Tranio.com
Overseas property

Press release

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Yields and profit strategies for real estate investors

The first thing most (first-time) investors demand is high-yield property, but data shows that lower yields are actually the key to better profits at the end of the day.

In this article, Tranio's managing partner and real estate investment expert George Kachmazov explains how property with high yields actually gains less value overall in comparison to commercial property with low risks.

> *"Yields depend directly on the balance between location, tenant reliability and liquidity. Unfortunately, most investors want high yields without the risk, but it doesn't work that way. You can't buy a property with a "risk level" of 3% and expect it to earn 7% yields per annum."*
> **George Kachmazov, managing partner at Tranio**

Key points:

- **Location, tenant reliability and liquidity** are key in any investment decision
- **7% recommended max. yield** for a secure investment with good price growth
- **Foreign commercial property** is best investment for emerging market buyers
- **Rental income strategy** is the simplest and safest strategy for overseas property
- **Added value projects** focus on operational yields, best for industry experts
- Target city centres lik**e Germany's "Big Seven" cities, Vienna, London and New York**

Battersea powerstation is London's biggest central district renewal project

To read the full interview, just click here.

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