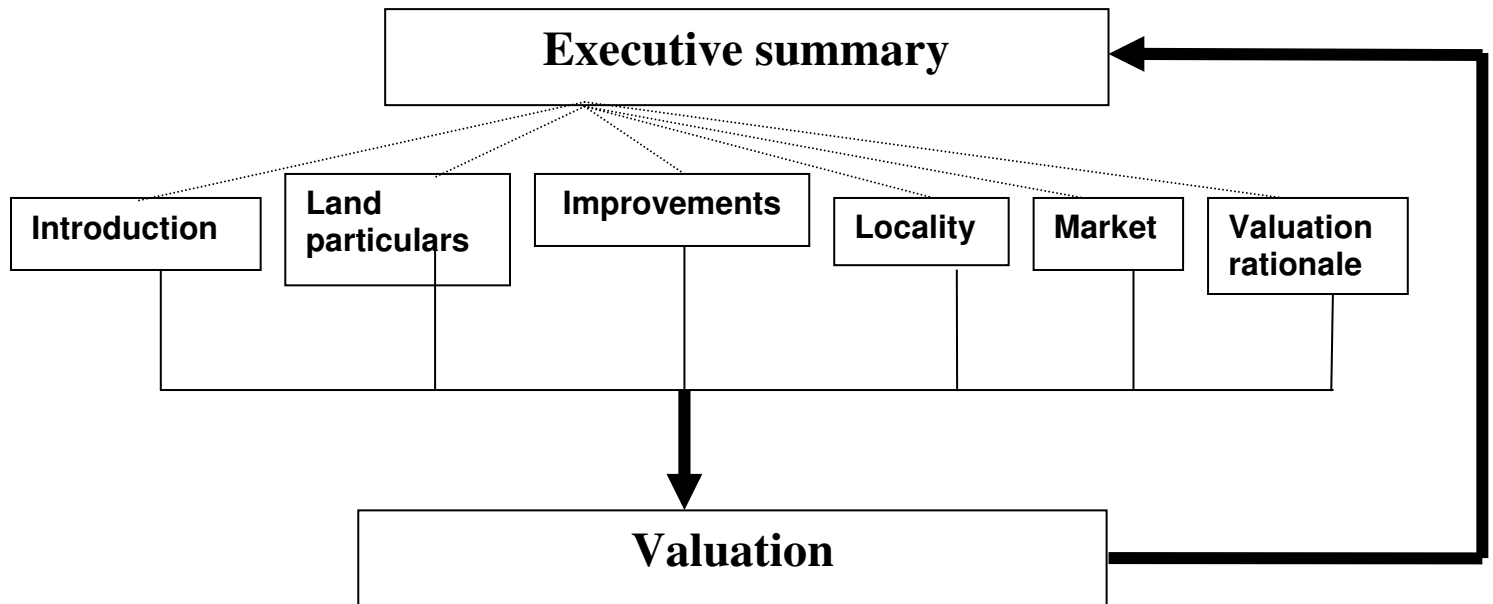


Property valuation report

1. Suggested report structure



1.2 Report hierarchy (numbered)

A hierarchy suggests that main points work best in a sequence, from specific to general, or from most important to least important.

By plotting out your ideas in a hierarchy before you begin your report, you create a plan of action. This hierarchy may change as you find out more about the property you are researching.

Look at other models and analyse them for their efficiency in providing key information. Make a note of items you could adapt for your own purposes.

Remember, each site may require different items of analysis, so *do not copy other report templates* without careful consideration.

Exercise

Examine the hierarchy of items below and identify any errors or ambiguities. What other criticisms can you make?

3. Market Analysis	31
3.1 Introduction	31
3.2 Market Behaviour	31
3.3 General Market conditions	31
3.3.1 The residential property market – Victoria	31
3.4 Macro-economic climate	31
3.4.1 The regional economy	32
3.4.2 The global economy	32
3.4.3 The domestic economy	39
3.5 Summary	39

Adapted from Shearn, B, Sedgwick, J, Isaac, R & Knight, C 2005 *Feasibility study: 33 Wattle Road, Hawthorn, Vic*, RMIT Property Valuations

Suggested Exercise

In your report groups, develop a hierarchy for your property valuation report. Be ready to justify your choices.

**Note: Do not go beyond three levels in your hierarchy e.g.
1.1.1. Two levels are preferable.**

1. Report language

You are going to a great deal of effort to create a report that is not only impressive in terms of research, analysis and accuracy of advice; it should also look good, and read fluently. Remember: the more attractive you make your layout, the more obvious are errors in type or expression.

1.1 Plain English

The specialist area of Property valuation has its own specific language. It is important that you use it to good effect. However, do not over-complicate your language. You may think complicated language makes you look like an expert. In fact, it may make you look like someone out of control! Expert advice comes in plain English. **Keep your sentences brief and to the point, wherever possible.**

Exercise

Read the following two examples and answer the questions:

Example 1

The surrounding locale of the property is predominantly rural residential in nature with development comprising a number of similar sized residential properties together with some larger agricultural properties used for grazing or the production of orchards.

