

WHERE TO BUY A TOWNHOUSE FOR \$650,000 – THAT SHOULD BE SELLING FOR \$850,000

IT'S IN A 'SECRET' INNER-CITY SUBURB THAT IS PROJECTED TO RISE IN VALUE STEEPLY IN THE NEXT 3 YEARS. THAT'S BECAUSE IT'S SURROUNDED BY MILLION DOLLARS PLUS SUBURBS - BUT IT'S STILL SURPRISINGLY CHEAP.

Dear Friend,

Imagine, if you could buy a townhouse for \$650,000.

While, just 5 minutes' drive away...that same townhouse would cost you at least \$850,000.

A whopping \$200,000 more!

And, imagine, if you could buy this 'bargain priced' townhouse in a suburb that is...

- **Surrounded by leafy Million Dollar + suburbs**
- **A huge, world famous university**
- **Only 10km to Melbourne CBD**
- **Leafy – full of trees & parkland and a beautiful creek**
- **And, quickly becoming, the fashionable 'hip' place to be, for 'cashed-up' families.**

Well, believe it or not all this is possible right now!

But for reasons I'll explain in a moment, it won't be possible for long.

I'll let you know the exact name of this suburb in a moment.

But first let me tell you...

THE SECRET OF MY RICHEST CAPITAL GAINS IN REAL ESTATE

I am talking about properties that have made me on average \$100,000 per year... for years!

And, yet, the weird thing is...these were the exact suburbs that folks told me to stay away from!

You see, I grew up in Melbourne.

And, as a teenager there were 3 suburbs that my dad would tell me to stay away from, as they were tough places.

(These are suburbs – you've probably seen on Underbelly!)

- **Brunswick.**
- **Collingwood.**
- **Richmond.**

If there were gunfights or an armed robbery on the news... 9 times out of 10 it would be around there (or at least the heavies would be from there!).

Alcohol fuelled fights, illegal brothels, syringes in the gutter – you could find them all here.

But about 15 years ago, I noticed something changing in these suburbs.

Cashed up professional families started moving in.

Funky restaurants started opening.

Hip little coffee and wine bars popped up....

The areas started *gentrifying* big time.

Sure, they kept their 'urban' grittiness'....

But their proximity to the city, and their vibrant café culture, made them irresistible to high income earners.

So, I slowly started buying up...

(Ignoring my friends and family who thought I was NUTS for buying in these areas).

But they DIDN'T think I was crazy when in as little as 5 years....these federation cottages I bought.... were selling for up to twice as much!

In fact, they were asking me where I was buying next!

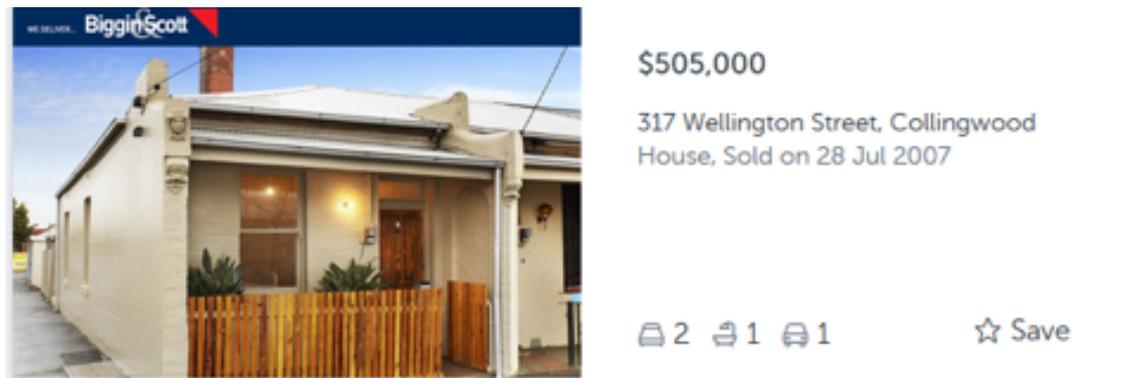
Take Brunswick for example, a suburb where I got in nice and early.

