



Head Office Staff 2009

“Today on average, one person a day joins the Property Millionaires Club”



the power of the Club to secure not only strong buying rates and discounts for members, but to also help people in need of financial support. To this end, Club Cares was established in 2007 with the objective of raising funds through the network, and then providing these funds to people nominated by the members who were in need of support be it due to financial hardship, illness or other tragedies impacting on their lives.

The charity was established with a board of Trustees to administer all funds and with an immediate contribution of \$500,000 from Kevin and Kathy, along with a promise that The Investors Club would fund all administration costs, ensuring that 100% of funds were available to assist those in need.

Club Cares was well supported by the network and in no time funds were spilling in from generous members eager to channel their charitable contributions through one vehicle.

The requests for funding started to come through as well and Club Cares was helping ordinary people get back on their feet both in Australia and overseas. Club Cares also set about working with other major charity groups on co-developed projects such as a three year partnership with the Red Cross to assist in the building of a learning and development centre for homeless youth, and a long term association with PBF (Paraplegic Benefits Fund) to not only assist those who

had incurred a disability, but to also make people aware of the protection available to them.

In light of the growing demand for services, the launch of Club Cares, and the ever increasing popularity of The Investors Club, the Brisbane based head office moved to an even larger premises at Eight Mile Plains on 27 June 2008. “Looking back over the 10 years I have been at The Investors Club so much has changed. We have grown from

humble beginnings with eight employees when I first started as a receptionist for the club at the Morningside office,” commented Jade Farrell, 10 year employee with TIC. “Things have progressed positively over the years. We moved to our office at Carina and the number of staff grew with the services we were developing to meet the needs of our members until we purchased another office at Stanley Street where TIC Realty and Club Loans was based. ▶

favourable rates without compromising the level of service. TIC continued to offer free services and expanded their research capabilities to add even more analysis to their already comprehensive free property reports on potential investments. Researchers and Club brokers would outline a full financial analysis based on the individual investor’s circumstances in addition to a full synopsis of the market and the location of the investment.

with. Not only must properties be favourable in terms of the market research, they must also be professionally built to extremely high standards.

To ensure members were not only investing in the right location, but also in a high quality property, Kevin established a dedicated Club property inspection team. Bob and Ann Batterham were appointed to arrange for pre-settlement inspections to be conducted on all new properties where the builder’s workmanship and developer’s representations could be confirmed. Meanwhile researchers and Support Members and property managing agents would work with members purchasing second hand properties to ensure that necessary building and pest inspections were undertaken and that these properties met with the Club’s strict criteria.

Whilst TIC maintains its difference from Real Estate Agents, a related company does operate “TIC Realty” real estate which does provide members with full Property Management services, and although licensed as an agent, uses a different listing criteria. “TIC goes to lengths to ensure that a property is suitable for members to purchase, and then they assist in a pre-settlement inspection. The last thing a member wants is to then be faced with the daunting task of trying to maintain their premises by sourcing and retaining quality tenants themselves,” said Shelley Smith, Head of TIC Realty. “With the extra headache of new legislation being constantly added, it makes sense to leave your property in the hands of the experts.”

In light of growing demand, TIC Leasing was established which would provide members with a unique service never before tried. “TIC

Leasing was created when the renting of the properties was turbulent. Members were left to source their own agents and do the leasing of their TIC properties. TIC Leasing was formed to connect members with reputable property management agencies for lettings, and to develop a continued relationship through management,” said Shelley. “The stress of renting is reduced dramatically with Members knowing the leasing department is diligently working towards assisting the renting of properties quickly with the highest market rents.” TIC Leasing deals directly with the agents, qualifies the applications and watches market trends closely. “Because of TIC’s size we were able to ensure the same principles we believed in were understood by all our Club Approved agents, which ensured members experienced a high level of service, but more importantly, that quality tenants were sourced.” This has resulted in TIC members benefiting from reduced vacancy rates through higher tenant retention.

In 2004 the Club launched the Property Millionaires Club to recognise the achievements of an ever growing group of members who had acquired over one million dollars in property through the Club and provide them with more exclusive benefits. Greg North, who convenes PMC Leaders Forums for Gold Plus PMC members, was anxious to meet the criteria for silver level PMC membership and recalls, “Kevin said that he wanted to help members become millionaires and he certainly is doing just that.” Today, on average one person a day upgrades to Property Millionaires Club taking the membership to over 2,700 members.

With a strong network of investors and affiliates Kevin and Kathy identified an opportunity to unite ▶

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“A key to the rapid growth has always been the free services offered by the Club to its members,” noted David Cross, Head of Research. The Club derives fees from builders or vendors using the funds that they may otherwise devote to marketing campaigns and real estate agents to sell their properties. “The Club has always maintained that it works for members, and that is truly demonstrated in this structure. That is just one of the many factors that set us apart from Real Estate Agents.”

“People often think we are a Real Estate Agent, but we don’t ask our members to pay us any commissions. We work with the vendor who meets costs and still make a profit because of the advantages we can provide them in informing members of their properties,” commented David. TIC is very selective in the vendors that they work

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