Example 2

The surrounding area is predominantly rural residential, with some larger agricultural properties used for grazing and fruit growing.

Do both examples convey the same meaning?

Identify the differences in writing style. Which do you prefer? Why?

Rewrite the following sentence into two sentences.

The property is accessed via the Gumnut Highway or Mt Misery Road and is approximately one and a half hours drive from downtown Gumnut.

Remember: one sentence should carry one idea. The original sentence has two main ideas: how to get to the property, and how long it will take to get there from the town of Gumnut.

1.2 The writer's voice

You are the writer, the expert adviser. If you are going to quote others, or use statistics, be sure that you say why you are doing this before you jump into the quote.

Example:

We further note a significant increase in interest in properties in investment properties in Melbourne's west. The recently released REIV June quarterly medians show increases of more than 10% in western suburbs such as Maidstone, Williamstown, Taylors Lakes and Altona, placing them in the top 10 growth suburbs.	Writer's claim
	Supporting evidence

1.3 First person pronouns

You are the expert/s. Use 'I' (if you are solely responsible) or 'We' (if you are working for a company or in a group) when you are giving opinions, or making note of conditions relating to the site.

1.4 Avoid using 'I think'

A quick look at other report models reveals the **verbs** most often used to establish the authority of the adviser:

I propose (that)	we note that	I recommend (that)
I suggest (that)	we believe that	I am of the opinion that
we consider (that)	we find X fit to	we are aware that
I have paid particular attention to	we confirm (that)	we have analysed
I would evaluate (that)	we assume (that)	we have obtained (that)
I estimate (that)	I have calculated (that)	we have observed (that)
we find that	we have investigated	I assess
I would indicate (that)	we include	we conclude that

Can you think of any others? As you look at other reports, take note of these useful verbs.

1.5 Bullet points

Where possible, give information in bullet points. These are used when there is no hierarchy between points – they do not suggest a process or sequence:

Example:

We note from the proposed development costings that the following services would be provided to the subject land:

- water
- drainage
- sewerage
- gas
- electricity
- telephone.

In the example above, each of the bulleted items is the same grammatical structure. After the list, there is a single full stop.

Look at the next examples and spot the differences:

The model is primarily based upon gross income, making allowances for the following factors:

- A risk allowance is made using a default ratio and vacancy factor where applicable.
- An allowance for return to the investor is made, which reflects the risks that are inherent to the type of development.
- Etc.

(Note: because complete sentences follow the bullets, there is a Capital letter to start and a full stop to end each sentence.)

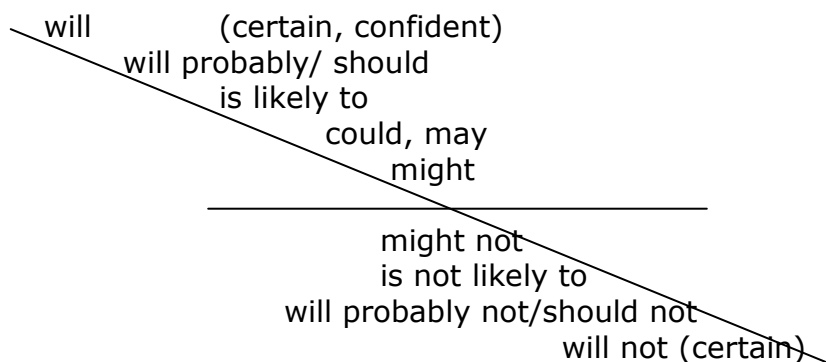
The aged care industry is currently in a dynamic position as a result of:

- an aging demographic
- potential for efficiency gains and higher profit levels.

(note: because there are no complete sentences after the bullet points, Capital letters are not used, and a full stop is used after the final point.)

1.6 Qualifications

Because you are giving advice (based on your analysis) that needs to hold up in a court of law, it is important to use your words wisely.



1.7 Frequent errors

- **Comprises/is comprised of**

A common real estate mistake is *it comprises of*.

- **its/it's:** the first is a sign of ownership or attribution; the second means ***it is***. The simple way to check is to ask yourself: Do I mean *it is*?
- **however mid-sentence**
The aim of the facility is to provide 100 beds; **however** we are advised by X that the recommended occupancy rate for a facility of this size is 80%. (*note the semi-colon in front of the however; same for therefore and nevertheless*)

1.8 Using images and diagrams

- The use of tables, graphs and maps can be effective ways of introducing information.
- Make sure, however that the visual information you select adds value to your written analysis.
- Your writing should show *how* you have used this information.
Example: The map in Figure 1 shows how the site is located between the river to the south and the access road to the north.
- Be sure to **label** your maps and graphs for easy 'reading'.

1.9 Editing and proof-reading

- Use spell-check 'religiously'.
- Check visual material as well as written sections of your report.
- At the final proofing stage, get a good speller, preferably NOT one of the group to do a final read-through.

For more information about report writing, go to:

www.dlsweb.rmit.edu.au/lsu

If you would like some feedback on your report writing process, please make an **appointment with the Learning Skills Unit on Tel: 9925-4488**, or **click on Learning query at our website above, and email a teacher.**