PROPERTY INVESTMENT IN SOUTH AFRICA

DISCLAIMER; It is fully understood that during any training, mentoring or coaching provided

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by any representative of the property academy that: no representative of the property academy is appointed as your independent financial advisor and any discussions regarding the raising of any finance will be expressed as “opinion” and not advice or recommendation to be acted upon by you.

Any references or introductions made to individual professionals or otherwise by any representative of the property academy is made based on good experiences with said service providers. Nevertheless, if you engage anyone that we have referred to or introduced to you, it will be by your own decision to do so based on your own evaluation and any dissatisfaction must be taken up by you with them.

The Property Academy

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Property Investment in South Africa

MESSAGE FROM THE PROPERTY ACADEMY’S FOUNDER MR ANDREW WALKER

First of all, Congratulations on taking your first step to building wealth in property. I wish we could teach you everything in 1 Day but unfortunately that’s not going to happen. We will however do our best to give you as much practical knowledge as we can today. My advice for today is to keep an open mind, take lots of notes, write your questions down at the back of the book and enjoy the day. You may decide that you need further help via one of our coaching packages, whether you do or don’t either way I want to wish you all the success in your property journey.

THE PROPERTY ACADEMY’S MISSION

The Property Academy is a property investment education company. We take pride in delivering only up to date information that is relevant to the current market. The knowledge we relay has tremendous practical applications for any and all South Africans who strive to increase the quality of their lives through property investing. Our employees are all actively involved in the property investing industry and are passionate about empowering others. We provide excellence in education available for different social economic classes through the variety of offerings like online courses, group coaching as well as one on one coaching. We strive to produce additional courses on a continuous basis to inspire, educate and empower our students. The Property Academy is also zealous about upliftment programs within communities and reaching out to the less fortunate.

THE PROPERTY ACADEMY’S VISION

Our vision at The Property Academy is to assist thousands of South Africans to create wealth through property. We want to empower South Africans to be self-sufficient and independent from the social system and economy in South Africa. We aim to inspire and enable them to continue to help others on their journey, within their own communities and outside of that. We want to act as a catalyst that ignites a mindset shift, in order to assist in building a society of proud South Africans who transform the economy from within. Our education will stretch far beyond the boundaries of our country in order to diversify the income our students generate. Therefore, the impact that our students can have in uplifting our beautiful country is amplified and limitless.

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DIFFERENT PROPERTY INVESTMENT STRATEGIES

Six strategies you can consider:

1. Flipping

2. Student Accommodation

3. Buy To Let

4. Development

5. Air BNB

6. Mutli-Lets

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WHY PROPERTY?

1. Real and tangible

**2. CASHFLOW TODAY!**

3. Long term wealth

4. 100% LEVERAGE

5. Accessible to everyone

6. Create a legacy

MY PROPERTY COACH’S 7 GOLDEN RULES

1. You make your money when you BUY.

2. TWO exit strategies.

3. Buy for a QUALIFIED DEMAND.

4. FOLLOW the Money.

5. Become a MONEY RAISER.

6. Be SAFE, Be LEGAL.

7. Take MASSIVE ACTION.

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POWER TEAMS It is essential for your success as a property investor to surround yourself with key professionals who will handle certain aspects of your business. These include:

1. Property Coach

2. SAPIN Network

3. Sourcing Agents

4. Property Mastermind

5. Property Accountant

6. Structure Specialist

7. Rental Insurance

8. Private Finance Investors

9. Conveyancer / Eviction Attorney

CASE STUDY – RICHARD BRANSON

British entrepreneur Richard Branson launched Virgin Records in the early 1970s, eventually building his business into the multinational Virgin Group.

**Who Is Richard Branson?**

Born on July 18, 1950, in Surrey, England, Richard Branson struggled in school and dropped out at age 16—a decision that ultimately led to the creation of Virgin Records. His entrepreneurial projects started in the music industry and expanded into other sectors, including the space-tourism venture Virgin Galactic, making him a billionaire. Branson is also known for his adventurous spirit and sporting achievements, including crossing oceans in a hot air balloon.

