
30–39	~\$76,000	\$300,000– \$400,000
40–49	~\$150,000	\$500,000+
50–59	~\$250,000	\$700,000+
60–69	~\$400,000	~\$800,000– \$1.2M
70+	~\$500,000	~\$900,000+

### NON-INVESTOR

For Australians aged 60–64, the average non-investor net worth is about \$400,000 for men and \$300,000 for women.

### PROPERTY INVESTOR

The average property investor net worth at 65 is \$835,000, significantly higher than non-investors in the same age group.

At age 65, the median property investor couple holds about \$1.16 million in net wealth, far exceeding average balances of non-investors.

## **LEVERAGE**

Mark (37) had \$200,000 in savings. Without a clear strategy, that money might have grown at around 7% per year in a managed fund, adding roughly \$14,000 over the next 18 months.

Instead, he worked with our buyers agents and applied five simple principles. At the end of the same period, he was ahead by an extra \$200,000, taking his total position to \$410,000 in net wealth.

\$14,000 vs \$210,000 in just 2 years. Imagine what the outcome would be over the next 10, 20 or even 30 years.

The following pages outline the five principles Mark used to grow his portfolio by over \$200,000 in 18 months.

These are simple steps anyone can apply. Mark purchased 2 properties, so similar numbers could apply to \$100,000.



## 1

### LEVERAGE DEBT

#### **Why it matters:**

Most Australians build wealth by borrowing to invest in property. Without a clear strategy, your money sits passively with limited control and no leverage.

Our buyers agents structure your entry into property so you borrow strategically.

#### **What Mark did:**

He used his \$200,000 savings as a combined deposit across two properties and borrowed the rest from a lender to buy two investment properties. One property was in Andrews Farm, Western Australia, and the other was in Raceview, Queensland.

These properties produced rent and grew in value.

Strategic borrowing magnified returns and we'll break this down for you.

#### **Managed fund vs direct property:**

**Managed fund:** No borrowing, no direct property ownership.

**Direct property:** Strategic borrowing enabled exposure to \$960,000 of investments

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# Key Fundamentals

## WITHOUT LEVERAGE



Without leverage, your \$200,000 is invested directly and earns returns only on that amount.

At 7% per year over 18 months, your \$200,000 grows to approximately \$214,000.

Your gain is roughly \$14,000 on your initial capital.

This is how most Australians invest, leaving significant wealth on the table by not using the power of leverage.

# Key Fundamentals

## WITH LEVERAGE



With leverage through direct property, your \$200,000 becomes a deposit on \$960,000 of real estate. Our buyers agents help you borrow the rest from a lender.

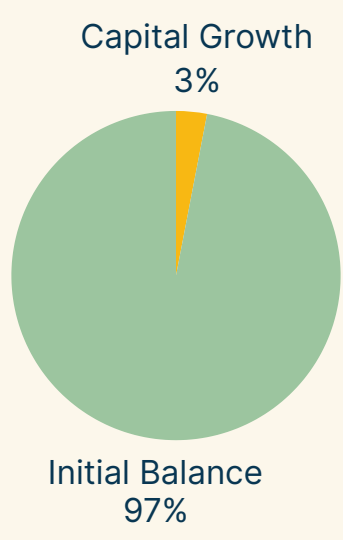
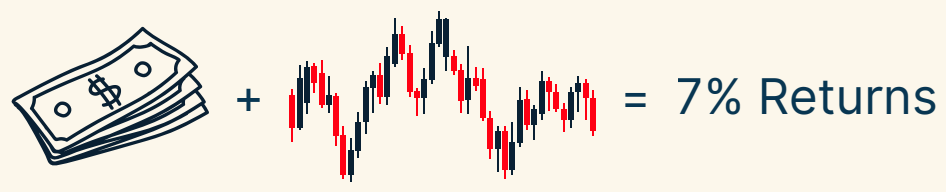
In a managed fund, 7% on \$200,000 takes your balance to \$214,000.

With direct property, calculating the initial deposit of \$200,000 and the bank loan of \$760,000, a 7% return on the full \$960,000 asset base generates \$67,200. After servicing the debt, your net wealth position moves significantly ahead.