114 Weston Street, a 3-bedroom home, sold for \$340,000 in 1999.

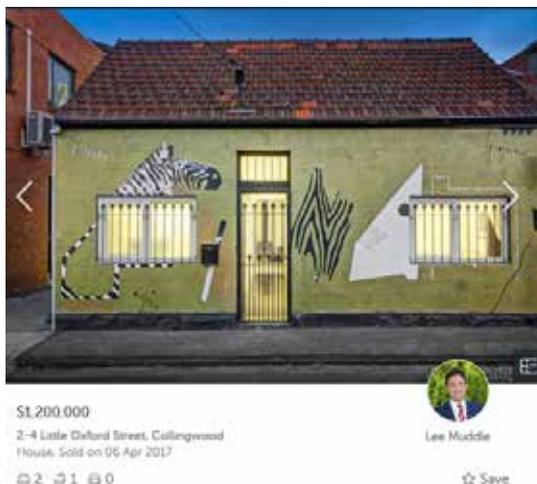
It recently sold at Auction for \$1.34 million. That's a \$1 million windfall for the lucky owners!



All, because it's close to the city and a hip and happening place that young professionals like to be.



Collingwood's another example, In 2008 you could buy a house \$505,000.



Now a similar house - but with a Zebra painted on it – just sold for \$1.2 million! That's a \$695,000 uplift!

Buying a house like this 10 years ago, is like earning \$69,500 per year – without doing a thing!

What's happening here?

AGAIN, THIS IS THE POWER OF 'GENTRIFICATION' – WHEN AN INNER-URBAN, "TOUGH" AREA, BECOMES "COOL" HAPPENING...AND MOST OF ALL EXPENSIVE.

You've seen it in Redfern and Surry Hills in Sydney.

Paddington is a great example in Brisbane.

These suburbs have gentrified....which has then blown house prices through the roof – often surprisingly quickly.

BUT, YOU CAN'T JUST BUY INTO THIS SORT OF AREAS AT ANY TIME.

The secret is timing.

You need to buy the suburb, while it's still got a 'bit of grime around the edges'so you can get in before the prices boom.

For example, in Paddington in Brisbane the best time to buy was in 2005.

That's because you could have bought for \$500,000 - and enjoyed a massive \$500,000 price uplift by 2010.

YEP, INVESTORS THERE MADE AROUND \$100,000 PER YEAR FOR 5 YEARS!

Now, you may be thinking you've missed the boat on this trend.

And yes, it's true most inner-city urban areas have already boomed in price.

However, the good news is you haven't missed the boat *completely*.

That's because there is still one suburb in Melbourne that's at the earliest stage of 'gentrification'...fast turning into the 'place to be' for hip young families....

It's taking me down memory lane, as I recognise all the signs I saw in suburbs like Richmond, Collingwood, and Brunswick when I first invested there.

Volvos in drive ways....Yoga classes starting up.... funky new cafes with good coffee.

All these factors point to an area that's potentially about to boom in price...

But here's the best part!

FOR THE MOMENT, THIS SUBURB IS STILL CHEAP – EVEN THOUGH IT'S LITERALLY SURROUNDED BY MILLION DOLLAR SUBURBS!

And, my experience tells me this is the biggest sign a suburb is set to boom in price.

Because, as you know, if a family is priced out of buying a home for \$1.3 million in one suburb....and they see a house priced at \$800,000 in a suburb next door...

It looks downright cheap!

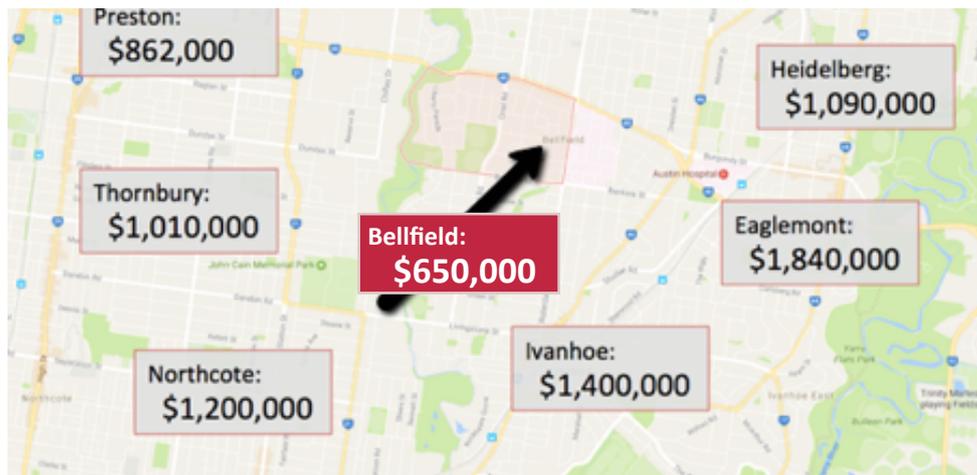
And, this tends to drive prices up in the neighbouring suburbs.

“REVEALING BOOMING BELLFIELD (IVANHOE NORTH)”

So, what is this suburb? It's called 'Bellfield'?