**Young Entrepreneur**

Richard Charles Nicholas Branson was born on July 18, 1950, in Surrey, England. His father, Edward James Branson, worked as a barrister. His mother, Eve Branson, was employed as a flight attendant. Richard, who struggled with dyslexia, had a hard time with educational institutions. He nearly failed out of the all-boys Scaitcliffe School, which he attended until the age of 13. He then transferred to Stowe School, a boarding school in Stowe, Buckinghamshire, England.

Still struggling, Branson dropped out at the age of 16 to start a youth-culture magazine called Student. The publication, run by students, sold $8,000 worth of advertising in its first edition, launched in 1966. The first run of 50,000 copies was disseminated for free, with Branson afterward covering the costs through advertising.

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By 1969, Branson was living in a London commune, surrounded by the British music and drug scene. It was during this time that Branson had the idea to begin a mail-order record company called Virgin to help fund his magazine efforts. The company performed modestly but well enough for Branson to expand his business venture, with a record shop on Oxford Street, London. With the success of the new store, the high school dropout was able to build a recording studio in 1972 in Oxfordshire, England.

**Virgin Records**

The first artist on the Virgin Records label, Mike Oldfield, recorded his single "Tubular Bells" in 1973 with the help of Branson's team. The song was an instant smash, staying on the UK charts for 247 weeks. Using the momentum of Oldfield's success, Branson then signed other aspiring musical groups to the label, including the Sex Pistols. Artists such as the Culture Club, the Rolling Stones and Genesis would follow, helping to make Virgin Music one of the top six record companies in the world.

**Business Expansion**

Branson expanded his entrepreneurial efforts yet again, this time to include the Voyager Group travel company in 1980, the Virgin Atlantic airline in 1984 and a series of Virgin Megastores. However, Branson's success was not always predictable, and by 1992, Virgin was suddenly struggling to stay financially afloat. The company was sold later that year to Thorn EMI for $1 billion.

Branson was crushed by the loss, reportedly crying after the contract was signed, but remained determined to stay in the music business. In 1993, he founded the station Virgin Radio, and in 1996 he started a second record company, V2, which signed artists such as Powder Finger and Tom Jones. The Virgin Group eventually reached 35 countries around the world, with nearly 70,000 employees handling affairs in the United Kingdom, the United States, Australia, Canada, Asia, Europe, South Africa and beyond. He has expanded his businesses to include a train company, a luxury game preserve, a mobile phone company and a space-tourism company, Virgin Galactic.

Branson is also known for his sporting achievements, notably the record- breaking Atlantic crossing in Virgin Atlantic Challenger II in 1986, and the first crossing by hot-air balloon of the Atlantic (1987) and Pacific (1991). He was knighted in 1999 for his contribution to entrepreneurship, and in 2009, he landed at No. 261 on Forbes' "World Billionaires" list with his $2.5 billion in self-made fortune, including two private islands.

**Virgin Galactic**

In recent years, the ever-adventurous Branson has focused much of his attention on his space- tourism venture. He partnered with Scaled Composites to form The Spaceship Company, which set to work developing a suborbital spaceplane. In April 2013, the project made an impressive leap forward with the test launch of SpaceShipTwo.

Branson was delighted by the success of his spaceship's first test, telling NBC News that "We're absolutely delighted that it broke the sound barrier on its very first flight, and that everything went so smoothly." By April 2013, more than 500 people had reserved tickets to ride on a Virgin Galactic spaceship.

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In 2015, Branson announced the launch of Virgin Voyages, a new cruise line. On October 31, 2017, the company commemorated the milestone of laying down the keel for its first ship. Virgin's cruise ships, designed to hold 2,800 guests and a crew of 1,150, remained on track to debut in 2020.

**Key learnings**

Richard owes his success today to the many mentors and power teams to help him build his empire. He had many struggles, fears, worries and disappointments throughout his journey but those did not stop him.

What if he had believed that he was a never going to achieve anything due to his school grades?? What if he had given up when his first magazine failed?

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RUNNING THE NUMBERS

Before we can do any calculations (known as running the numbers) we need to know what costs are involved. There are three cost stages to consider in property investing:

6.1 STAGE ONE – CAPITAL COSTS

Capital costs include everything it costs me to buy the property.

