METRICS
PROPERTY ADVISORY

EVIDENCE OVER OPINION.

80+ Metrics — Not One.

Smarter property decisions.

Compounding results.

THE PROBLEM

Most property decisions are made on **incomplete information.**

People buy based on opportunity.

Sell based on pressure.

Hold based on hope.

The issue isn't access to information. It's that breadth without weighting produces paralysis — not clarity.

A structured approach to property decisions.

D

DISCOVERY

We understand your position, goals, and constraints — before we touch the data.

R

RESEARCH

We analyse the market across a minimum of 80 metrics to identify where the evidence points.

D

DIRECTION

We recommend buy, sell, or review based on your needs and our research.

E

EXECUTION

We manage the process and deliver the outcome.

“ *A process built for the decision — **not the transaction.***

A structured process doesn't remove the decision — **it removes the doubt that surrounds it.**

BUY	**SELL**	**REVIEW**
Where to buy?	Whether to sell?	Should you hold?
What to buy?	When?	At what cost?
When to buy?	How to sell?	For how long?

> *Each decision carries a different cost.*
> ***Most people never calculate it.***

Independent **by design.**

We don't sell property.

We don't push lenders.

We don't rely on transactions.

OUR AGENDA IS YOURS

We don’t start with property.
We start with position.

We determine where to buy — before property is even considered. Using a minimum of 80 metrics across 8,000+ suburbs, we identify markets where growth, stability, and value align — then act.

Position determines everything.
Property is where strategy lands.

WHO THIS IS FOR

We work with people who are serious about the decision — **not just the property.**

THIS IS FOR

— Investors planning their next move.
— Those seeking clear direction on whether to buy, sell, or review.
— People who want structured, independent advice.
— Those looking to sell — on market or off.
— Those ready to understand what not acting is actually costing them.

THIS IS NOT FOR

— Browsing
— Suburb research
— Those not yet ready for a structured engagement
— Without understanding your position and direction, piecemeal reports add to the data without comparison or direction.

> *“We may not be the right fit yet if you're seeking a standalone data report, or if a structured engagement isn't the right next step.*

FOUNDER &
HEAD OF CLIENT STRATEGY

Matthew Clark

Dip. Prop. (Agency Mgmt) • QPIA
Real Estate Agent's Licence No. 093462L

Since 2001, we've helped clients transact over $1B in residential and commercial property — guided by evidence, structured by strategy.

*Author of 2 published books on **property investment.***

GROUP RECOGNITION

Winner — Better Business Awards, 2024
Finalist — Better Business Awards, 2025 & 2026
Over $1 billion in property transactions facilitated since 2001

THE ADVISORY TEAM

The people behind the process

Clients engage a structured team across research, strategy, execution and ongoing review. This is how we maintain **quality** and **continuity** across every engagement.

Matthew Clark

Sallie McLynskey

Isah Ragondo

80 metrics.
One clear direction.

Our proprietary framework analyses a minimum of 80 market metrics across four pillars to identify where growth, stability, and value align — before the market catches up.

FUNDAMENTALS

The socio-economic DNA of a suburb.

SUPPLY

Stock levels, pipeline, and scarcity.

DEMAND

Buyer competition, tenant pressure, and absorption rates.

GROWTH & RISK

Market momentum, cycle position, and downside risk.

Fig. 01 **TWO SUBURBS. ONE EVIDENCE STANDARD.**

TYPICAL INVESTOR VIEW Brighton VIC 3186		80 METRICS VIEW Wynn Vale SA 5127	
Typical Price	$2,517K	Typical Price	$968K
Gross Yield	2.42%	Gross Yield	3.11%
5Y Price Change	-13.29%	5Y Price Change	+82.62%
Days on Market	60 days	Days on Market	19 days
Inventory	0.90 months	Inventory	0.43 months
Headline data only. No supply, demand, growth cycle or risk analysis applied.		*80+ metrics across Fundamentals, Supply, Demand, and Growth & Risk.*	

Source: 80 Metrics Area Statistics Reports – Brighton, VIC 3186 and Wynn Vale, SA 5127. Data current at time of report. Past performance is not a guarantee of future results.

OPPORTUNITY COST

The opportunity cost of doing nothing is **rarely measured.**

Holding has a cost.

