

Pam Golding gets intellectual with new mag

To assist consumers in making well-informed decisions regarding property investment - whether residential or commercial - the Pam Golding Property group, in association with Standard Bank and Smith Tabata Buchanan Boyes, has launched a quarterly publication, Intellectual Property (IP), which provides independently researched and practical information and advice across the full property spectrum.

Dr Andrew Golding, CE of the PGP group, says: "As South Africa's leading independent real estate company, we have felt an increasing imperative to provide the market with independently researched, relevant and valuable advice and information in regard to property investment.

"Over the past three years, we've seen that the reasons for property investment have changed fundamentally. Whereas in the past the purchase of a home was a necessity, often complicated by prohibitively high interest rates, more recently we have witnessed the emergence of residential property as an asset class in its own right.

"Individuals are extending themselves beyond the boundaries of their own homes in search of the best-performing capital growth investment, as well as the opportunity to attract rental incomes on additional properties."

The objective of IP is to inform, educate and inspire the South African market as to the 'ins and outs' of real estate, and to objectively identify the best opportunities for property investment in the residential and commercial sectors.

With property as its natural core focus, IP also provides analysis and commentary on interest rates, inflation and currency outlook, economic affairs, fiscal and legislative issues, and legal and taxation developments.

Leon Barnard, Director: Home Loans Division of Standard Bank of South Africa, says: "Buying a home is one of the biggest financial investments anyone can make - it's a serious responsibility with long-term implications. Being at the forefront of a booming home loan market, we acknowledge the important role we play in offering potential homeowners sound advice when it comes to property investment. As part of our commitment to the SA market, we are proud to be associated with the PGP group in this initiative."

Andy McPherson, managing partner of Smith Tabata Buchanan Boyes, says: "One of the most important aspects of buying a home is ensuring that buyers and sellers get the right legal advice. As the property market is dynamic in nature, valuable legal information for the consumer is vital in order to maximise the potential of their property investment. We will provide, through the pages of IP, legal opinions on current property law topics. This will empower the consumer to make informed decisions."

IP is edited by financial journalist Stuart Murray, who has almost 40 years' experience as a journalist, writer, publisher and

communicator.

IP will initially be published on a quarterly basis, with a view to becoming bi-monthly in due course. Fifty thousand copies will be printed each issue, to be distributed via the network of 2000 PGP agents nationwide. IP is also available at Pam Golding Properties offices around Southern Africa. For a preview of some of the articles contained in IP visit www.pamgolding.co.za.

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