If you haven't heard of it. Don't worry. I wouldn't know it either, unless I lived nearby.

But check this pic out that tells the whole story. That's Bellfield in the middle with the arrow pointing to it. Tiny, isn't it?



Now, Bellfield's median price is about \$779,000 for houses.

And, yet on the city side, it's surrounded by areas with much higher prices.

Even Preston, which while gentrifying still has a reputation as a 'tougher' suburb, is priced at nearly \$100,000 more.

And, check out Eaglemont – \$1.8 Million median!

Ivanhoe – \$1.4 million!

Thornbury – \$1.01 million.

So, what we have is a "cheapie suburb" surrounded by Million Dollar suburbs!

To me, this means great buying opportunities abound!

For example, a modest townhouse in Ivanhoe could easily cost you as much as \$850,000.

Meanwhile, a few minutes down the road in Bellfield...you can get one for \$650,000!

That's a \$200,000 savings!

How long do you think this price variance will last for?

That's why I believe, Bellfield is the next million-dollar suburb...it's just a matter of when....

And, this is why smart investors who get now, could potentially be sitting on 'goldmine' of potential capital gains.

Especially when you consider that in terms of lifestyle and desirability...this suburb ticks a lot of boxes.

I'll share with you some of the key highlights in a moment.

But first, it's worth mentioning one possible 'juicy upside' of investing in this suburb.

HOW THE COUNCIL COULD POTENTIALLY GIVE INVESTORS A \$200,000 WINDFALL - WITH A STROKE OF THE PEN

One extra benefit of investing in Bellfield is that it could potentially be 'rezoned' as part of Ivanhoe.

Why would the council do that?

Well, there are "millions" of reasons! By which I mean millions of dollars in extra rates for the council, over time!

You see, by incorporating this tiny little suburb into the larger suburb of 'blue chip' Ivanhoe, they would increase the values dramatically.

This means more rate money in their coffers! A lot more.

We've already seen a 'suburb adjustment' like this happen in the area.

For example, this property was previously in Linden Avenue, Heidelberg Heights.

The Median price there is around \$770,000.



There was a 'boundary adjustment' that meant Linden Avenue is now part of Ivanhoe now – rather Heidelberg Heights.

And, guess how much this house sold for?

\$1.52 MILLION.

THAT'S DOUBLE THE MEDIAN PRICE FOR 'HEIDELBERG HEIGHTS'. BUT IT'S PAR FOR THE COURSE IN IVANHOE.

Now, sure it's a beautiful home, but it's clear to me that the suburb name change made a BIG difference.

Could that happen to Bellfield?

No one knows for sure. After all, if had already been announced, this would already be priced into the suburb.

But, if it does happen, this will be an incredible windfall for lucky investors. Watch this space.

WHY BELLFIELD (IVANHOE NORTH) IS A HAVEN FOR HIGH INCOME FAMILIES

Now, let me explain why Bellfield is attracting new, high income earning families, like paperclips to a magnet....

THE RELAXED LIFESTYLE OF LEAFY BELLFIELD

The biggest factor behind Bellfield's desirability is that it's only 9km from Melbourne CBD, and 25km to the airport.

This is seriously inner city.

But despite this, it's a quiet leafy suburb with good parking etc. and lots of nice parkland.

And it's not too busy – only 1728 people.

So, you've got the best of both worlds – proximity to the CBD and family friendly lifestyle.



Now, the biggest things I look for in a suburb that I am going to invest in is that it's being close to high-paying jobs.

And, that's why I love that this suburb is not only close to the city...but it's also stone's throw to Latrobe Uni.

You see, higher education is Victoria's biggest growth industry – and Latrobe University is a massive uni, with over 36,000 students and 3,000 employees.

AUSTIN AND MERCY HOSPITALS

Another big employer in the area is the Austin Hospital. This is a major teaching hospital with more than 500 beds, providing employment for a significant number of qualified professionals and support staff.

There's also the Mercy hospital which has 58 beds and specialized women's' unit providing obstetric, gynecological and neonatal care.

GREAT SCHOOLS & TRANSPORT OPTIONS

Not only that, there are great schools in the area.

For example, Ivanhoe Grammar school is a top school in the area - as well as Ivanhoe Girls Grammar which has a great reputation.

Not only that, Bellfield has easy access to public transport with regular bus services into the city.

The Eastern Freeway is just a five-minute journey away – and it's also serviced by a train station in Heidelberg just 1.5 km away - and Ivanhoe train station.

INCREDIBLE SHOPPING HUB



Another big attraction is the Northland shopping centre.

