



THE
BUYERS
REPORT CO.

PREMIUM PROPERTY REPORT

SAMPLE (1 PROPERTY)

Prepared for

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Compiled By

The Buyer's Report Co.

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Client Snapshot

Tailored Suburb Analysis Based on Your Investment Goals



Deposit Available

\$100,000



Total Budget

\$800,000



Investment Goals

Long Term Growth



Preferred States

VIC, QLD & TAS



Suburb Shortlist Overview

Sunshine West, VIC

Median Price - \$630,000

5-10 Yr Growth - 72 %

Rent - \$480 /wk

Demand Supply Ratio - 66

Yield - 4.0 %

Population Growth - +6.2 %

Vacancy Rate - 1.2 %

Equity Potential - \$264,000

Loganlea, QLD (Not shown in Sample)

Median Price - \$515,000

5-10 Yr Growth - 88 %

Rent - \$460/wk

Demand Supply Ratio - 71

Yield - 4.6 %

Population Growth - +8.1 %

Vacancy Rate - 0.9 %

Equity Potential - \$328,000

Salisbury East, SA (Not shown in Sample)

Median Price - \$450,000

5-10 Yr Growth - 62 %

Rent - \$410 /wk

Demand Supply Ratio - 59

Yield - 4.7 %

Population Growth - +4.5 %

Vacancy Rate - 1.4 %

Equity Potential - \$207,000

Suburb Deep Dive

Sunshine West, VIC

Median Price - \$630,000

Rent - \$480 /wk

Yield - 4.0 %

Vacancy Rate - 1.2 %

DSR Score - 66/100

5-10 Yr Growth - 72%

Infrastructure

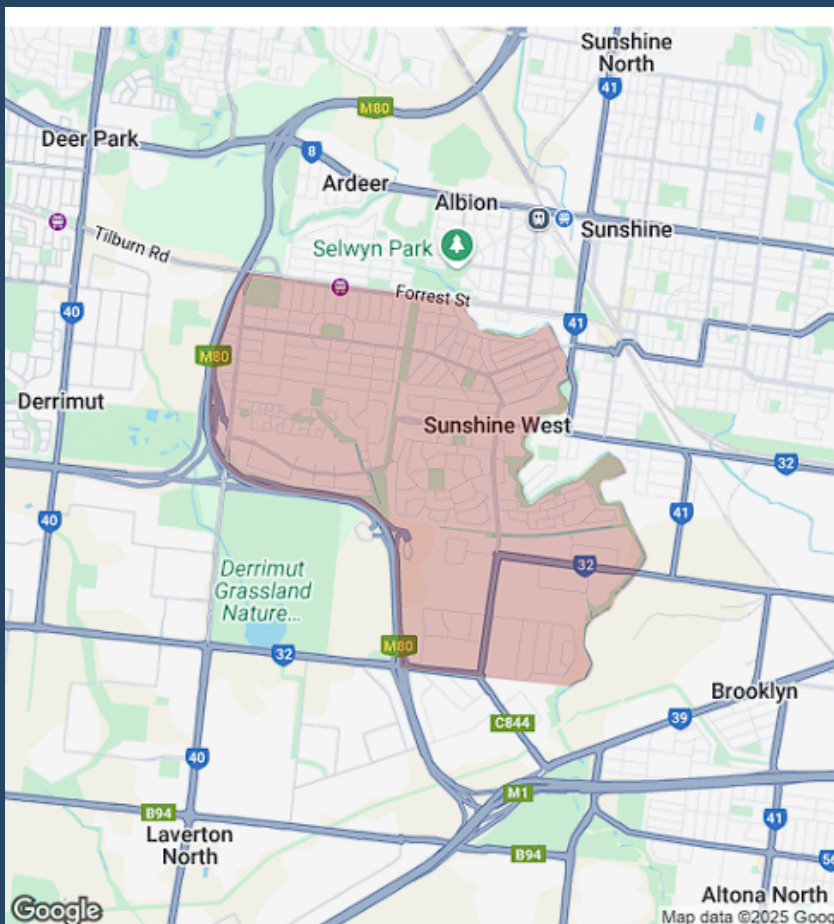
Sunshine West benefits from strong transport links via the Western Ring Road and is within 20 minutes of Melbourne CBD. Key amenities include Sunshine Plaza, zoned schools, and the recently upgraded rail corridor.

Local Investment Projects

Council upgrades to local parks and the VicRoads overpass project are expected to support livability and ease congestion over the next 3 years.