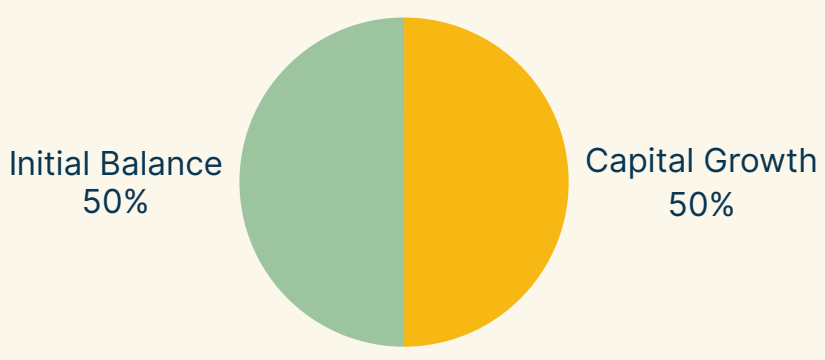
The added benefit of direct property is long-term capital growth. Your property generates rental income and capital growth simultaneously, working to accelerate your net worth.

# Key Fundamentals

## WITHOUT LEVERAGE



## WITH LEVERAGE



A photograph of an elderly couple smiling and embracing each other. The woman is on the left, and the man is on the right. They are both wearing light-colored clothing. The image is overlaid with a semi-transparent orange and yellow geometric pattern.

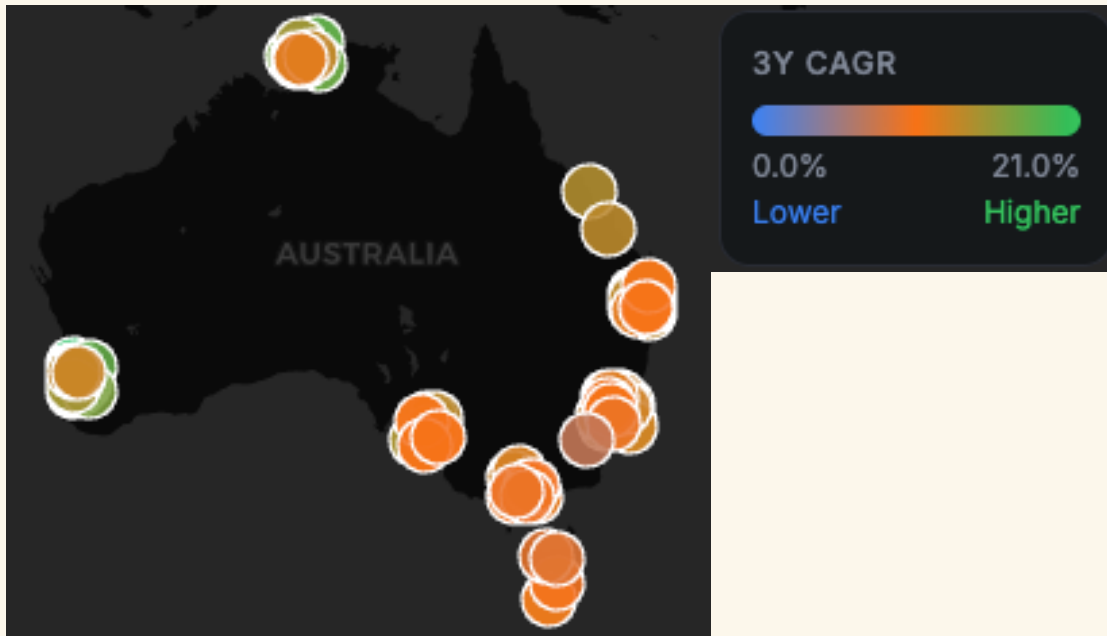
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Could Mean an  
extra \$1 million for  
your retirement