1. Transfer attorney fees

2. Transfer duty

3. Bond attorney fees

4. Deposit

5. Outstanding Rates and Taxes

6. Sheriffs Commission

7. Private Auctioneer Commission

Go to ooba.co.za to get a breakdown of all the costs involved in taking out a bond on a property:

HTTPS://WWW.OOBA.CO.ZA/CALCULATORS

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6.2 STAGE TWO - REFURB OR HOLDING COSTS

What did it cost me to refurb the property? Don’t forget to include holding costs!

1. Rates and Taxes

2. Electricity

3. Water

4. Other municipal costs

5. Bond repayment

6. Investor Interest

7. Refurbishment

8. Levies

9. Rental Insurance (Household and Content)

6.3 STAGE THREE – RENT OR RESELL?

Costs related to letting and selling the property:

1. Bond or Interest

2. Insurance

3. Rates and taxes

4. Levies

5. Maintenance

6. Management

7. SELL - EA Commission

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CALCULATIONS & FORMULAS

We are going to cover the following calculations:

1.1. **Cash Flow (Used in ROI)**

Cash flow is the total amount of cash that is generated and received by an investment, in other words all income generated minus all expenses that is incurred by securing the property and continuous running costs.

1.2. **Gross Yield**

The gross yield is the yield on an investment before the deduction of taxes and expenses. Gross yield is expressed in percentage terms. It is calculated as the annual return on an investment prior to taxes and expenses, divided by the current price of the investment.

1.3. **Capital Cost (Used in ROI)**

Capital costs are fixed, one-time expenses incurred on the purchase of land, buildings, construction, and equipment used or in the rendering of services. In other words, it is the total cost needed to bring a project to a commercially operable status.

1.4. **Return on Investment (ROI)**

Return on investment (ROI) is a performance measure used to evaluate the efficiency of an investment. ROI tries to directly measure the amount of return on a particular investment, relative to the investment’s cost.

**1.5. Offer Price Calculation for Capital Flip (Back to Back Vs Conventional)**

In order to calculate the offer price, one must start with the end in mind. You would have to know what the property can sell for once it is refurbished and from there deduct all costs incurred during the before mentioned 3 stages.

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7.1 CASHFLOW ANALYSIS (Profit analysis)

Cash flow is the total amount of cash that is generated and received by an investment, in other words all income generated minus all expenses that is incurred by securing the property and continuous running costs.

Monthly Expenses include:

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7.2 GROSS YIELD

The gross yield is the yield on an investment before the deduction of taxes and expenses. Gross yield is expressed in percentage terms. It is calculated as the annual return on an investment prior to taxes and expenses, divided by the current price of the investment.

For example; if you bought a property for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

and were to rent it out for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per month, your gross yield will be calculated as follows:

Interpreting the results:

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Area 1:

Area 2:

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7.3 CAPITAL COST

Capital costs are fixed, one-time expenses incurred on the purchase of land, buildings, construction, and equipment used or in the rendering of services. In other words, it is the total cost needed to bring a project to a commercially operable status.

Capital cost would include for example: (Refer to stages 1 and 2)

1. Transfer attorney fees

2. Transfer duty

3. Bond attorney fees

4. Deposit

5. Sheriffs Costs

6. Refurbishment

7. Any other Capital Costs

For example:

• Transfer cost & Bond Registration Cost R 40 000.00

• Transfer duty + R 0.00

• Deposit + R 0.00

• Refurbishment + R 60 000.00

Total = R100 000.00

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7.4 RETURN ON INVESTMENT CALCULATION

Return on investment (ROI) is a performance measure used to evaluate the efficiency of an investment. ROI tries to directly measure the amount of return on a particular investment, relative to the investment’s cost.

For example, if a property fetched a monthly cash flow (profit) of R1000 and the capital costs calculated to an amount of R100 000,00 then the ROI would be calculated as follows:

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7.5 CALCULATION FOR CAPITAL FLIP (BACK TO BACK VS

CONVENTIONAL)

In order to calculate the offer price, one must start with the end in mind. You would have to know what the property can sell for once it is refurbished and from there deduct all costs incurred during the before mentioned 3 stages.