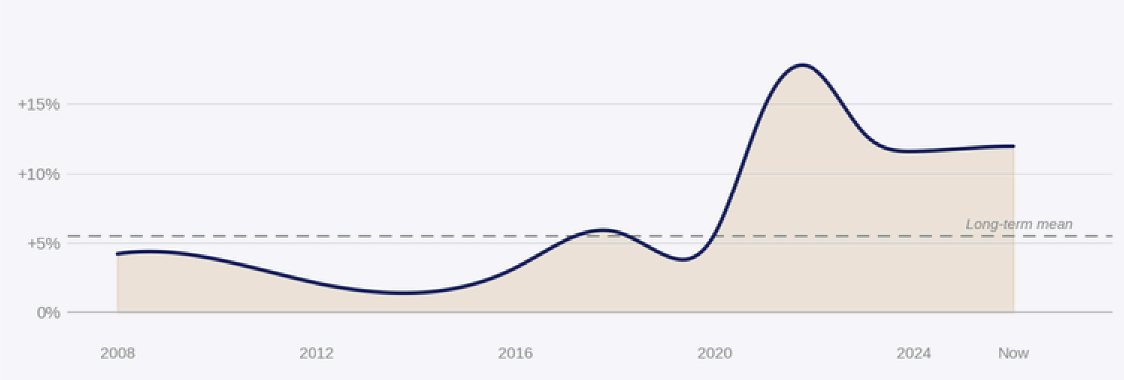
Acting has a return.

We calculate both.

Fig. 02 TYPICAL PRICE • ROLLING 17-YEAR SERIES WITH INDICATIVE FORWARD BAND

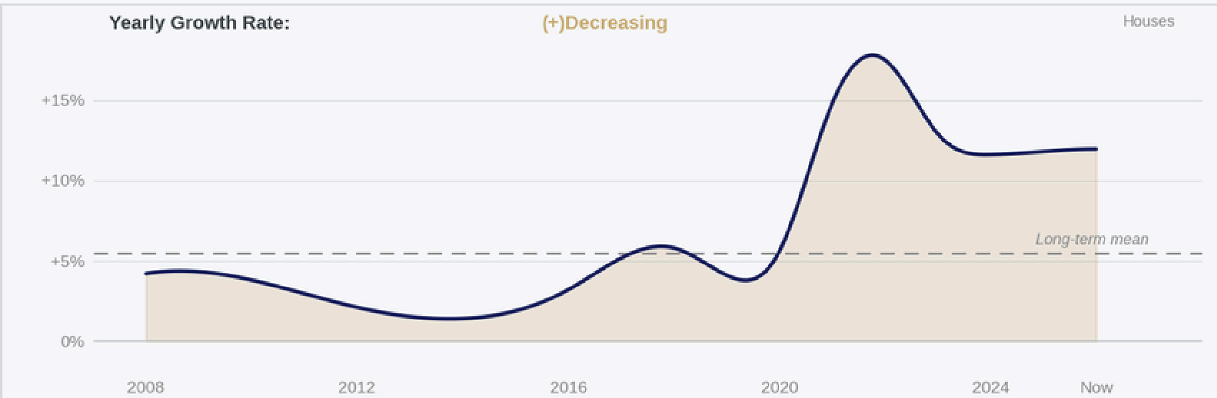
Source: 80 Metrics Area Statistics Report — Wynn Vale SA 5127 (Houses). Smoothed annual growth rate. 17-year window.

Fig. 03 YEARLY GROWTH RATE • LONG-CYCLE BEHAVIOUR



Source: 80 Metrics Area Statistics Report — Wynn Vale SA 5127. Each engagement produces a structured advisory document typically 40–80 pages — covering 80+ metrics across Fundamentals, Supply, Demand and Growth & Risk.

SAMPLE REPORTS



Indicative recreation of a live 80 Metrics Area Statistics Report. Each engagement produces a structured advisory document typically 40-80 pages — covering 80+ metrics across Fundamentals, Supply, Demand and Growth & Risk.

Our Services

Three decisions. Three services.
One standard of advice.

OUR SERVICES

Buyer advocacy

We determine where to buy — before property is even considered.

Independent advice on what to buy and why.

WHAT'S INCLUDED

Discovery session
Position, goals, constraints, capacity.

