



For immediate release
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Now's the time to get back into bricks and mortar

Timing, research and local knowledge are keys to property investment success

With property prices increasing for the fourth consecutive month, now is the time to consider investing in bricks and mortar say experts at Edinburgh property investment and management property specialists Cullen Property.

The Halifax House Price Index in October noted a 2.8% house price increase, the fourth consecutive monthly increase and the sixth so far this year, with the average house price now standing at £230,184.*

Despite this increase, Cullen Property has been busy sourcing suitable properties for existing clients and prospective investors.

Operations Director Steve Coyle explains: "In the past couple of months alone, clients have bought properties through us and we will be busy looking for other opportunities to buy in the next few months. Buying property now for the student letting market in Spring 2010 is particularly attractive.

"It certainly looks like the market has 'bottomed out' and serious investors want to make sure to purchase now – before prices increase even more.

"Our clients have seen the value of their investments growing steadily, and during these difficult times they have held their values and continued to provide steady rental income. More than anything else, we advise them to look at property as a long term commitment. It is an ideal way to save for retirement, while currently showing good returns on cash invested."

The company believes that, although the overall value of property may have increased very slowly in recent months, a well chosen property becomes a great asset over ten to 20 years.



Steve Coyle: "Timing is crucial to property investment and local knowledge can be hugely beneficial when it comes to deciding what and where to buy. With more students coming to the capital looking for quality property to let, and limited numbers of sought after, traditional properties available, Edinburgh is an ideal place for property investment."

Apart from timing and local knowledge, investors are urged to choose solid finance.

"Right now, property investment is a great option for those with a sizeable deposit," Coyle continues. "And we hope banks will start offering more competitive buy-to let mortgage rates in the next few months."

Prospective investors should speak to their financial adviser and consider using equity built up in their own home if they need to raise money.

Cullen Property currently manages approximately 300 properties across Edinburgh. The company offers a full management service, including property sourcing for investors, lettings and refurbishment.

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Steve Coyle is available for interview on request.

For further media information, high resolution images or to arrange an interview contact Samantha McKay or Fiona Vernon at Niche Works on 0131 669 0333 or samantha@nicheworks.co.uk / fiona@nicheworks.co.uk.

Notes to editors:

- Cullen Property was founded in 1998 by two directors who believe passionately in the future of Edinburgh's property market
- The company specialises in acquiring and managing properties for clients looking to invest in and let out residential property in Edinburgh
- It currently manages approximately 300 properties and consistently achieves over 98% occupancy levels

* The Halifax House Price Index noted a 2.8% increase in October 2009, the fourth consecutive monthly increase and the sixth so far this year, with the average house price now £230,184:

<http://www.rightmove.co.uk/news/house-price-index/october-2009>



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