This is the largest retail shopping centre in Melbourne's northern suburbs, with more than 300 stores, places to eat and a cinema.

There are 4,800 free parking spaces, and being only a 4-min journey by car from Bellfield it makes driving easy.

PARKLANDS AND CREEK WALKS



Bellfield also boasts fabulous parklands and recreational amenities, with sporting fields and a cricket club at Ford Park. Ivanhoe aquatic and fitness centre, plus the Olympic leisure centre nearby, and Liberty Park reserve.

Locals also love to unwind by walking through parklands and along creeks.

That's why the Darebin Creek trail is a very big draw card for the suburb.

As you can see, this suburb is “The Total Package”.

MY SECRET SUBURB DETECTIVE TOOL

Now, when I am investing in an area, I always want to see what ‘owner occupiers’ think about it.

And that's when I go to the best suburb research tool of them all – and no it's not Core-logic or Residex etc. although they are all great.

It's homely.com.au – the suburb review site.

That's because it not only tells you what locals think of the area – and which areas are good and which areas to avoid.

But, this is also the *first place*, that people who are moving to an area look, for honest unbiased reviews of people who live in a suburb.

And look what the folks are saying about 'Bellfield'.

 goodeyes ★★★★☆ [rating details](#)

"The last inner suburb "Melbournes best kept secret""

Bellfield
a fantastic suburb that is ready for renovation.
On the South side of Bell st it features big blocks and solid 1950s houses.
Only 9k from the CBD it just make it in to the Property magazines definition of an inner suburb.

Good Buses,2minutes to Northland 25 minutes to the Airport 5 minutes to the SE freeway.

Lots of trees ,Bordering on Ivanhoe,Heidelberg and Thornbury
very underpriced but wont last
Median price from march 08 to feb 09 jumped 23% defying the Global Crash

Recommended for

- Professionals
- Families with kids
- Retirees

[Helpful](#) [Comment](#) [Follow](#) [Share](#)

 purewealth ★★★★★ [rating details](#)

'A tree lined street, the next Ivanhoe?'

Bellfield is an amazing suburb that is completely tree lined. with parks and creeks it makes for a new sort of ivanhoe. still inner city it is quite the bargain but prices are rising dramatically and developments are not a rarity. soon to take off bellfield is any investors dream.

Recommended for

- Professionals
- Families with kids
- Students
- Trendy & Stylish

[Helpful](#) [Comment](#) [Follow](#) [Share](#)

The opinion expressed within this review are those of the individual reviewer and not those of Homely.com.au

 Darren Pearce ★★★★★ [rating details](#)

'Bellfield..a local secret'

Bellfield is a small community of approx 800 homes and borders Ivanhoe,with fabulous parklands and recreation facilities at Ford Park on Oriel Road it offers a great lifestyle.There is also easy access to public transport, close proximity to Northland shopping, Latrobe University and close enough to Austin/Mercy hospitals.The area offers a mixture of older homes and some new developments of townhouses so a great diversity for all buyers. Bellfield is well respected to locals but as its only approx 12 klms from the CBD many more are discovering this suburb and its secrets.

Recommended for

- Professionals
- Singles
- Families with kids
- Retirees
- Students

[Helpful](#) [Comment](#) [Follow](#) [Share](#)

The opinion expressed within this review are those of the individual reviewer and not those of Homely.com.au

As you can see Bellfield gets 'rave reviews', which helps to attract more high-income earning families to the area.

FOR ALL THESE REASONS – AND SO MANY MORE – THIS SUBURB TRULY IS A POTENTIAL ‘MONEY BONANZA’ FOR PROPERTY INVESTORS!

