

Company: Small Businesses of Australia

Nomination Submitted by: Annette Densham, Award Writing Specialist

Company Description: Award Writing Specialist

Nomination Category: Thought Leadership Categories

Nomination Sub Category: Thought Leader of The Year - Consumer Services

Nomination Title: Moxin Reza - founder of Investor Partner Group

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated individual, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 199 words used.

I began my career in data analysis, helping multinational companies create strategic plans. Seeking more meaningful impact, I founded Investor Partner Group (IPG) to help people build wealth through smart property investment.

My data-driven approach led me to develop the FEW Method, a tailored strategy guiding clients at every stage—whether starting out, scaling, or reaching high-net-worth status. I also created thepropertyplans, a tech platform designed to build sustainable, long-term portfolios.

Seeing investors struggle with rising interest rates, I launched Cashflow Real Estate (CFRE), focusing on co-living spaces that generate steady cash flow and financial returns while making a social impact.

To empower future property professionals, I co-founded the Australian Property Academy, bridging the gap between theory and practice with actionable insights. My Help Me Buy Property podcast extends this education further, providing accessible advice for all investors.

The Real Estate for Women (R4W) initiative, co-founded with ambassador Varsha Banker, equips women—especially single women—with the tools to succeed in property investment. R4W offers pathways to wealth creation, career opportunities, and side hustles, all while maintaining a work-life balance.

I also authored The Millennial's Guide to Property Investing, a practical resource demystifying property strategies and helping readers design their financial future.

4. If you are providing written answers to the questions for this category, you must answer this second question: Outline the nominee's thought leadership achievements since 1 January 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 246 words used.

Over the past two years, I've focused on positioning myself as a thought leader in property investment by building platforms, launching initiatives, and contributing meaningfully to national conversations on wealth creation and housing affordability.

I developed the Cashflow Real Estate (CFRE) model to address the growing gap between income and property prices. In a high-interest rate environment, CFRE delivered \$6.3 million in passive income for investors within a year, proving that strategic co-living investments could outperform traditional models. This initiative has become a blueprint for affordable, high-yield property strategies in Australia.

I've used media to amplify these ideas, securing features on Ticker TV, news.com.au, and through Publicity Princess' Meet the Press, where I showcased solutions like Real Estate for Women (R4W), an initiative empowering over 150 women to invest or pursue careers in real estate.

I invested in technology and transparency, building a client portal that tracks property, finance, and portfolio performance in real-time. This shift towards a single ecosystem approach reflects my belief in long-term partnerships over transactions.

I also launched the Australian Property Academy, equipping everyday Australians with the education usually reserved for elite investors. This, combined with 70% repeat business and 4.5-year average client retention, shows the trust and impact we've built.

My work has been recognised with finalist positions in the REB Awards, PIPA Awards, AFR Fast Starters, and the Australian Small Business Champion Awards, not for volume, but for leading a smarter, more inclusive property investment future.

5. If you are providing written answers to the questions for this category, you must answer this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 247 words used.

Most buyer's agents focus purely on property acquisition, my focus is on transforming how Australians build long-term wealth. What makes my approach unique is the strategic creation of an integrated investment ecosystem that puts education, structure, and outcomes at the centre of every client experience.

Through the Help Me ecosystem, clients access tailored support across property acquisition, finance, tax and SMSF structuring, development, and now co-living property management. This ecosystem has supported the successful transaction of over \$121 million in property in FY 2023–24, growing from \$72 million in the previous year, and supporting 148 clients, up from 71.

The Direct-to-Vendor Network has secured 68 below-market deals in the last 12 months, delivering clients an average of \$40,000 in instant equity per transaction, something very few buyer's agents offer at scale.

My CFRE initiative has resulted in over 400 co-living rooms tenanted, generating an average of \$240 per week per room, with gross returns of 9 to 11% in a market where many properties are yielding closer to 4 or 5%.

The client retention rate is 70%, and the average investor acquires three or more properties within 4.5 years.

In terms of industry influence, Real Estate for Women (R4W) has trained 20 women as licensed buyer's agents and enabled 200+ property purchases through its network, with over 60% of participants from culturally diverse backgrounds.

These initiatives have also contributed to over \$6.3 million in passive income for clients, helping close the financial independence gap.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 189 words used.

This support document showcases the breadth and depth of Investor Partner Group's (IPG) work as a leading property investment firm. It outlines the end-to-end service model, covering property acquisition, tax structuring, SMSF guidance, mortgage broking, property management, and portfolio strategy, all delivered in-house. Judges will see how we provide exceptional value at standard buyer's agent fees, backed by a deeply personalised customer experience.

The document highlights proprietary tools (Property Plans and Hot Suburbs reports), the launch of our integrated client portal, and investment in ongoing education via the Australian Property Academy. It features growth metrics including \$250M+ in transactions, 400+ clients, 80%+ repeat/referral rate, and 627% portfolio value increase over two years.

It also outlines social impact, including the success of a co-living investment model that generates strong returns while addressing housing affordability. Real Estate for Women (R4W), a dedicated initiative supporting over 150 women investors, is spotlighted alongside success stories like Alina Ali, who progressed from investor to mentor.

Founders Moxin Reza and Varsha Banker's personal stories ground the document in authenticity, and our media presence across AFR, Ticker TV, and Smart Property Investment underscores our industry leadership.



Attachments/Videos/Links:

[Moxin Reza - founder of Investor Partner Group](#)



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