



All I want for Christmas

For the second year running we have put together a Christmas wish list of the products that can really help your clients as well as your business in the new year. Whether you are looking for a tech solution, a property investment vehicle or an ETF, *Financial Standard* has got you covered.



01:
Warren Gibson
general manager,
sales and marketing,
DomaCom

DomaCom Fund

Tangible, easy to understand and boasting strong performance over the long-term – it's easy to see why the appetite for property investing continues to go from strength to strength.

But while buying a property outright is the simplest way to invest in the asset class, this might not always be practical especially for SMSF trustees who don't want to borrow heavily through their retirement nest egg or weight too heavily to the asset class.

Property syndicates and pooled investment funds can help spread the risk and the cost between many investors, but it can be hard to get much control over what you buy.

That's where the DomaCom Fund comes in. The ASIC regulated, internet based investment product operates under a managed investment scheme structure and enables investors, through their financial adviser, to create or

join a book build to purchase a specific property. DomaCom calls this 'fractional property investing' but it has parallels to both property trusts and property syndicates.

Unlike traditional property trusts, DomaCom does not take money into the fund then select properties to purchase. The investor, through their financial adviser, chooses the property they want. In regard to syndicates, the DomaCom model is highly scalable with multiple liquidity solutions.

The bookbuild process brings investors together to secure sufficient money to buy their property of choice in a similar manner to traditional syndication. Once purchased the property is segregated into a sub-fund of the MIS with the property title held by the trustee and custodian.

Money to invest in property is held in DomaCom's Cash Fund with an attractive 3.1% interest



The quote

The fund enables and indeed encourages diversification to minimise risk in a way that buying a single property does not.

Warren Gibson, general manager, sales and marketing, DomaCom

rate (at time of going to print). The DomaCom Fund has no internal gearing and tracks the pure return of property – rental yield and capital value.

"There are several benefits to using the DomaCom Fund," says DomaCom general manager, sales and marketing Warren Gibson⁰¹. "Advisers have a property solution for which they can charge a fee for service and they have a solution that helps protect their clients from unscrupulous property sales people.

"The fund enables and indeed encourages diversification to minimise risk in a way that buying a single property does not, and finally the asset allocation to property can be maintained by unitising it.

"The DomaCom Fund is an ideal vehicle for advisers to increase their client reach across multiple generations in an asset class that is highly desirable but difficult to acquire." **FS**

www.domacom.com.au



DomaCom
FRACTIONAL PROPERTY INVESTING

SMSF PROPERTY HEADLINES CONFUSING?

Buying property in an SMSF?

FEARS OVER SMSF PROPERTY LENDING

ADDING VALUE TO YOUR SMSF WITH PROPERTY

RESIDENTIAL PROPERTY TRENDING FOR SMSFS

LOOK BEFORE YOU LEAP INTO GEARING

Is property a good investment for SMSF trustees?

SMSF PROPERTY INVESTMENT HAS TRAPS FOR THE UNWARY

DomaCom eliminates borrowing and the need to buy 100%

- ♦ Attractive pricing to alternative property trusts and syndicates
- ♦ Tracks pure property return
- ♦ Attractive cash rate for funds on deposit
- ♦ Low entry level to invest in property
- ♦ Choice – potentially any property for sale in Australia
- ♦ Diversification – purchase a small parcel of units across multiple sub funds with different types of property in different locations
- ♦ Comprehensive reporting on valuation, income and expenses
- ♦ ASIC regulated MIS with the protection of a regulated fund
- ♦ Liquidity options including a secondary market
- ♦ NO internal gearing
- ♦ Corporate governance underpinned by Australia's oldest and largest RE and Custodian

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