Investment Fit Commentary

This suburb matches your long-term growth goal due to steady population growth, low vacancy, and gentrification momentum. It's a solid middle-ring play with high demand from families and first-home buyers.



Key Metrics

Demand to Supply Score

49 (Good)

A composite score showing market pressure - a higher number means better growth prospects. (Max is 78)

Market Cycle Timing

59 (Good)

Identifies where the suburb sits in the property cycle - key metric to time early entry into a growth market. (Max is 74)

Days on Market

53 (Good)

Measures how quickly properties are selling - fewer days implies strong buyer competition. (Min is 4)

Owner Occupier %

71.1% (Good)

A higher percentage of owner-occupiers typically signals suburb stability and long-term value. (Max is 98.8%)

Vacancy Rate

1.67% (Great)

Indicated rental demand in the area - a lower rate means less competition for tenants and better rental returns/growth. (Min is 0.00%)

Stock on Market %

0.73% (Great)

Shows the proportion of properties currently for sale - a lower percentage often means tighter supply and upward price pressure. (Min is 0.00%)

Renovation Flip Potential

Renovation Flip Score 53 (Great)

Price spread

A wide price range within the suburb signals greater upside. If sale prices vary from \$400K to \$600K, a well-executed renovation on a lower-end property could push its value toward the top of that range - unlocking meaningful equity.

Proportion of owner occupiers

Suburbs with more owner-occupiers tend to support value-adding features like extensions, decks, and landscaping. In contrast, high-renter areas often lack these upgrades, increasing the risk of overcapitalising.

Days on Market

Quicker sales reduce holding costs and interest repayments while waiting for a buyer - an essential factor for profitable flips.

Auction clearance rate

A high clearance rates suggest strong buyer competition and provide a clear exit strategy - especially important when aiming to sell a premium renovated product at the top of the market.

% sales by auction

A high auction rate reflects a hot, competitive market - where demand is strong, and properties are more likely to sell quickly and above reserve.

% listings with open inspections

A high percentage of open inspections typically indicates buyer interest and agent confidence, both useful signals for flippers wanting strong market engagement.

Neighbour price balancing

If nearby suburbs are commanding higher prices, your target area may benefit from future price alignment — giving renovators confidence they won't overcapitalise.

Development Potential

Development Potential Score 53 (Great)

A development strategy prioritises the following statistics:

Stock on Market (SOM)

There must be ample stock on market in order to find a block to develop. Not all properties for sale are developable.

SOM%

Oversupply from other developers competing in the same market will ruin this strategy so investors must check for a low percentage of stock on market.

Proportion of renters

If you buy into a multiple dwelling development, your property will become available to rent with all the other similar properties at the same time. You don't want to be competing with other landlords over tenants so a low proportion of landlord owned properties is a must have.

Vacancy.

You don't want to buy a property you can't rent. A healthy vacancy rate at the time of purchase might not be so healthy at the time of settlement. All the more reason to have a very low vacancy rate at the time of purchase.

DSR+

The Holy Grail for off-the-plan investors is strong capital growth during the build period. Entering the market at the wrong time could reverse that so a good MCT is needed.

MCT

You don't want to enter a market with high demand and low supply that is about to run out of puff. Timing the entry into the market is vital. A good MCT score helps here.

REP

Healthy potential for the ripple effect to benefit the market can reduce the risk.

PRG

Good rental growth is an indicator that tenants are starting to find the location desirable.

OSI

You can gauge potential interest from would-be buyers by checking the number of people searching for properties online versus the number of properties available. You will need a healthy number looking to sell to once the project is complete.

Risk Indicators & Market Profile

Stock on Market - 1.8 %

Days on Market (DOM) - 29 days

Clearance Rate - 72 %

Owner-Occupier Ratio - 64 %

Price-to-Income Ratio - 7.1x

Mortgage Stress Indicator -
Moderate

! Things to Watch

Monitor clearance rates during interest rate shifts

Watch for zoning changes along Forrest Street precinct

Slight uplift in new listings (watch SQM weekly trends)

House: Median Price Quartiles



\$\$\$

Upper Quartile Price*

\$770,000

The 75th percentile sale price of sales over the past 12 months within the suburb.

\$\$

Median Price*

\$690,000

The middle sale price of all transactions recorded over the past 12 months within the suburb. Note that sale prices lower than \$10,000 and higher than \$80,000,000 are excluded from the analysis.

