

## Why Invest in Property

No investment today offers the stability and simplicity coupled with the excellent return offered by investing in property. The stock market can offer high returns but it is a very volatile and dangerous place. This is especially true for the non-professional and there are so many external factors that can effect your financial investment. Add to this the fact that the major stock markets have generally been under performing and Property investment stands head and shoulders above other forms of investment.

### Advantages of Investing in Property

Property is now the wise investors weapon of choice. No other investment allows you to purchase with other people's money (The Bank) and then pay this back with other people's money (the rental income from tenants). If you own property you can release equity against this, although there is no law that states that your property will increase in value year on year it is accepted that a well maintained property in a reasonable area will appreciate in value.

- " 50% of individuals mentioned on The Times Rich List made their money through investing in property."

- " A property worth just R100 000 10 years ago would be today worth around R 2 500 000. (Figures may vary)"

- " Equities or Stocks can be volatile, as with the .com crash. Property however is historically stable."

- " It is well documented that on average the value of a property doubles every 3 years."

The benefit with buying specifically for Investment is that you can remove the emotion from the purchase and look at the property as an investment vehicle.