

DEVELOPMENT PROGRAM



DA
PROPERTIES

LAND OF OPPORTUNITY

Developing a property is a valuable life skill because you learn strategies for creating value and generating wealth.

If you are considering a career in property development or wanting to develop a new life skill, our Development Program prepares you for the development journey enabling you to plan and navigate your trip to successfully reach your property destination.

You'll learn the theory of property development and how it's applied practically through real world case studies so you can undertake projects with clarity, confidence and the right level of support to optimise your property outcomes.

“Becoming skilled at property development is like learning to drive a car. You need the theory, the practical know-how and experience before hitting the road on your own. This is best taught by someone who has safely and successfully navigated challenging terrains and roads before.”

DA Properties founder David Allen

LAND OF OPPORTUNITY

Depending on the characteristics of your property and your individual motivation, development offers both property and personal opportunities:

PROPERTY OPPORTUNITIES

1. Subdivide a property, demolish the existing residence and build two new ones.
2. Small or larger apartments or mixed use projects.
3. Commercial or Industrial projects.

PERSONAL OPPORTUNITIES

1. Develop a new life skill for individual satisfaction or to forge a new career in property development.
2. Deliver a lasting project that creates value and builds wealth.
3. Redevelop your existing property and achieve 1 and 2 above.

THE RIGHT SUPPORT

Our Development Program will give you:



1. Confidence to compete effectively and profitability in the property market.



2. Comprehensive knowledge of the property development framework and process to increase certainty and decrease risk in your project.



3. Valuable life skills and a sense of achievement.



4. A strong professional network built on quality relationships and trusted supply chains.

BRIDGING THE GAPS



1. Market Gap

You will learn how to compete effectively in the real estate market.

We will distil property investment and development concepts by explaining:

1. the principles that drive value
2. the behaviour of developers
3. the decision making and behaviour of banks and investors



2. Knowledge Gap

You will learn how to apply clear structure and strategy to your project as we teach you our property development framework and process.

You will learn the same steps we created, and use, for our own projects so you are equipped to apply them to small and large-scale developments – and everything in between.

BRIDGING THE GAPS



3. Experience Gap

You will learn where, and how, we have added value to our projects by sharing our successes and challenges so you can fast track your learning.

With more than 30 years of experience and case studies to draw on, we can successfully guide you through the property development process.



4. Relationship Gap

You will learn the importance of relationships in property development.

We will provide you with access to our trusted supply chain of service providers, consultants and contractors.

THE PROCESS



A NEW SKILL FOLLOWING A FAMILIAR PATTERN



Remember when you learnt to drive a car – and how you started with your L plates before graduating to P plates and obtaining your full licence?

Learning the theory, the rules and how to practically apply them was paramount to your success behind the wheel.

Property development is no different. Our Redevelopment Program will help you earn your property developer L and P plates.

As active developers ourselves, we've navigated the terrain and still travel the roads so we can guide you along the highway .

You will gain:

- strategic knowledge of property development drivers with a focus on redevelopment projects
- applied knowledge of the holistic property development process and key milestones using our redevelopment case studies
- a supportive coaching environment to apply and practice your new skills before starting your own project

WHAT YOU WILL LEARN

MONTH 1

STAGE 1 - FOUNDATIONS OF DEVELOPMENT

Theme: Macro Market Fundamentals and Drivers

You will become skilled at:

- what drives property development and the sector's key stakeholders e.g. investors, banks, valuers etc.
- how value is created, delivered and who is required to achieve it
- the **macro** delivery of a property development project using our own real world case studies, including financial feasibility assessments, to demonstrate application

MONTH 2

STAGE 2 - DEVELOPMENT MILESTONES

Theme: Delivery of Development – Start to Finish

You will become skilled at:

- **micro** project delivery and the key stakeholders essential for each component
- the operational tasks that need to be considered at every step by applying your knowledge to our own real world case studies



YOUR INVESTMENT IN YOUR FUTURE

Our two month pathway includes:

- pre-reading prior to each session
- coaching sessions
- course material resources covering:
 - fundamentals of development
 - development milestones
 - DA Properties' case studies to demonstrate application of property development process
- a personal property tour within a test suburb to review market analysis and live project case studies
- DA Properties' financial feasibility model which you can use to practice on live project case studies in a supportive coaching environment with real time feedback

DEVELOPMENT PACKAGE

Duration: Two months

Format: Coaching sessions held via ZOOM or face-to-face

Frequency: Four x 1.5 hour sessions (two per month)

\$4,000 + GST per month

TESTIMONIALS

“After working with David, I now have an invaluable understanding of how to analyse, acquire, set a development strategy and deliver the outcome.

The key for me was being immersed in real world development project case studies to apply knowledge, to bring out the questions and to highlight the uncertainties which we resolved together in a safe ‘risk free’ environment.

I now have the clarity required to replicate the process myself.”

- Mark

“I haven’t come across anyone with the skills, real-world experience, or the perspective that David brings to development. His knowledge of the area, experience with local council constraints, and his meticulous approach to the detail allow him to create solutions to roadblocks many ‘traditional’ developers would find challenging to navigate.

He operates with a level of integrity rarely seen in the industry and is always working towards a Win-Win for all stakeholders.

If you want to understand what can be achieved in developing your property or your want to develop the property yourself but want to be guided and coached by someone with the experience and skills - call David.

He adds value and decreases the risk for anyone who wants to maximise the potential from their property investment.”

- Luke Newby, Red Property Manly

ABOUT DAVID ALLEN



DAVID ALLEN

David Allen has been a property development and investment professional for more than 30 years.

With experience in transacting and managing assets for superannuation funds, not-for-profit groups and private families, David possesses extensive knowledge and expertise within the formal property investment and development environment.

David leverages his knowledge, experience and relationships as a:

1. property investment and development advisor for not-for-profit groups and private families
2. cornerstone co-investor and manager for property development and investment projects
3. coach to guide others to optimise their own property development project and experience



THE DA PROPERTIES EDGE



As experienced developers and property professionals, the team at DA Properties can offer you a complete property development program.

What sets us apart is that we:

1. generously share the knowledge we gain from our own development projects with you
2. provide you with the practical resources you need so you can deliver your project
3. give you access to our trusted supply chain to support delivery of your project
4. show you how to view each property opportunity through a multi-dimensional lens so you can identify and navigate any complexities with confidence

We offer both education and lived experience to help you optimise your development for maximum gain.