For example

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CREATIVE FINANCE PART 1 (BACK TO BACK)

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Andrew’s criteria for a Back to Back is:

1. Private Seller

2. Early Occupation

3. No refurb or small refurb

4. May need to pay money upfront (cross t’s & dot i’s)

5. Plan B

6. Timeframe AIM for +- 4 months

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Special terms to keep in mind:

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WHAT IS YOUR WHY?

9.1 WHY?

What is your Why? What drives you to achieve success in property?

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9.2 WHAT?

Which Strategies Will Help You To Achieve Your Goals Fastest?

9.3 HOW?

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CONTINUOUS EDUCATION PACKAGES

**GROUP COACHING PACKAGE**

If you are sure property investing is the key to your future, the group coaching package is designed to take you from where you are today to where you want to be. The fundamental content from the online package is included to cement your knowledge base.

On top of that, we facilitate 4 x half-day group coaching sessions, led by our expert coaches. Here you will meet other investors who are on the same journey as you. The coaching is practical and hands on where you will be assigned tasks to practically apply to your property business.

**ONLINE PACKAGE**

Are you on a tight schedule but you want to learn more about property investing or start optimizing your investment strategies? This course was specifically designed for those who want to learn while on the move. We will give you the tools to build the foundations of your property business in a practical 12-week fundamental course led by Andrew Walker, a JHB investor with over a decade of experience along with more than 100 transactions.

You will choose between the Deal Finding Work Group or The Online Flipping course. The Work Group is a practical experience on how to find deals in an intense step-by-step workgroup led by Dave McGlashan who has had over 1000 leads in the past year. In the online intense Flipping course, Andrew shows you the step-by-step process of doing a flip.

**ONLINE TRAINING**

**12 Week Fundamentals Couse:** 12-week Online Coaching course covering the fundamentals of property investing. Many practical tools and downloads and monthly support webinars hosted by our advanced coaches.

**Property Flipping Course:** An online intensive course designed to show you the practical & creative steps involved in flipping properties. Many practical tools, downloads and monthly support webinars hosted by our advanced coaches.

**8 Week Deal Finding Workgroup:** An eight-week practical online coaching experience, designed to help you build a deal finding system for you to implement. Run by advanced coaches. Tutorials of how to use the best tools in the industry and guidance on how to automate the lead process.

**SPECIALISED ONLINE TRAININGS**

Flipping Multi-let Airbnb

**SAPIN MEMBERSHIPS**

Foundation Intermediate Professional

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SPECIAL ONSITE PACKAGES

Investment Value

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Today’s Investment

SELF START PACKAGE

R24,458 (Single)

R48,916 (Couple)

• 12-Week Fundamentals Course

• 12-Week Fundamentals Course

• Flipping Short Course

• Flipping Short Course

• 8-Week Deal Finding Work Group

• 12-months SA Property Investors Network Intermediate Membership

COACHED INVESTOR PACKAGE

• 4-Months Group Coaching

R74,455 (Single)

R74,455 (Single)

• 12-Week Fundamentals Course

• Flipping Short Course

R148,910

• 8-Week Deal Finding Work Group

(Couple)

• 12-months SA Property Investors Network Intermediate Membership

CREATIVE FINANCE PART 2

**What are the considerations that I should keep in mind?**

1. Understand how to raise money

2. Understand how to structure deals

3. Should you go to a bank or a private investor or both?

4. If you borrowing money from an individual how to do repay them?

5. What happens if the deal goes wrong?

**Which methods to raise finance can I use, or do I have available to me?**

12.1 INSTITUTIONAL

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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12.2 PRIVATE

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**What should be included in an Investor Business proposal?**

1. Introduction

2. About the development

3. Market Analysis

4. Financing required

5. Our Power Team

6. Company Information

7. OTP

8. Lightstone Report

9. Risks

10. Photos

11. Plans / Drawings

12. Financials

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LIVE DEAL ANALYSIS TACTICS

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DETERMINING TRUE MARKET VALUE

14.1 TPN Report:

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Info Block

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Info Block

Info Block

Info Block

Info Block

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14.2 LIGHTSTONE REPORT:

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Info Block

Info Block Info Block

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Info Block Info Block

Info Block Info Block

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14.3 ADVERTISED PROPERTIES

PRIVATE PROPERTY Sale Prices for 4+ bedroom properties in Mindalore:

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How do you Calculate Market Value?