Market selection
80-metric analysis across 8,000+ suburbs.

Suburb shortlisting
3–5 markets that fit the brief.

Property sourcing
On-market and off-market channels.

Due diligence
Independent pricing, contract, and risk review.

Negotiation
Auction or private-sale, in your interest.

Settlement coordination
Conveyancer, lender, building inspector.

Post-purchase review
Strategy update and asset positioning.

> “ *From market selection through to settlement*
> ***— one structured engagement.***

Buyer Advocacy – Case Study 1

CLIENT PROFILE

OBJECTIVE

Capital growth investment purchase, Queensland.

CHALLENGE

The client had identified a high-profile suburb based on media coverage. Our analysis identified a higher-performing growth corridor with stronger fundamentals, lower supply pressure, and a significantly better five-year trajectory.

OUTCOME

4.8% below asking price

Negotiated discount

+30% in 18 months

Value growth

Client entered a market the data identified before broader recognition. The negotiated entry and subsequent growth have compounded the return from day one.

> “ *The evidence pointed somewhere we wouldn't have looked.* ***That's exactly what we needed.***

Buyer Advocacy – Case Study 2

CLIENT PROFILE

OBJECTIVE

Self managed super fund acquisition requiring both cash flow and capital growth.

CHALLENGE

The beneficiaries' age profile required a balanced asset – strong enough yield to support cash flow needs, with genuine capital growth potential. Pure yield plays and pure growth plays both failed the brief.

OUTCOME

7% Gross Yield

at purchase

Strong/undervalued

Capital growth profile

A single asset meeting dual requirements. The fund holds a self-funding investment with meaningful upside, appropriate for the beneficiaries' stage of life.

> “ *We needed income and growth from one asset.* ***The analysis found a market where both were achievable.***

OUR SERVICES

Vendor advocacy

Independent oversight from pricing to settlement.
Your agent works for the deal. We work for you.
We sit on your side of the table.

There are **two pathways** to sell

PATHWAY ONE

30-Day Vendor Discovery & Market Test

For vendors who want to test the market before committing to a full sales campaign. Over 30 days we conduct independent pricing analysis, off-market buyer testing, and provide a clear recommendation on whether to proceed to a full campaign — or hold.

PATHWAY TWO

Direct to Market — Agent Selection & Campaign Oversight

For vendors ready to list. We independently shortlist and interview agents on your behalf, negotiate fees and conditions, and provide oversight throughout the sales campaign from listing to settlement.

> *Vendor Advocacy is structured around two distinct pathways. Both are independent. Both are evidence-based.*

Vendor Advocacy – Case Study 3

CLIENT PROFILE

SITUATION

Owner looking to sell but unwilling to run a public campaign - privacy was a priority, with a firm financial deadline tied to the purchase of their next home.

CHALLENGE

A public listing risked prolonged market exposure and price negotiation under pressure. The client needed to test genuine buyer appetite discreetly, obtain an offer that met their price expectations, and settle within a window that aligned with their onward purchase — without either transaction falling over.

OUTCOME

Off-market

Pathway - 30-Day Vendor Discovery & Market Test

Price met

Within required timeframe

A qualified buyer was identified through our off-market channels. An offer was secured at a price that met the client's expectations within a timeframe that allowed their next purchase to proceed. The property never appeared publicly on the market.

> *“ We didn't want neighbours or colleagues knowing our business.* ***The off-market process gave us a result without any of that exposure.***

Vendor Advocacy – Case Study 4

CLIENT PROFILE

OBJECTIVE

Adult children coordinating the sale of a family home to fund an aged care placement for their parents.

CHALLENGE

The sale needed to happen within a defined timeframe to fund the bond. Pricing had to be right - too low meant a shortfall, too high meant a delayed campaign the timeline couldn't absorb.

OUTCOME

On schedule

Parents moved to placement

Within window

Required sale timing met

Independent pricing analysis, agent selection, and campaign oversight delivered a result within the required window. Parents moved to their placement on schedule. Adult children remained focused on the family, not the transaction.

> *“ The timing couldn't slip. Having someone independent manage the sale meant* ***we could focus on Mum and Dad.***

OUR SERVICES

Portfolio review

Independent assessment of every property in your portfolio.
Buy more, hold, or release.

