



**Sunday Mail (Adel) 1st ed.  
Sunday 5/04/2009**

Page: 12  
Section: Home  
Region: Adelaide, AU  
Circulation: 304096  
Type: Capital City Daily  
Size: 125.38 sq.cms.



**slice**  
slicemedia.com

press clip



## TOPTIPS

Chris Gray is a leading property expert, qualified chartered accountant, buyers' agent, mortgage broker and investor. He is also CEO of his own property portfolio company, Empire. He offers these five tips for property investment

**1. Do your research.** Know what you're really buying and what it's really worth. You need to personally inspect at least 50 to 100 properties for each

suburb you are interested in and then track what they actually sold for. This will give you a better idea when it comes to negotiating the purchase price of your new property.

**2. Choose your area carefully.** Is it attractive to other buyers and tenants? Is it close to water, work, leisure and transport? Buy where the majority of people want to live, not necessarily where you might want to live for the next six to 12 months.

**3. Don't buy on price alone.** Buy the right property at the right price. Avoid the cheapest property in the cheapest area. The better areas hold their value in the tough times and rise by more in the better times.

**4. Use a professional valuer.** Avoid an emotional purchase at a price you might later regret. A valuer will give you a completely independent view on what it's really worth and what the bank will be willing to lend.

**5. Assess demand.** Buy in an area with limited available land but plenty of buyer and rental demand. If there's no more land and plenty of demand, the price should continue to go up well into the future. Remember you are making a long-term financial decision so do your homework.