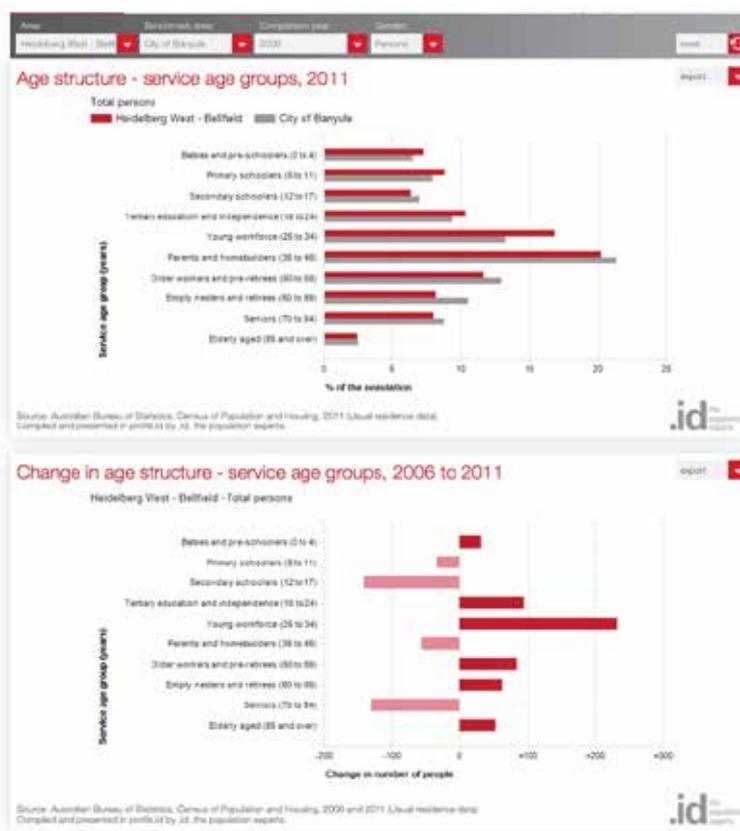
In fact, the only reason I can think of why it hasn't joined the ‘Million-dollar suburb’ club yet – is because the suburb is so small that most people have never heard of it!

WHY THE TIME TO ACT IS NOW

But, if you want to get in on this ‘goldmine’ suburb...while prices are still low, then you need to act quickly.

Here's why.

The suburb is in the process of gentrifying – becoming super-attractive, and desirable to ‘higher income’ families RIGHT NOW.



If you look at these graphs from the last census, you'll see parents and home builders (age 35-49) and the young workforce (age 25-34) are the biggest population group by far.

And the biggest growth has been the growth in young people -26-34.

This ‘youth explosion’ is a clear sign of an area revitalising, just like it happened in Collingwood, Surry Hills, and Paddington.

HIGHER INCOMES = HIGHER PROPERTY PRICES

But it's not just that the suburb is becoming 'younger'.

There's also been a **strong pick up in the average income** of Bellfield residents.

And hear me: In my experience, there's nothing that boosts property prices faster than people with high-incomes moving into an area

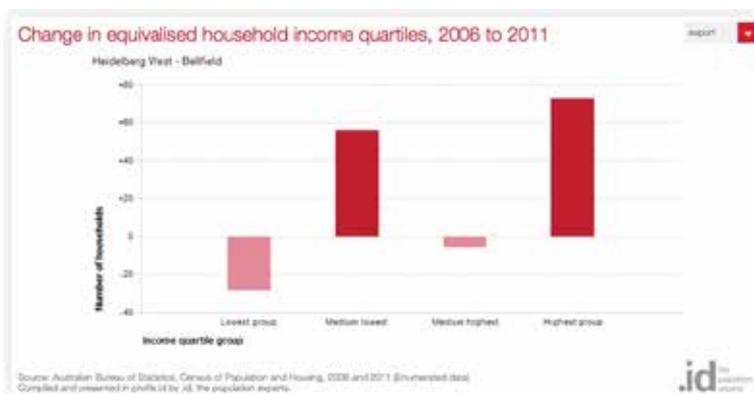
That's because they have the money to compete against each other for the prime real estate – and this tends to push prices 'sky high'.

This table from last census tells the story.

Area: Heidelberg West - Bellfield		Benchmark area: City of Bayside		Comparison year: 2006		Report	
Equivalised household income quartiles							
Heidelberg West - Bellfield - Households (Enumerated)							
Quartile group	#	2011		2006		Change	
		Number %	City of Bayside %	Number %	City of Bayside %	2006 to 2011 #	%
Lowest group	360	42.8	28.0	1,215	45.7	855	-55
Medium lowest	601	35.9	32.7	545	24.0	56	+24
Medium highest	427	18.9	28.1	443	19.8	-16	-6
Highest group	290	12.2	30.5	216	8.5	74	+34
Total Households	1,678	100.0	100.0	2,220	100.0	-542	-24

Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011. Compiled and presented by [id.](#), the population experts.

- This chart takes that information and makes it a bit easier to see where growth and decline has been.



As we can see, there's been a huge 72% increase in the upper income population.

There's also been a substantial 28% fall in the lowest income quartile population.

This equals HUGE increase in the average household wealth in Bellfield.

That's because once the gentrification genie is out of the bottle, it's almost impossible to put back in.

Trendy cafes, etc. tend to attract more of the same sort of people like 'moths to a flame' because they can imagine themselves living a good life in this suburb.