WHAT'S INCLUDED

Per-property assessment
80-metric score for current location.

Performance review
Growth, yield, holding cost to date.

Opportunity-cost modeling
5, 10, and 20-year scenarios.

Comparative ranking
Each asset against current market.

Recommendation
Hold, release, or refinance — with rationale.

Capital redeployment
Where released equity should go next.

Written report
Delivered as a structured advisory document.

Strategy session
Walkthrough and Q&A with the principal

> “ *Every property, scored. Every option, modelled.*
> ***One clear recommendation.***

Portfolio Review – Case Study 5

CLIENT PROFILE

SITUATION

Investor holding an underperforming inner-city apartment.

CHALLENGE

Several years of minimal growth. Our analysis identified persistent structural oversupply in the area with metrics indicating the conditions were unlikely to improve. The property was consuming capital with no credible upside path.

OUTCOME

Sell immediately

Direction given

Capital redeployed

Into high-growth fundamentals market

Property sold. Capital redeployed into a market with strong growth fundamentals identified through the 80-metric framework. The client reset from a losing position to a performing one.

> *We'd been hoping it would turn around. The data told us it wouldn't.* ***Selling was the right call.***

Portfolio Review – Case Study 6

CLIENT PROFILE

OBJECTIVE

A couple looking to purchase a home who also held an investment property with inadequately structured gearing.

CHALLENGE

The investment debt structure was working against their ability to buy where they wanted to live. They hadn't quantified the impact. Our review provided the evidence on what it was actually costing them, and modelled the alternatives.

OUTCOME

Restructure

Direction - investment gearing

Home purchase unlocked

Capacity restored

Working with their financial planner, the clients restructured their investment position. This unlocked capacity to purchase the home they wanted, in the location they chose, while retaining a properly structured investment aligned to their long-term goals.

> *We didn't know the structure was holding us back.* ***Once we could see the numbers, the path forward was clear.***

WHAT YOU RECEIVE

Applies to Buyer Advocacy and Portfolio Review engagements.

Each engagement produces a structured advisory document — typically **40–80 pages** — that turns 80+ data points into a single recommendation you can act on.

01 Position & Brief

Your goals, capacity, constraints, and time horizon — captured in writing so the strategy is anchored to your circumstances.

02 Market Selection

The 8,000+ suburb screen reduced to a shortlist of 3–5 candidate markets, with the metrics that drove each selection.

03 Suburb Deep-Dive

Per-suburb score cards across all four pillars — fundamentals, supply, demand, growth & risk — with sub-metric detail.

04 Comparative Analysis

Side-by-side comparison of shortlisted markets — composite scores, divergence drivers, and trade-offs.

05 Opportunity-Cost Modelling

Five, ten, and twenty-year projections for each scenario — including the cost of inaction.

06 Recommendation

One clear direction —buy, sell, hold, or review — with the evidence trail behind it.

80+	8,000+	40-80	1
METRICS ANALYSED	SUBURBS SCREENED	PAGES DELIVERED	RECOMMENDATION

What it costs to **engage 80 Metrics?**

Buyer Advocacy	Full engagement: Discovery, Research, Direction, Execution — from market selection through to settlement.	2% of price +GST
Vendor Advocacy	$3,000 +GST to engage. Non-refundable. For vendors who proceed to a full market campaign, advertising costs (typically $8,000–$12,000) are paid by the vendor directly to the agent. Off-market sales incur no advertising costs. On successful sale, we receive 25% of the selling agent's commission — paid by the agent.	$3,000 +GST
Portfolio Review	Comprehensive independent assessment with opportunity cost modeling over 5, 10, and 20 years.	$1,500 +GST

> *“The better question is —* ***what will it cost you not to?***

See if we're the **right fit**

Before any engagement, we confirm a few details to ensure we can make the conversation worthwhile.

We accept a limited number of new engagements.
Not every enquiry proceeds to a Strategy Session.

A: Shop 2, 10 Eramosa Road
SOMERVILLE, VIC 3912
P: (03) 8773 4599
E: team@80metrics.com.au
W: www.80metrics.com.au

Beyond advisory, *80 Metrics supports selected community and charitable initiatives aligned with long-term impact. Details available on request.*