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14.4 CALCULATE THE OFFER PRICE

**R 1 150 000 Done up Value**

**- R (20% Profit)**

**- R (5% Estate Agent fees incl vat)**

**Plan for holding period of 9 months**

**-R (Renovation Cost)**

On the wall

**-R (Interest – next step)**

Can't calculate yet

**-R (Other Holding Cost)**

**-R (Estimate Transfer Attorney Fees)**

What is the figure on your calculator? Go to Ooba & round off to the higher price

**=R** (Estimated Offer Price)

Specific Learnings?

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14.5 COST OF INVESTOR MONEY & YOUR PROFIT

**R (Purchase Price)**

**+ R (Transfer Fees)**

**+ R (Renovation Cost)**

**+ R (Other Holding Cost)**

Capital to be raised is

R \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ x 15% = R \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

R \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 12 = R \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ x 9 =

R \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**+ R (Investor Interest)**

**+ R (Estate Agent Fees)**

**= R (Total cost in deal)**

**R** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Selling Price) **- R**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(All costs) = **R**\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Profit)

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GAIN MOMENTUM

3 Success habits to implement to keep momentum, for example staying in touch with my property coach on a weekly basis, attend monthly mastermind sessions, stay involved with the network:

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EXCEL Realistic Goals you want to achieve in the next 3 months:

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USEFUL WEBSITES

• bridging-loans.co.za • propertypick.co.za

• easysell.co.za • **sapropertynetwork.com**

• experian.co.za • saptg.co.za

• gpf.org.za. • sars.gov.za

• hipbonds.co.za • sasheriff.co.za

• lightstone.co.za • **thepropertyacademy.co.za**

• myroof.co.za • tpn.co.za

• nhfc.co.za • transunion.co.za

• privateproperty.co.za • tuhf.org.za

• property24.co.za • windeed.co.za

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**THE EXPERT LANDLORD** - David Beattie

**PAY NO TAX GET MORE MONEY** - Alex Dube

**THE E-MYTH REAL ESTATE INVESTOR** - Michael E. Gerber

**HIGH PERFORMANCE HABITS** - Brendon Burchard

**MAKING MONEY OUT OF PROPERTY IN SA** - Jason Lee

SUGESTED READING

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GLOSSARY OF TERMS

Access Bond An access bond is a type of home loan that allows borrowers who have paid extra money into their bond, to

withdraw the extra money should they need it.

Bad debt Bad debt takes money out of your pocket, and spends it on liabilities like a car and material items like clothes

and electronics.

Carrying Costs

43 How much you spend on the property from the time it is listed until the time it is sold and typically includes bond payment, taxes and insurance, utilities, and any maintenance and repair which must be done on the property.

Cash Flow Income Less Expenses = Cash Flow

Cost of Money How much it costs you to get the money required for the property transaction.

Good debt Good debt makes money for you. It involves taking out a loan or using Other People's Money (OPM) to invest in

assets that pay for themselves.

Gross profit Profit made before any expenses have been deducted.

Gross rent Rental income earned before any expenses have been deducted.

Gross Yield Annual Gross Rent / Property Price x 100 = Gross Yield

Legals All expenses related to the legal transactions that are involved in any property deal are referred to as ‘legals’

Levies

Within a sectional title ownership scheme, every owner is required to pay a monthly contribution to the body corporate - known as the levy, which essentially funds the day-to-day maintenance and management of the sectional title development.

Net profit Profit made after all expenses have been deducted.

Net rent Rental income earned after all expenses have been deducted.

OPM Other People’s Money

Rates & Taxes Rates and taxes are fees paid to the municipality that services your property.

Refurb Improvement and modernisation of a building falling short of rebuilding or redevelopment and thus not

normally requiring planning permission (other than for alterations to the external appearance)

ROI Annual Net Profit / Capital Cost x 100 = Return On Investment

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MY COACH’S MY COACH’S SEVEN SEVEN GOLDEN GOLDEN RULES

RULES

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ANDREW’S G LDEN NUGGETS

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ANDREW’S G LDEN NUGGETS

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Property Investment in South Africa

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The Property Academy

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