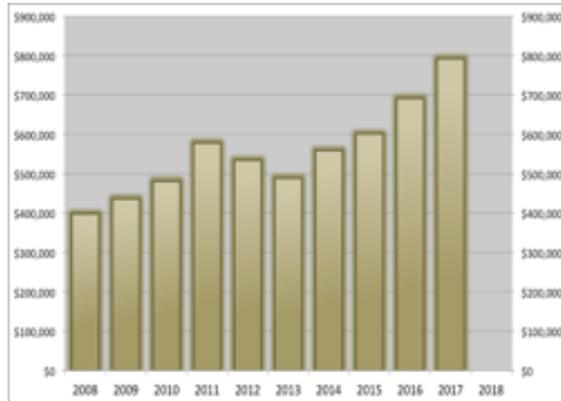
And, you can already see this reflected in property prices.

BOOMING BELLFIELD HOUSE PRICE GROWTH

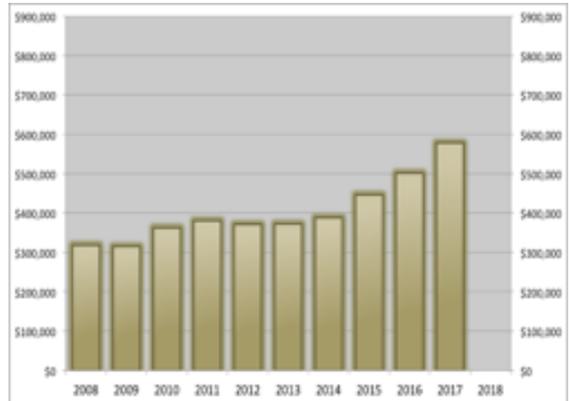
Since 2008, we've seen house prices in Bellfield go from a humble \$400,000 to around \$800,000.

That's a healthy market with strong demand.

Bellfield House Prices



Bellfield Unit Prices



If it continues like this, within 10 years, we'll see prices at around \$1.6 million, similar to the neighbouring 'prestigious' suburb of Eaglemont.

That's why I believe the time to get in is clearly now.

Because as you can see, both the house and unit values have both started accelerating sharply in recent years - with the year to February 2017 being particularly strong.

In fact, both house and unit market are currently growing at very healthy 15% a year.

And, my research predicts it's still got a few years of steam in it, because you're getting in at well below the prices of neighbouring suburbs.

So, you certainly don't want to wait too long.

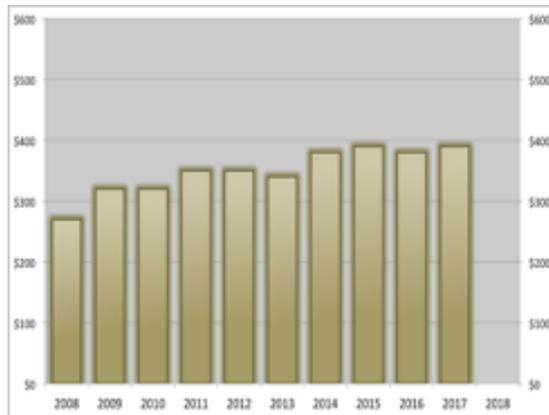
Because, it's likely that...**every day you delay – the more you pay.**

But here's one more 'bonus' reason to invest here (not that any more were needed!)

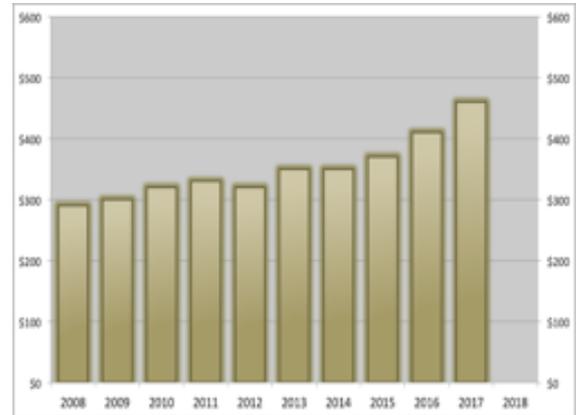
CASHFLOW RENTALS YIELDS ON NEW DWELLINGS ARE HEALTHY

Rental prices are also rising at a decent clip, with the average home renting for about \$400, and the average unit renting for \$450.

Bellfield House Rents



Bellfield Unit Rents



Rents higher on units than houses? Huh?

This is simply because many of the units are new developments.

And young high-income earners often want stylish new luxury apartments to live and entertain in.

That's why you want to go 'new' in this area – for the higher rent and increased rental demand.

WHY NOT UNITS?

