

A guide to successful property investment



Introduction



Property has always been seen as a secure investment vehicle as the core asset value will keep increasing with inflation.

This type of investment is particularly attractive in the current world of low interest rates and Lenders keen to provide buy-to-let mortgages with suitable deposits. In the current market, renting is at an all-time high many tenants find that this flexibility of renting suits their life-style choice.



Rule 1: research the market

As with any decision, it is important to do your research.

Ask yourself; are you seeking a rental return, or is capital appreciation more important to you? As a general rule, Tenant demand is for smaller rather than larger properties, with the home close to public transport.

The first decision is whether the property should be Freehold or Leasehold. A flat in a newly built block will of course be maintenance free, but you must remember to add in the Service Charge. At the opposite end of the scale, many Landlords look for a property that they can work on and improve before marketing to find a Tenant. Spend time broadly learning about the current market. Talk to Fisks, who are always happy to advise you on the current market conditions. Discuss with your financial advisor the question of how this purchase is to be funded; do you need a mortgage, are you going to use your own cash resources? Do not forget to talk to your Accountant as there are tax implications.

After these discussions, you will be in a position to decide at which price you wish to buy and which type of property your budget will meet.



Rule 2: check your tenants

Ensure that the Tenant is properly referenced;

many Landlords will only accept a Tenant where a Rent Guarantee Policy (with or without legal expenses) can be put in place.

Any decoration of a property should be kept neutral. Most Tenants outside of London are seeking unfurnished properties, whilst in the major cities, furnishing or part-furnishing – particularly of flats, is the norm.

As with all properties, a Tenant may well make an offer; the market is moving all the time. As a Landlord, it is important to restrict the void period – the amount of time your property is not occupied – to maximise your investment return.



Rule 3: consider costs

This investment should be considered as a 'Business' and all businesses are faced with costs.

insurance, the use of a professional Agent that can hold your hand every step of the way etc. but no investment is risk free. In buying a property you will at least always have the underlying asset.

Many people have successfully become private Landlords; securing a long-term future and in many cases, adding to their retirement income.

If you follow these basic rules and remember that this is just a financial investment, there is no reason why you should not reap the rewards of success.



So, there you have it!

Call any Fisks office for advice
on successful property
investment.



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