



option



Secure Your Financial Future



Investing for Success



Become A Property Investor

Introduction

Here's what you need to know:

Q: Can property investment truly build Financial ?

A: Absolutely. With strategic planning and smart tax strategies, property investment can be a cornerstone of your financial growth.

Q: Why choose Option?

A: We're not just advisors; we're your partners in finance. With decades of experience, we offer bespoke guidance that fits your life.

No *'one-size-fits-all'* solutions here.

Ready to see how property investment can fit into your financial plan? Connect with us today and take a step towards securing your future.



Crafting Your Financial Success with Wise Investments

Tailored Strategies

We'll explain how you invest, and show you the great results you can achieve. Let's explore our way to financial success

Who are we?

Our approach is personal.

Located at 1 Castlereagh Street in Sydney, Option Financial is here to help you achieve your financial goals. **Partner with us to navigate the complexities of finance with confidence.**

We're focused on providing practical solutions for reducing your mortgage, saving on tax, and addressing retirement planning with clear, practical advice.

What we do

Our mission is straightforward

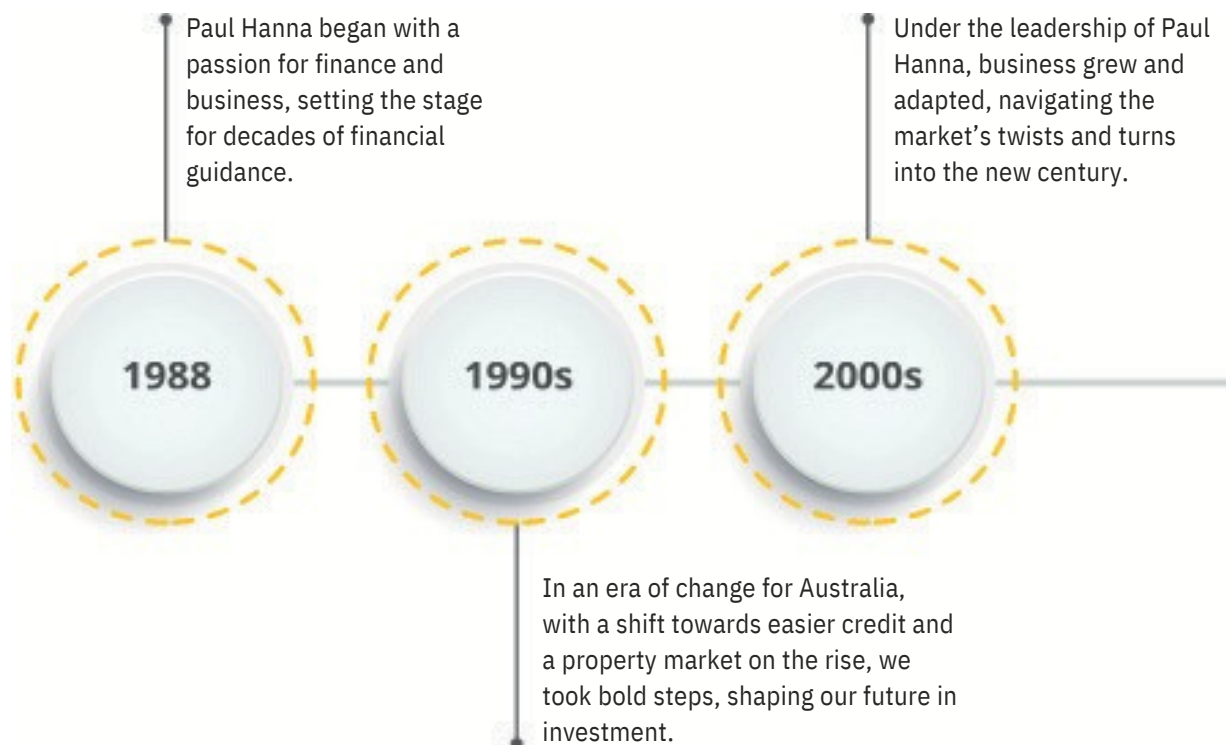
We help you build and protect your wealth. Whether you're looking to expand your assets, ensure your financial security, or explore the potential of property investment, we bring the expertise, resources, and insights essential for every phase of your journey.



A little bit about **Our story so far**

In 1988, CEO Paul Hanna set out on his finance and investment journey, driven by a keen business sense and a dedication to finance and wealth creation for everyday Australians.

His dedication over 35 years has been to empower individuals in their financial goals.





890

Happy clients
over time



630+

Properties
Invested



26

Awards for
Sustained
activity

With Option's launch in 2016, we sharpened our focus, leveraging market trends to drive high growth in property investments for our clients.

2010s

2020s

2024+

With years of experience behind us, we're committed to staying at the forefront of the property and finance sectors.

We're steady and growing, navigating the property and finance landscape with a clear vision for the future.