But personally, I wouldn't go for units, because there's been a large supply of units come onto the Melbourne market, so you've got a lot of competition. (Although, not so much in Bellfield).

That's why would go for new luxury townhouses. You all get the benefits of a new property with the depreciation and higher rental cashflow advantages.

Yet, *without* the risk of oversupply that the apartment market has.

But remember – time is off the essence.

After all, historically this suburb has been **growing by as much as \$100,000 per year.**

And, my research suggests that suburb will continue to enjoy strong gains, as it catches up to its neighbours.

So, would you prefer to potentially be making \$100,000 per year as this suburb joins the million-dollar club...or kicking yourself for having missed the boat in 3 years?

MY #1 PROPERTY PICK FOR THIS SUBURB

I've been scouting this area daily, because of how excited I am about it.

And, as I mentioned, the best option for investors is *brand new luxury townhouses*.

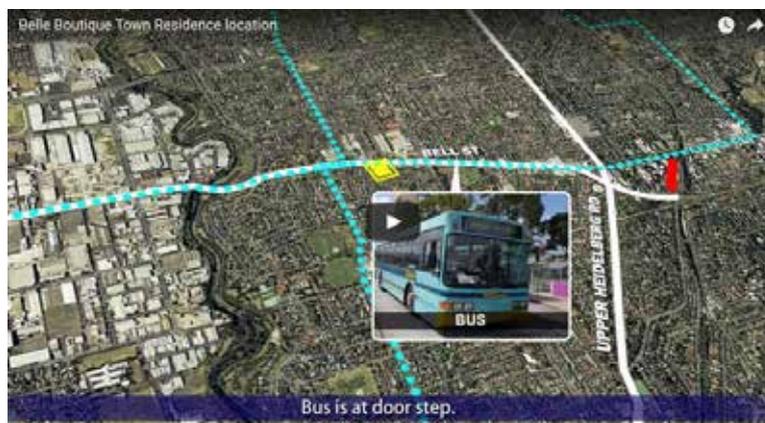
- That's because you can still get in at an affordable price.
- You can get great quality tenants, because they are attracted to a new high quality new luxury developments.
- You can get the depreciation advantages and higher rental cashflow of a new property.
- **In fact, you can potentially get a rent of up to \$500 per week for a \$650,000 townhouse!**

Combine this with depreciation and you could potentially be looking at a positively geared investment...that also gives you stellar capital growth potential.

And the best townhouse development I've seen is "The Belle" Town-Residences.

This a new luxury townhouse project, located at 309 Bell Street Bellfield.

And, everything is at your doorstep. In fact, it's literally on the major bus route.



What I love most about this project is the town house design – 2 bedroom, 2 bathroom, open-plan kitchen and lounge – plus a separate sitting area in some of the homes...

(Which could possibly also be a study or even an extra bedroom).

And the finishes are gorgeous - timber, ceramics and stone.

They are all about **style, sophistication, comfort and convenience** – exactly what the tenants, and future owner occupiers in the area want.

HERE'S SOME PICTURES OF THE ARCHITECT'S VISION

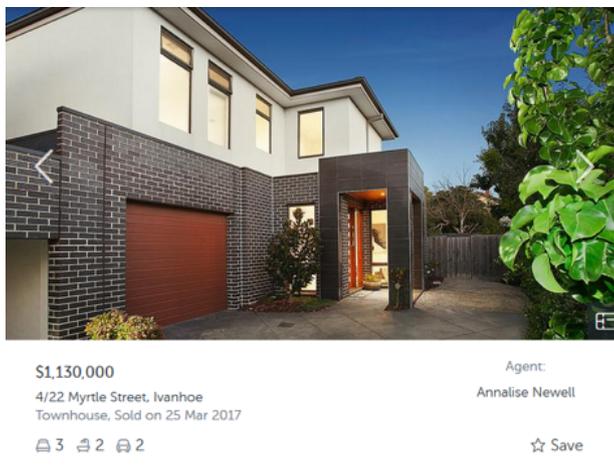


Now, if these were 5 minutes down the road in Ivanhoe, I believe they could potentially sell for as much as \$850,000 in a heartbeat.