\$

Lower Quartile Price*

\$625,750

The 25th percentile sale price of sales over the past 12 months within the suburb.

*Statistics are calculated over a rolling 12 month period

77

▼ 7.23%

compared to previous 60 days

42.69

▼ 14.09%

compared to previous 60 days

4.91%

▲ 128.37%

compared to previous 60 days

Recently Advised Sales ⓘ

Last 60 Days

47

▼ 7.84%

compared to previous 60 days

Recently Withdrawn Advice ⓘ

Last 60 Days

50

▲ 61.29%

compared to previous 60 days

Total Rental Listings ⓘ

Last 60 Days

114

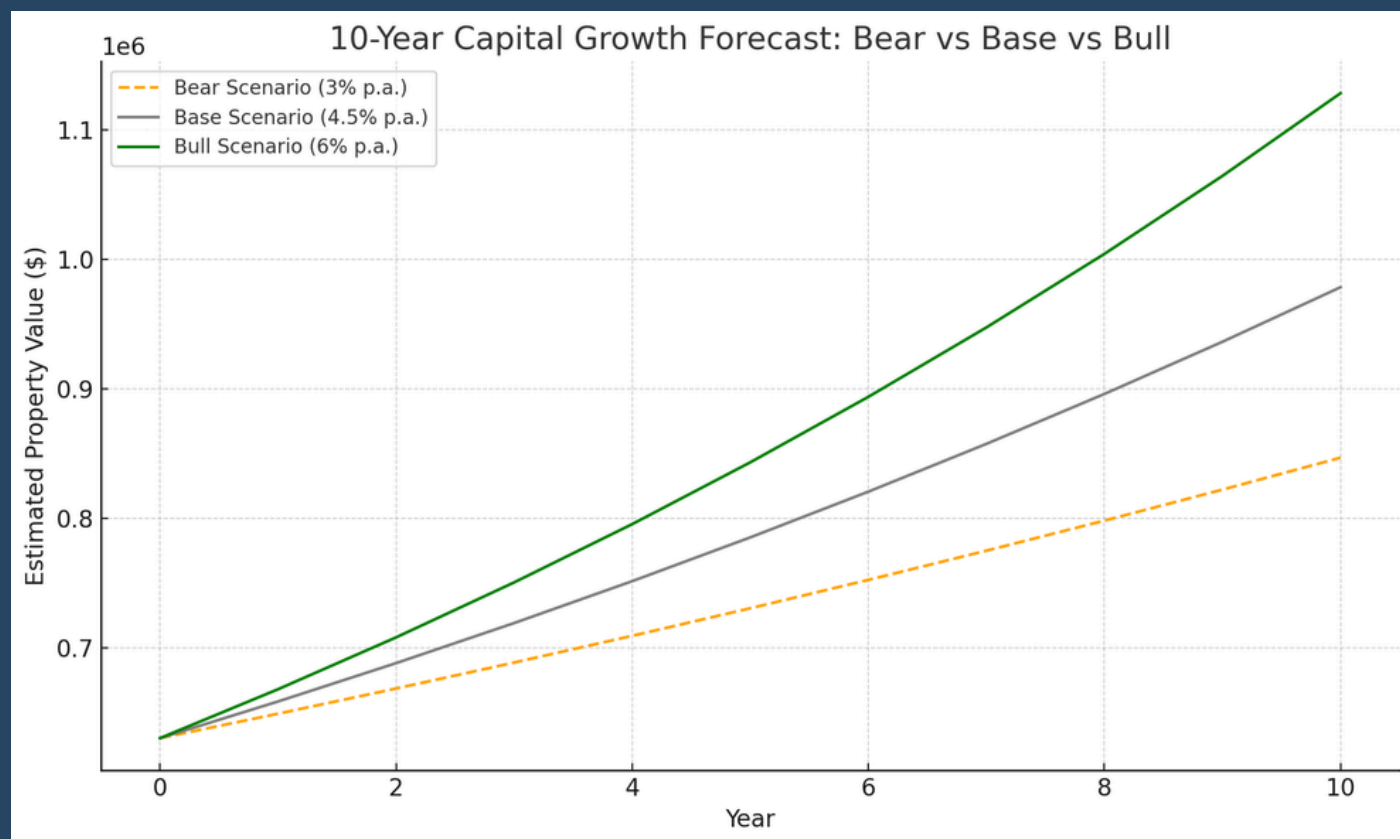
▲ 29.55%

compared to previous 60 days

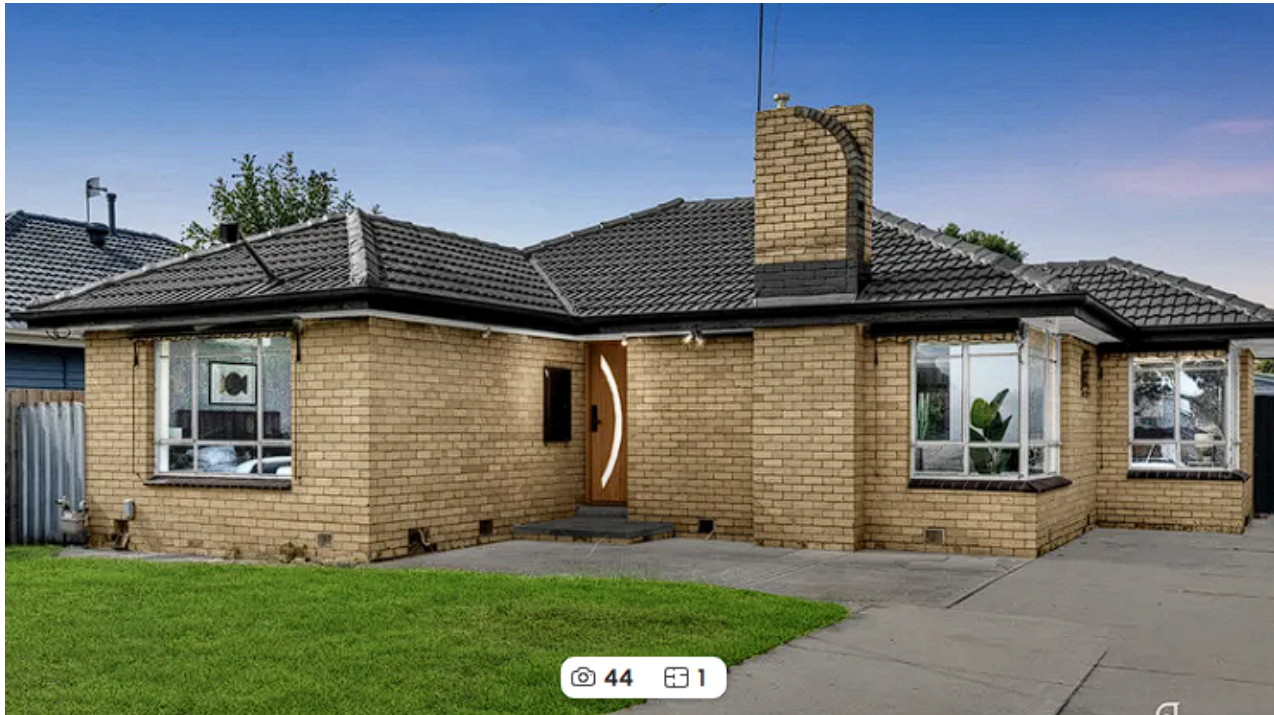
Capital Growth Forecast

Scenario	Growth Rate (p.a)	Est. Value in 10 Years	Total Equity Gain
Bear	3.0%	\$927,000	\$297,000
Base	4.5%	\$978,000	\$348,000
Bull	6.0%	\$1,128,000	\$498,000

Assuming: Starting value \$630,000 | 80% LVR | No redraws or equity access



Sample Property Model



Address: 46 Collenso Street,
Sunshine West
Price Guide: \$620,000
Rent Estimate: \$480/week
Type: 3 Bed, 1 Bath, 1 Car
Land Size: 590 m²

Value-Add Potential

- Add value through cosmetic renovation or kitchen/bathroom update
- Potential for 2-bed granny flat (STCA) due to rear yard access
- Future duplex development possible (subject to council approval)
- Subdivision feasibility depends on minimum lot size (check local zoning)

Why this property?

This home is located in a quiet pocket of Sunshine West near Forrest Street, offering easy access to transport and shops.

With a wide frontage and generous land size, the property has potential for future renovation, a granny flat addition (STCA), or dual occupancy in the long term.