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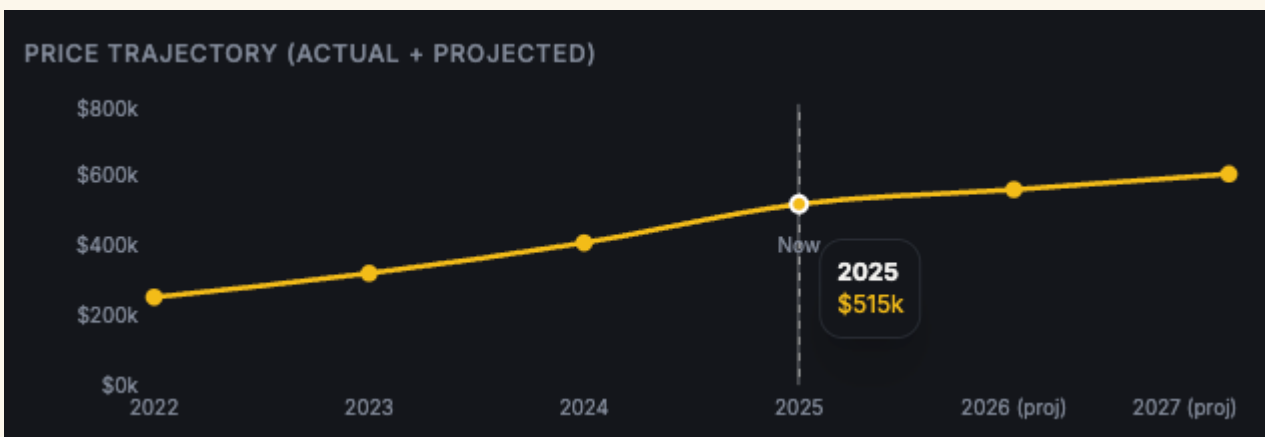
Use Market Data and AI to find the best suburbs for predicted growth.

Try it



### Cycle Phase: Peak — Caution

Market may be near its top — elevated risk for new buyers.



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# Key Things To Know

2

## AUSTRALIAN REAL ESTATE

### **Why it matters:**

Property is not just a financial asset in Australia, it is a cultural cornerstone. Families pass it down generations and it has consistently grown in value over time.

Yet without guidance, most buyers overpay, buy in the wrong suburb, or miss the cashflow window entirely.

### **What Mark did:**

He chose a tangible asset: a residential property leased to a stable tenant.

He could see it, touch it, and knew exactly how it was performing.

Direct ownership of property means stable rent and long-term capital growth working in your favour.

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# Key Things To Know

## AUSTRALIAN REAL ESTATE

### **Affordability**

Properties in certain areas, especially outer suburbs and emerging regions, are often more affordable compared to established or inner-city locations. This attracts buyers and investors seeking manageable mortgage repayments, particularly when interest rates are higher or when lending standards tighten, making affordability a central deciding factor.

### **Increased Demand**

An influx of buyers, especially first-home purchasers and investors, target affordable areas. This rising demand is frequently driven by government schemes and policies designed to lower entry barriers, such as reduced deposit requirements or shared equity programs. Increased demand puts upward pressure on prices, especially where assistance programs are broadened or property price caps are lifted.

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# Key Things To Know

## AUSTRALIAN REAL ESTATE

### **Supply and Demand Imbalance**

Many regions across Australia face a limited supply of housing relative to buyer demand. When available housing stock is low but buyer interest remains high, this imbalance leads to increased property values and greater competition among purchasers.

### **Outer Suburb Trends**

Buyers increasingly look to outer suburbs or regional areas for better value as central and established locales become less affordable. This trend is compounded by shifts in work-from-home patterns and infrastructure upgrades, making previously overlooked suburbs more attractive for both lifestyle and investment.

### **How Market Dynamics Affect Property Value**

**Price Growth:** Strong demand coupled with limited supply typically results in accelerated price growth, as demonstrated in numerous growth corridors and suburban markets across Australia.

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# Key Things To Know

## AUSTRALIAN REAL ESTATE

**Hotspot Effect:** Surges in buyer interest can trigger hotspot effects, where sudden spikes in demand cause rapid price rises and increased media attention. This can lead to a self-reinforcing cycle of further buyer activity and price escalation in those areas.

These market dynamics mean that areas with affordability, demand influx, and a supply squeeze are often best positioned for future property value growth.

Buyers and investors should carefully analyse these factors when making purchasing decisions, as similar conditions apply across many Australian suburbs today.

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# Key Things To Know

3

## TAX TREATMENT

### Why it matters:

When owning investment property, being able to claim expenses as tax deductions reduces your taxable income and the tax you pay, so more money stays working and growing over time.