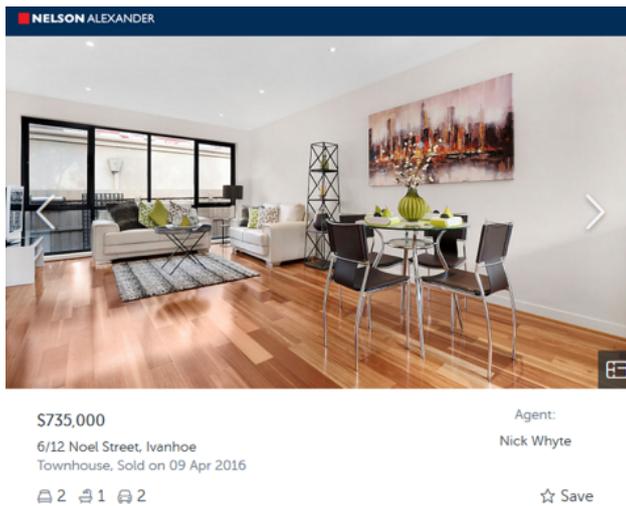
For example, look at these similar properties that sold in Ivanhoe recently for top dollar.



This old 2-bedroom Townhouse sold for \$918,000.



This new 3 bedder Townhouse sold for \$1.13 Million.



And, this new 2 bedder sold for a healthy \$735,000.

And, yet it only has 1 bathroom. (Belle Townhouses have 2 bathrooms).

But the amazing thing is, you can secure one of these townhomes in "The Belle" project from as low as \$597,000! (That's insane!)

Based on the areas current price growth rate, **in 10 years, these could potentially be worth as much as \$1.3 million.**

Buy you only need to pay ½ that to get in on this now.

WHY IS THE DEVELOPER SELLING THESE TOWNHOUSES SO CHEAP?

The developers got plenty of development opportunities in his pipeline.

So, he's willing to give investors a great deal on the first 3, to move them quickly.

These sales will help him meet his banks' lending requirements for his next project.

Once these first initial properties are sold, he'll then raise the prices closer to fair 'market levels' for the remaining properties.

So, if you want to the sharpest prices – you'll need to get in quick.

HERE'S ANOTHER FEW REASONS WHY.

When developers sell their stock they usually have 5% contingency fee for marketing.

That fee is paid to accountants and financial planners to sell the developers' stock.

Now where do you think that 5% is added to?

That's right. The price!

So, in this example a \$650,000 property would sell for anywhere between \$680,000 and 700,000 if it was going through a professional network.

This developer hates that process because it simply over-values that property for no good reason. So, he's happy to go through the traditional channels and pass on that \$30,000 saving to you.

Here's another reason as well. In the development world, time is money. What I mean by that is that there's interest accruing at the developer's end. The quicker he can get a contract and settle, the better.

For you, what that means is that you'll get a great investment at a great price because the developer's not silly enough to wait an extra 12 months of interest and costs. So effectively it's a win-win for both of you.

HERE'S EVEN MORE REASONS WHY ACTING FAST IS SMART!

The project is 2 months from completion. Generally what that means is as it gets closer to the finished product, price and demand generally goes up. Why is that?

Simply because more people see what they are getting as a finished product and they're not waiting around for 12 months or longer in some cases to access it. So all developers know that as construction gets closer to finishing the Townhouses off, the price will increase. In some cases I've seen 10% to 15% increases at completion. Right now the price list is exactly the same as it's been for the last 12 months. However, I know what's around the corner, so if you want to check these out, and save yourself the inevitable 5% to 10%, acting now would be a smart move.

When you add up all these reasons and benefits there's a great deal of motivation for taking advantage of this unique investment opportunity ASAP.

STOP PRESS!

If you've read this far, congratulations. There's a special and unique deal on the table right now. If you're the first person to call me, the developer is willing to knock-off \$25,000 from the current advertised price. If you want to check what that is, go to [realestate.com](https://www.realestate.com), type in the address and you'll see that they're advertised at \$649,000. (Please go and check this so you know that I'm being 100% honest with you - go now and check for yourself!)

Interested in finding out more? Want to get the plans, fixtures and fitout details, Then simply call me now on 0409 253 135 and we can have a private and confidential conversation about the possibilities.

I will also get back to you with all the information you'll need to make an educated and well informed decision.

You can see clearly that I've done a significant amount of research into this area and presented it in this report. Property should never be bought on opinion or speculation, it should be bought on information, research, demographics, location and value for money. Act now!

Good luck and happy investing,

Spiro Kladis
Cashflow Capital

Phone: 0409 253 135

Email: info@cashflowcapital.com.au

P.S. Why is the developer giving away \$25,000 when it's 8 weeks from completion? He's got plenty of margin in the development as he's had the land for a while, plus he's of the belief that if people act fast - they should be rewarded.

P.P.S. You should also know that the developer isn't selling all of the stock. He knows the value of the area very well and wants to benefit from the significant appreciation. As an aside, he has over 20+ properties within a 1k radius of this property, so you can see, he's totally invested and happy to hold.