

Property investment title for SA

Real Estate Publishing will be launching the *South African Real Estate Investor* magazine in August 2007, in collaboration with Nexus Publishing, which publishes the title in the US. *Personal Real Estate Investor* has allegedly been the number one magazine for real estate investors in the US since its launch in December 2003.

The magazine's mission is simple: to help investors build wealth through property investment. It informs investors on all aspects of residential and commercial property investments. The content of the magazine is actionable and bottom-line driven. It is a helpful, organised magazine packed with resources such as what investment approach suits you, how to's, checklists and editorial designed to follow investment and ownership cycles.

The four pillars of the magazine are Principles, Process, Properties and Providers, which covers all aspects of the investment process from getting started, designing an investment strategy, finding properties, acquiring, financing, improving, managing and trading properties profitably.

South African Real Estate Investor magazine is aimed at the established investor, DIY investor, new informed homeowner to inquisitive traditional investors who operate in aligned property businesses such as estate agencies, mortgage originators, property developers, conveyancing, banking/financing, accounting, property insurance, education, etc.

Besides the variances in local tax laws, legal structures and accounting principles, the principles of property investing is universal, no matter where you decide to invest in the world. The magazine has access to the best of breed investors advice such as world acclaimed international property investor Dolf de Roos (author of number one *New York Times* bestselling book *Real Estate Riches* and tutor for Donald Trump's Real Estate University and Andrew Waite, investor, founder and publisher of Nexus Publishing, as well as a host of other local and international property investor expertise.

The editorial will be adapted to suit local needs and trends as well include local articles on successful local master property investors and will also focus on local property investment hotspots. A key part of the magazine is also getting to understand the psyche of successful property investors and how to acquire and apply those attributes.

For more information, go to www.realestateinvestormag.co.za.