

PROPERTY INVESTOR TOOLKIT

By Richard Brown



Beautifully illustrated, colourful, intelligent, resourceful and thoroughly modern – that's this month's book.

You might be wondering what has prompted such a plethora of positive adjectives (... if you'll pardon my penchant for alliteration). I really must stop saying "This is different" in these reviews – maybe difference is becoming the norm, in which case it ceases to be different – but **Property Investor Toolkit: A 7-Part Toolkit for Property Investment Success** is rather a lot different.

The author, Richard Brown, is host of the Property Voice blog (www.thepropertyvoice.net), a site that may be familiar to many of you, and the book follows a similar style in both writing and illustration. No surprises there perhaps, but I think it's fair to say that Richard has developed a strong editorial style that is informative and entertaining.

So far, this has only been published in e-book format (Kindle Textbook Format) and will be best viewed on the Kindle Fire range or the Kindle app for iPhone/iPad or laptop, to get the full effect of the layout, illustration and use of colour.

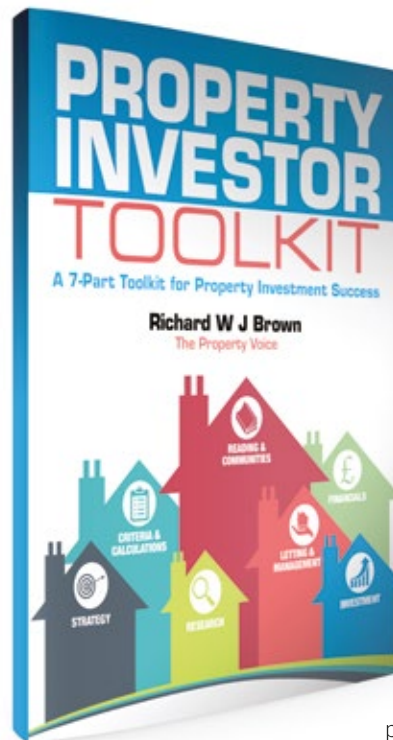
It's not a big book. At 45 pages, it's a bit of a whistle-stop tour of property investing but an added bonus for the very modest price is that it includes links to a huge selection of resources, forums, blogs (Property Voice and others), reference sites for due diligence and statistics, education, books and magazines (including your favourites, YPN and The Property Bookshop!).

As the subtitle suggests, seven sections cover seven fundamental aspects of property investing. Of these, I'm most captivated by the first and last: the **Property Investing Strategy Selection and Property as an Investment**. The former contains a to-the-point, no frills list of twenty strategies together with a very nifty strategy selector, which is also available as a download from Richard's blog if you really want to get stuck in.

As well as the usual reasons that outline why property investing is a good idea, **Property as an Investment** encourages you to work out your magic figure, the net asset value you will need - what Richard calls 'The Number'. He shows you how to determine The Number, when you need it, and how to go about achieving it. In the next section, **Investor Quick Start & Next Steps**, he advises you to approach property in a slow and measured way rather than rushing headlong in and making expensive mistakes: **"Do not invest in anything yet! Get a basic understanding of property first."** He then suggests a programme of education to get you started.

WHO IS IT FOR?

The previous paragraph may be a hint. If you're new to property, this will be a very handy reference to get you going,



particularly given all the resources that are listed. It is something that you can dip in and out of as needed and covers all the basics from education, to strategy, research, lettings and financials.

If you have been in and around property for a while on the other hand, there is probably not that much you don't already know. You might find some helpful resources though. That strategy selector, for example, will be useful if you have plateau'd and are having a rethink about your approach, or you might find links to sites that you haven't encountered before, or get a different perspective on an aspect of finance.

I'd also recommend it to another category of property people – those thinking of writing a book themselves. Dinosaur lovers of the written word, like myself, tend to think of books as that bundle of bound tree pulp we hold in our hands, but this is a fresh approach for a property publication and one that is likely to appeal to a whole new generation of readers.

MORE TO COME

On the subject of publishing, Richard has not finished with this title yet. As at the time of writing, he has told me that he's putting the finishing touches to a print version of the book – for the dinosaurs among us of course – and also plans to release it in a format for Paperwhite and earlier Kindles. It will be interesting to see how well it translates to these new formats and I wish Richard well with all of them. Continuing with the multi media theme, he has in addition launched a Property Voice podcast, the first series of which complements the book - you'll find the details on his web site.

Over the past couple of years, I believe we have seen a small handful of classy writers (of which Richard is one) emerging from among the ranks of property investor authors, people who care not only about the legitimacy of the message in their books, but also have an eye on the quality of presentation. The days of a few **ENTHUSIASTIC** words thrown together to create an **AMAZING** book showing you how to **GET RICH QUICK** by following a strategy that **CANNOT FAIL** may be on the way out. And that, in my book (pun intended), is a good thing. Not that I'm on a mission or anything.

Jayne Owen

www.propertybookshop.com

Email: jayne@mozaique.co.uk

Mobile: 07540 466630



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