

Think of property developers and the thought conjures up a competitive world of big burly blokes. Now there's a new breed of women getting their boots dirty.

What started as a seed in the form of a property investment course is now a thriving business with a growing client base. Property BLOOM's success can be attributed to the vision of its director, Joanna Chivers.

Three years ago, it was her dissatisfaction with where a ten year marketing career was heading that inadvertently led to the creation of Property BLOOM. "I was marketing manager for a huge corporation, working long hours and making lots of money for others. I felt time and opportunities were passing me by. I started reading wealth creating books like Rich Dad, Poor Dad by Robert Kiyosaki and made a decision to change my life and hence my future. I wanted to set up my family's future so we could live a great lifestyle into our retirement. Superannuation and a salary job were just not going to do it."

At the age of 36 and seven months pregnant, Jo commenced an intensive property investment course that built the foundations of her own property portfolio and business today. Her personal property portfolio is now valued around three million dollars. Perhaps even more interesting is that it was built in just three years.

Acting on a need to also build a business that would help others plan for their future, Property BLOOM was born, coincidentally around the same time as her baby boy.

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Property BLOOM is both developer and project manager, creating lucrative property investments for clients. Property BLOOM locates suitable property that can be developed in the right locations. Then through a detailed process, guides the project to a result of multiple investment properties that may be cashflow positive* for an affordable investment. Around \$80,000 in net equity is created in the project. For an aggressive investor, this equity can be used to buy more property, For a more conservative investor, kept as a safety buffer.

* Dependant on taxable income.

In a flat market it's necessary to use strategies that add value. We create equity rather than rely on capital growth.

Property BLOOM is a different type of business. It brings a woman's touch to a sometimes cut throat industry. At the forefront of the business is a willingness to help others by using a kinder, gentler form of entrepreneurship - one based on sincerity and passion. This unique formula created a niche in the property market for Property BLOOM.

"I believe if you focus your mind on making money only for yourself, it's hard to become rich in the full sense of the meaning. But when you focus also on giving and helping others then wealth and happiness come freely."