### Property tax advantages:

**Direct property ownership gives you access to a wide range of tax deductions. This can include:**

1. Loan interest on your investment property
2. Property management fees
3. Repairs and maintenance costs
4. Council rates and strata fees
5. Depreciation on fixtures and fittings

Because you own the property directly, these expenses can be carefully tracked and claimed in your tax return to reduce taxable income, lowering the tax you pay. Our buyers agents connect you with the right tax professionals to maximise this position.

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# Key Things To Know

## 4

### **POSITIVE CASHFLOW WHILE NEGATIVE GEARING**

#### **Why it matters:**

Positive Cashflow while Negative Gearing (We call this cash-gearing) means buying a property that generates more rental income than its ongoing costs, yet when accounting for non-cash deductions like depreciation, the investment shows a tax loss.

The key is using solid fundamentals to ensure the property effectively pays for itself without costing the investor money out of pocket.

By focusing on cashflow first, investors avoid financial strain from mortgage repayments or expenses, while still benefiting from tax advantages linked to negative gearing.

This combination allows investors to keep their cashflow, while increasing equity and decreasing taxable income.

The principle is to buy properties that generate steady income and deductible costs, to create an investment that does not cost personal money while growing wealth.



## THE STEP BY STEP BREAKDOWN:



1

### SERVICABILITY

Book a free strategy call. Our buyers agents will map out the opportunities available based on your savings and goals.

### GET FINANCE READY

Our buyers agents work with trusted mortgage brokers to identify your borrowing capacity, deposit requirements and the right lending structure for your situation.

2



### CASHGEARING

We find a property that is Cashflow Positive while Negative Gearing so you can maximise cashflow and wealth accumulation

3



### NEGOTIATE SETTLEMENT

We help you buy Realestate in hot zones poised for growth while you sit back and watch your wealth grow.

4



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# Summary



## Leverage

Direct property investment allows you to use carefully structured borrowing. This allows you to magnify your investment power, buying assets worth far more than your available cash. In Mark's case, leverage was the key to stepping into \$960,000 of property with \$200,000 of his own capital.

**Why it matters:** Managed funds invest your money but never borrow on your behalf. Direct property gives you the ability to responsibly use debt, which accelerates growth for performing assets.



## Real Estate

Property is one of Australia's most familiar and trusted asset classes. By combining savings and strategic borrowing, our buyers agents identified quality residential investment properties for Mark. Over 18 months, the rising property market and rental income both contributed to substantial growth.

**Why it matters:** Without buyers agent guidance, most investors miss the growth corridors and buy in the wrong suburb. With direct ownership, you choose the location, property type, and rental strategy yourself.



## Tax

Direct property ownership brings unique tax benefits. Rental expenses, loan interest, and property-related costs can be offset against rental income. Combined with negative gearing and depreciation, this makes property ownership particularly efficient for Australian investors.

**Why it matters:** You cannot access these property tax offsets through managed funds. Direct ownership gives you the real tax advantages of holding investment grade real estate.

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# Conclusion

This case study is not just about numbers on a page. It is about what becomes possible when investors take control of their property strategy, rather than leaving their money in passive vehicles with limited options.

By responsibly using debt, investing in Australian real estate in the right growth zones, and maximising property tax offsets, Mark achieved something most Australians never do: doubling his wealth position in just 18 months.

The lesson is simple. Passive investment is designed for the average investor, with average choices and average results. Direct property, on the other hand, is designed for those who want to make deliberate, informed decisions about their future.

This case study shows that when you combine the right structure with the right strategy, and the right buyers agents alongside you, the outcomes can be extraordinary.

The question is not whether the opportunity exists. It is whether you are ready to take it.



## Take Control of Your Property Future

Most Australians will spend decades building wealth, yet leave their retirement outcome to chance. The difference between an average outcome and an exceptional one often comes down to a simple decision: who controls the strategy.

At the Australian Retirement Office, our mission is clear: to help Australians retire better by giving them the tools, insights, and structures to take control of their future.

[Try Property Pulse](#)

You're welcome to speak directly with our buyers agents. We will map out the opportunities available through direct property investment, tailored to your personal circumstances. Go [here](#)



**Take  
Control of  
Your  
Retirement.  
You only get  
one shot.**

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