

# LandlordCentral.com.au

## Media Kit 2007

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[www.LandlordCentral.com.au](http://www.LandlordCentral.com.au)

Australia's No.1 Investment Property Website

## About Landlord Central

Landlord Central is a national investment property website completely dedicated to property investors. It provides quality education, useful resources and the most comprehensively detailed investment properties for sale on the internet.

The main aim of the website is to assist investors confidently evaluate, compare and secure investment properties most suited to their needs directly from the website.

### *Independent Representation*

Landlord Central represents a major shift in the investment property market as it allows both the seller and the buyer of property to have fair and independent representation. This is a deviation from the traditional real estate model, where one real estate agent sits in the middle of two negotiating parties, making it difficult for the agent to represent both parties fairly.

The representative for the buyer can be any professional advisor; for example a mortgage broker, accountant, financial planner or real estate agent. The buyer can choose their own representative or be referred to someone.

### *A University for Landlords*

Lead by world-renowned educator, property investor and New York Times Best Selling Author Dr. Dolf de Roos and supported by a growing number of well-qualified presenters, the Landlord University is an ever-expanding learning centre that aims to help 'students' master the skills and habits of successful property investors.

### *Landlord Toolkit*

The Landlord Toolkit is a collection of useful articles, links and other resources designed to make your life easier. Whether you're looking for information on property management, insurance services, depreciation or tax the Landlord Toolkit is your first port of call for all this and more.

### *Australia's No.1 Investment Property Website*

As far as we're aware there is no other website in the world like Landlord Central.

Whether it's world-class education, handy resources, personalised analysis tools or quality investment properties you require, Landlord Central is the only website a property investor needs.

**Landlord Central's mission:**  
To be Australia's number one investment property website

## Praise for Landlord Central

"Landlord Central's unique tools make the process of selecting and purchasing a suitable investment property incredibly simple."

*Sal Carrero*

*Former Sales & Marketing Director, Lawfund Australia*

"Landlord Central assists investors to confidently evaluate, compare and secure investment properties most suited to their needs. There is no other website in the world like it."

*Dr. Ian Hopkins*

*Investment Property Analyst and Commentator*

"The free investment calculator, Landlord University and other resources are unbeatable. To pay for all of this would cost a small fortune."

*George Helou*

*Property Investor*

"I congratulate Landlord Central on leading this industry-wide revolution. I have no doubt that Landlord Central will quickly gain popularity throughout Australia and beyond."

*David Howard*

*Former CEO, Real Estate Institute of NSW*

"As a global real estate educator, I see first hand the information available to help property investor's select sound investments. This is why I am confident to proclaim that Landlord Central has the industry's most advanced real estate evaluation technology to provide property investors with detailed, relevant information - information that can enable them to make their buying decisions with greater ease and confidence."

*Dr. Dolf de Roos,*

*Property Investor, Educator & Author*

## Landlord Central Online Video Presentations

### ***Introducing Landlord Central***

This presentation provides a snapshot of the education, resources, tools and reports available at LandlordCentral.com.au.

### ***Real Estate Agent Presentation***

A must listen for all real estate agents who want to reach a targeted global investor audience, stay in control of the selling process and save time and marketing resources.

### ***Property Seller Presentation***

This presentation outlines how Landlord Central can work for Property Sellers.

### ***Investor Representative Presentation***

This presentation outlines how Landlord Central can help Investor Representatives to expand their service, enhance their brand and increase their income.

### ***System Administration Presentation***

A complete guide to the system administration area of the Landlord Central website. This presentation outlines how the seller and investor representative or buyer can track properties and commissions, generate valuable reports and communicate with all involved parties.

To view these videos visit [www.LandlordCentral.com.au](http://www.LandlordCentral.com.au) and go to the 'Do Business With Us' page

## In the Press

### **March 2007**

Dr. Dolf de Roos on the cover of *Your Investment Property* magazine with feature story

Click to download: <http://www.redspark.com.au/lca/YIParticle.pdf>

Landlord Central in *Your Investment Property* magazine

Click to download: [http://www.redspark.com.au/lca/landlordcentral\\_ad.pdf](http://www.redspark.com.au/lca/landlordcentral_ad.pdf)

Landlord Central in *Catalyst Finance Newsletter*

Click to download: <http://www.redspark.com.au/lca/catalyst.pdf>

### **Contact Us**

For more information about LandlordCentral.com.au including website screen shots and logos contact:

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