

FOR IMMEDIATE RELEASE

Property investment growth spells lucrative opportunities for financial services professionals

Key points

- **Growth in property investment activity to usher in new business opportunities for accounting professionals, financial planners, mortgage brokers and buyer's agents**
- **PIPA's QPIA course offers professionals further opportunity to benefit from burgeoning investment market**

Tuesday 30 April 2013: Signs of a renaissance in the Australian property investment market are pointing to strong opportunities for financial services professionals including accountants, mortgage brokers, financial planners and buyer's agents, according to the Property Investment Professionals of Australia (PIPA).

"Market forces are currently aligning to produce excellent property investment conditions in many parts of the country," said PIPA chair Ben Kingsley, "bringing with them a new wave of investment activity and great opportunities for financial services professionals."

"We saw four cash rate cuts throughout 2012 of 125 basis points, bringing the official cash rate in 2013 to an historical low of 3 per cent and, as a result, we're seeing an abundance of very attractive home loan rates," he said.

"Combine this with very strong rental yields and low vacancy rates across many property markets, and the impetus to invest in property is stronger than it's been in quite some time."

New figures released from the Australian Bureau of Statistics this month confirm that investment activity is beginning to gain momentum, with the value of investment housing commitments (trend) rising 1.5 per cent in February 2013, or \$115 million, Mr Kingsley said.

Moreover, property prices are beginning to see some upward growth, as the property market gathers pace. According to RP Data, dwelling values across the combined capital cities recorded a 2.8 per cent rise in the March quarter – the strongest result seen over the past three years, and a good indication the market is on its way up.

“And to top all of this off, Australians’ mushrooming interest in property investment via self-managed super is only going to add to the opportunities in this space,” Mr Kingsley said.

While increasing momentum in property investment spells obvious opportunity for any industry professional, there is opportunity for savvy operators to benefit even further, according to Mr Kingsley.

“Financial services providers have the chance to really take this opportunity that growth in property investment presents and amplify it, by specialising in property investment as a QPIA – Qualified Property Investment Adviser,” he said.

“A QPIA is a formally educated, qualified property investment specialist who can advise investors not only on an individual property selection, but develop a long-term property investment strategy that meets the client’s individual needs and long-term aspirations.”

Any professional looking to broaden their service offering to encompass property investment advice, or looking to be recognised for their existing expertise, can become a QPIA through PIPA’s Property Investment Adviser Accreditation Course.

Alternatively, any professionals active within the property investment space can simply become a member of PIPA, so that the public can identify them as a property investment professional within their field.

“Property is always a great asset selection and there are always pockets of the market where opportunity abounds,” Mr Kingsley said.

“Any professional who specialises in providing a greater service to property investor clients is going to be very well positioned to grow their business and enhance their bottom line.”

To find out more about PIPA or PIPA’s QPIA course, financial professionals can visit www.pipa.asn.au or contact the association directly on 02 4302 1624 or info@pipa.asn.au.

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NOTE TO EDITORS

About PIPA

The Property Investment Professionals of Australia (PIPA) is a not-for-profit association established by industry practitioners with the objective of representing and raising the professional standards of all operators involved with property investment.

Since its inception, PIPA has developed codes of ethics and conduct and professional standards of accreditation and education for the property investment industry, including a Property Investment Adviser Accreditation Course.

PIPA is actively lobbying the federal government to bring property investment advice into a regulatory framework.

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