How we do it
**Property
Investment**

→ Demographic Data Assessment

Our analysis starts with a deep dive into demographic data, examining population growth, age and income distribution, and employment trends in your targeted area. This 'People' data is crucial, providing us with insights into who your potential tenants or buyers could be.

→ Migration Patterns

We explore migration trends and overall market dynamics to understand whether people are moving into or out of the area and why. This vital information allows us to foresee shifts in property demand and pinpoint promising investment opportunities.

→ Market Competition and Pricing

Understanding the competitive landscape and pricing trends within the local real estate market is fundamental to our strategy. By integrating demographic data with current market conditions, we strive to maximise your investment's potential for success.



Our Process

01

Evaluation and Analysis

Begin with a thorough evaluation and analysis of your current financial position.

02

Strategic Planning

Develop a strategic plan for property and Financial - building, including an assessment of your overall financial health.

03

Tailored Financial Strategy

Create customised financial strategies and structures to support your goals, including cash flow planning.

04

Secure Property Financing

Secure finance with our in-house finance team from a range of different lenders.



Laying Foundations for Financial Prosperity

05

Property Aquisitions

Meticulously select suitable properties aligned with your specific financial situation or circumstance.

06

Contract Management and Settlement

Proficiently handle contracts and ensure smooth property settlement.

07

Tenant and Property Management

We manage property inspections, tenant matters, and overall property care.

08

Portfolio and Client Support

Continuously review our portfolio and provide comprehensive client support and concierge-level care.



Client Case Studies

We explain challenges to Property Investment



The Challenge

Many Australian families face hurdles when trying to invest in property. They often struggle to get affordable loan rates, or save up enough for a down payment, and navigate the complicated loan approval process. Understanding property market rules, like who can invest and tax rules, can be confusing too.



The Solution

We assist families in securing the best loan rates to enable investment. Our team simplifies the loan approval process and assists with planning.

Additionally, we highlight the significant growth our clients have achieved recently by following the Option plan.

Case Studies

Investment Properties



Growth Value: \$230,600

Ormeau QLD (House & Land) 4bed/2bath/2car
Purchase Price: \$514,400 (2019)
Current Value: \$745,000 (2024)



Growth Value: \$192,600

Spring Mountain QLD (House & Land) 4bed/2bath/2car
Purchase Price: \$542,500 (2020)
Current Value: \$735,000 (2023)



Growth Value: \$261,600

Hope Island QLD (Apartment) 2bed/2bath/1car
Purchase Price: \$499,000 (2021)
Current Value: \$760,000 (2023)



Case Studies

Investment Properties



Growth Value: \$342,600

Thornlands QLD (House & Land) 4bed/2bath/2car
Purchase Price: \$583,000 (2017)
Current Price: \$925,000 (2023)



Growth Value: \$280,600

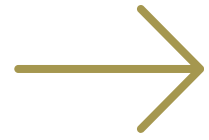
Warnervale NSW (House & Land) 4bed/2bath/2car
Purchase Price: \$593,100 (2020)
Current Value: \$855,000 (2023)



Growth Value: \$283,600

Redland Bay QLD (House & Land) 4bed/2bath/2car
Purchase Price: \$522,000 (2017)
Current Value: \$805,000 (2023)





At Option Financial, we're focused on your success. Take Ben and Sarah as an example: they saved \$55,000 on their mortgage and added two income properties to their portfolio, all with our help.



They chose us

Ben and Sarah, Sydney

With guidance from Option Financial, we've taken control of our finances by reducing our mortgage repayments, saving us over \$55K in interest, and enabling us to purchase a high-growth investment property. "It's given us a real peace of mind."



Roger and Susan, Wollongong

"The team at Option Financial helped us create a plan to pay off our home loan before retirement and invest in property to grow our wealth. "We are now in comfortable semi retirement."



The individuals featured are genuine customers of ours. For privacy reasons, the photographs provided are for illustrative purposes only.



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Bill and Linda's Story

Meet the Johnsons, whose financial future has been reshaped with help from Raphael Bove and the Option team. Bill and Linda have built a comfortable retirement by investing in property based on Raphael's strategic advice.

A key moment was when they transferred these investments to their children, not just passing on Financial , but setting up a solid financial foundation for the next generation.

At Option Financial, we're proud to play a part in such life-changing decisions, helping to secure both their retirement and their family's future.

The Option team



Our People

Meet the Option Team



Paul Hanna

Chief Executive Officer



Raphael Bove

General Manager



Jacqui Hanna

Chief Relationship
Manager



Sam Hanna

Operations
Manager



Michael Gee

Head of Finance



Cassandra Hanna

Group Relationship
Manager



Ryan Annelsey

Strategy and Marketing



Zoe O'Donnell

Marketing Manager



Kevin Keane

Client Consultant



Martin Fiay

Client Consultant



Stephanie Cook

Property Manager





Imagine where you could be tomorrow if you take the leap today Scan the QR code and learn more about your journey with Option.

Your Option for a better future





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