



Streets of TM

OurTowns

PROPERTY VALIDATION

Introducing You To Property Validation Reports

“An excellent listing tool for sales and rentals, providing a point of difference when selling, renting and marketing a property.”

OurTowns Property Validation Reports are the optimum due diligence tool to help you best understand a property, its Future Readiness and the surrounding community offerings.

These reports are based on international best practice standards to give you:

- An understanding into the drivers that will affect the property’s running costs, liveability and capital growth
- Instant insight into the property’s unique selling features
- An independent validation of the property against 7 indices

Reports available from as little as \$19.99!

Energy (Good)

Water (Very Good)

Materials (Very Good)

Liveability (Excellent)

Property Validation

Validation

Good	Good
Community	Good
Nature	Adequate
Transport	Adequate
Liveability	Excellent
Materials	Very Good
Energy	Good
Water	Very Good

OurTowns Example Property

has been assessed against established indices to create an OurTowns Validation Report outlining its unique attributes

Streets of OurTowns Measurements and Validation Criteria

In establishing community and property analytics, we have taken into account international and national best practices, social trends and community expectations. Our measurement criteria are either based on walking, short journey, or cycling distances and has been tailored to an Australian market context.

Understanding Our Ratings

- *Adequate* is a normal baseline found in many suburban locations.
- *Good* is above average results.
- *Very Good* indicates a desirable property or community.
- *Excellent* is an optimum result acknowledging best measurement criteria.

For further clarification on the Streets of OurTowns reporting please see our Community & Validation Guide.

Streets of OurTowns Validation

August 2020

Streets of OurTowns

Live Lightly – Live Local



OurTowns Validation Case Study

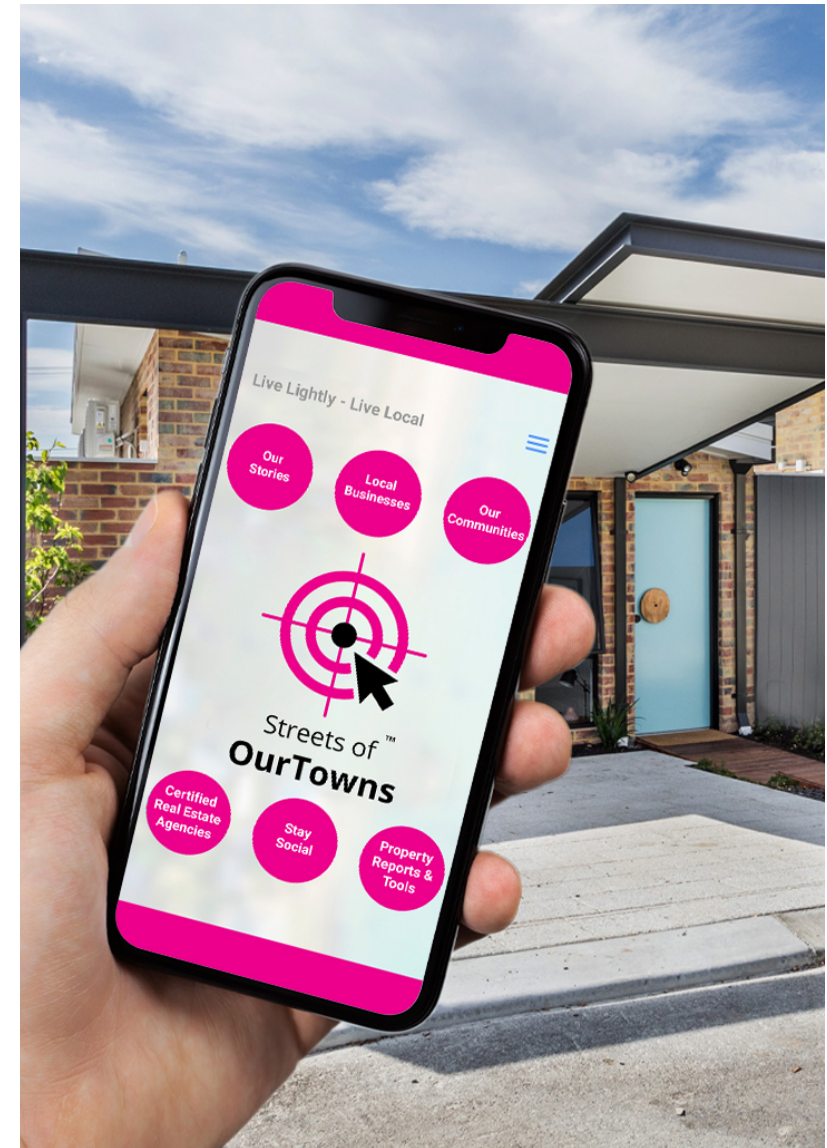
A property in a prestigious inner-city suburb required a market update by a real estate agent. The agent met with the sellers to view the property and was asked to give an opinion of worth appraisal. The agent went back to the office and started to do an appraisal CMA on the property through a traditional industry search engine. The CMA came back with limited data on the property, an opinion of worth based on input data as determined by its basic algorithms, standard comparative sales analysis and typical property market comparisons.

What the CMA failed to identify, yet **OurTowns Development Analytic** could, was the most important factor – the property was sitting on a development site with triplex subdivision potential and the ability to keep the existing house by subdividing a parcel of the rear.

The agent went one step further and used an **OurTowns Property Validation** which gave him invaluable insight into the unique attributes and selling points of the location. With this report the agent could see that the property was spectacularly located to transport connectivity, was surrounded by parklands and further to this the magnificent homestead addressed best practice management of energy, water, materials and liveability exceptionally well.

The agent made the decision not to present the original CMA as it did not give him a competitive edge and instead chose to present the sellers with the property's OurTowns Property Validation and Development Analytics Report in their appraisal.

The end result, whilst competing with a number of other agents who tabled traditional CMAs, the agent stood out to the vendors and gained the listing based on the point of different in his CMA. The OurTowns Property Reports were then used in the marketing of the property, resulting in a successful sale for all involved.



Live Lightly – Live Local



Find Out More!

Understand more about Development Analytics

OurTowns also offers Development Analytics Reports. These are the most efficient way for you to gain a better of the development sites and opportunities available in Western Australia.

We also offer **free CPD training** on Understanding Property Validation and Understanding Development Analytics. Each of these courses are available online and are worth 1 CPD point! Email us to get access.

If you would like to get the most out of the OurTowns app, find out more about our Development Analytics Reports or even our Real Estate Agency Accounts – **contact us today!**

Download the OurTowns App and get your competitive advantage NOW!

Stay Social

By following the *Streets of OurTowns* Social Media Pages and heading to our Website.



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