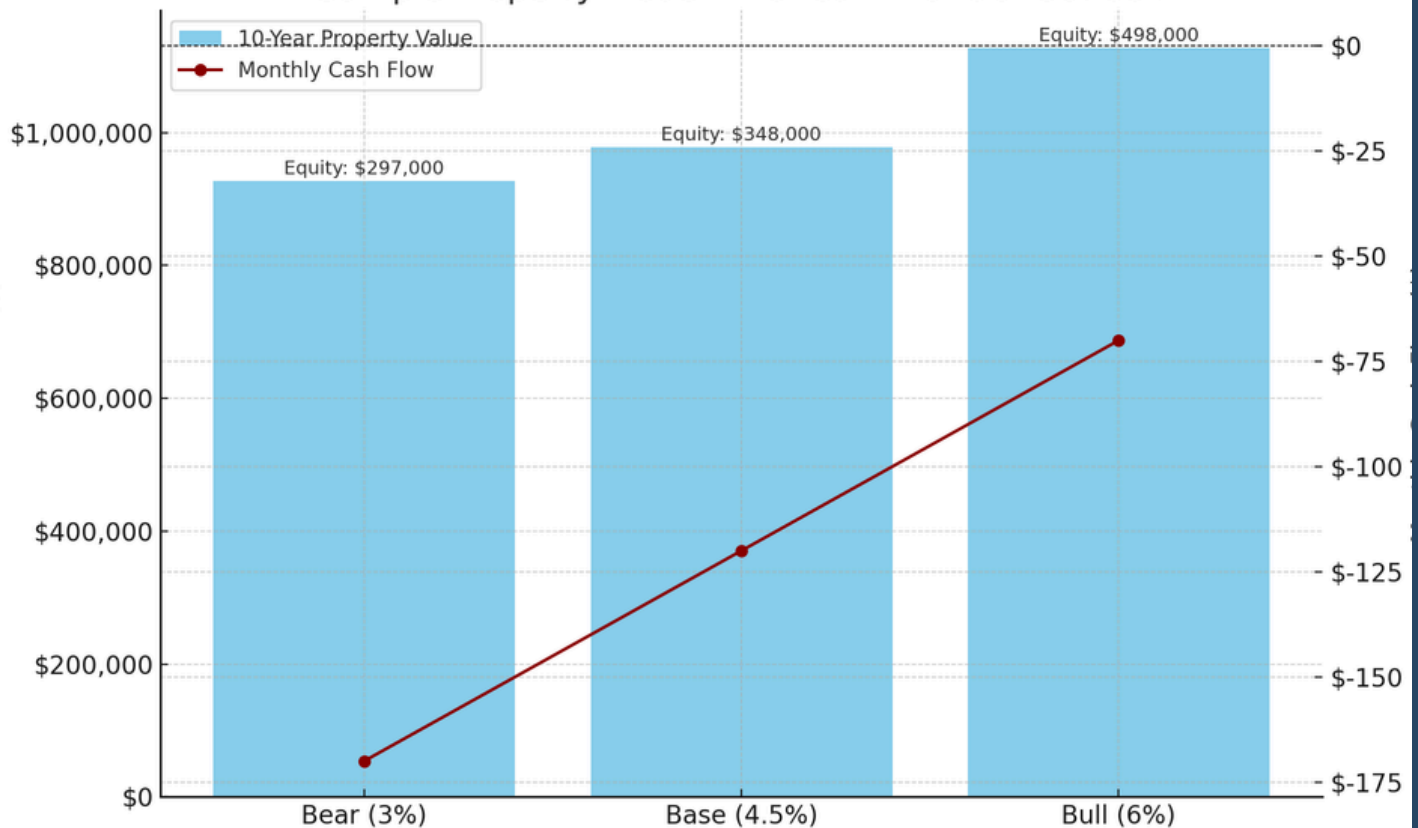
Its current price guide sits below suburb median, suggesting potential value upside based on recent comparable sales. This aligns well with your growth-oriented strategy and budget.

Financial Model Summary

Scenario	10 - year value	Equity (20% Deposit)	Est. Monthly Cash Flow
Bear	\$927,000	\$297,000	-\$170
Base	\$978,000	\$348,000	-\$120
Bull	\$1,128,000	\$498,000	-\$70

Assumes: 20% deposit, base interest rate of 6.0%, rent at \$480/week, no redraws & capital growth focus.

Sample Property Model – 10-Year Financial Outlook





About The Buyers Report Co.

We help everyday Australians make smarter property investment decisions using data-driven insights, strategic frameworks, and clear communication. We're not salespeople - we're analysts with a mission: to cut through the noise and provide clarity, confidence, and long-term thinking in an often confusing market.

***"The best investment on Earth is Earth - but only when you know where and when to buy."
- The Buyers Report Co.***

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