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How to invest in property- by Ian Comyns by [Ian Comyns](#)

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There are three key areas property investors should look at when finding the right location to invest in.

In his latest video, Exchange property management expert, Ian Comyns, advises new investors to focus on three key fundamentals when buying real estate:

1. Look at the key drivers of value

Focus on key fundamentals that underpin value in the area including infrastructure and local amenities.

Some suburbs quite close to the city such still lack many key amenities, which means that those areas may be the slowest to appreciate in a really hot market and could be the fastest to depreciate in a cooling market.

“The law of supply and demand and the economic imperative of being close to the CBD is obviously going to give you superior capital growth, as opposed to investing somewhere in the city outskirts,” Comyns says.

2. Watch for news of events that drive growth

Keep up to date with any announcements on planned infrastructure projects such as new hospitals or railway lines in remote areas.

“Infrastructure projects are often key drivers for future rental demand and if you get in at the ground floor and buy a rental investment property before the project starts, you can often capitalise on increased demand and consequently improve your capital return,” Comyns says.

3. Structural integrity

After looking at the fundamentals underpinning price growth or value, it's now time to find the right property.

When assessing potential investment properties, Comyns suggests focusing on natural light, ventilation and storage space as opposed to being influenced by fixtures and fittings such as tiles in the bathroom, as these can always be updated down the track.

“Space is another major factor you will need to keep in mind when investing in property. If you're looking to buy a house you should consider the size of the block and you will need to look at floor space if you're interested in investing in a unit.”

Learn more about how property investment works and what strategies you can use to build your real estate portfolio with the latest guides and expert advice from Exchange Property Sales and Management.

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Ian Comnys is the owner and Director of a [Exchange property](#), Exchange property sales & management is a Sydney based a [property management](#) company helping you in selling your home or renting out a property in Sydney's inner west.

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