



January 16, 2007

Media Statement

BRICKS AND MORTAR MORE POPULAR THAN DIAMONDS

Bricks and mortar are fast becoming more popular than diamonds as more young women head into the property market and towards financial independence, according to Maria Amos, director of Perth business Image Financial Group.

Statistics from one Australian home loan lender, report women now make up 46 per cent of property investors and that in the period June 2004 to 2006, the number of females in the market increased by a third.

An avid property investor herself, Ms Amos said the trend reflected women's growing influence on the economy.

"As director of a nearly all-female financial group – we do have one man in the office – I have seen a jump in the number of young women stepping out to invest in property and start building wealth for themselves," she said.

"The fact that women are grabbing these investment opportunities really goes to show that we are having much more of an influence on the WA economy than ever before, and with that comes many benefits.

"My involvement in property started when I was 23, and I can confidently say that I wouldn't be where I am today in my personal and financial lives, as well as my career, if I hadn't taken the initiative."

Ms Amos said it was encouraging that women no longer felt the need to wait around for an inheritance, career advancement or even marriage to start investing in their financial future.

Here are some key tips for women wanting to get started in property investing:

- Take a close look at your finances and refine your budget. It's the critical first step.
- Take an interest in wealth creation – flick through the property pages of the newspaper or websites and "get to know the lingo" first.
- Visit a finance broker to work out the best strategy for buying your first property.
- Create a deadline for yourself – goals need to be specific and measurable.
- If you feel you don't have time to pound the pavement, consider hiring a buyers' agent.
- If you don't have the funds on your own, consider going in with a trusted friend to buy a property.

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background follows...

Maria Amos

Maria, a qualified property investment advisor, is the director of Stirling-based Image Financial Group.

A former piano teacher, Maria was drawn to the finance industry by her passion for helping people acquire property and money.

Maria said she was driven each day by the desire to help others, especially first time investors find success in property investments, as she has done for herself.

Maria has now built up a portfolio of seven properties, including her dream family home and finds her motivation in growing client's knowledge and keeping the bank's honest.

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