

Book Review:

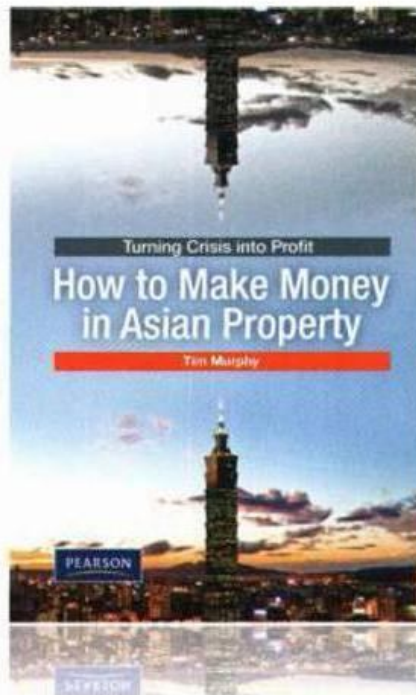
Turning Crisis Into Profit

"Turning Crisis into Profit" is written by Tim Murphy, an industry veteran who has first-hand experience of property investment across the world, and who has personally invested in eight Asian countries.

With the wealth of experiences he has gained in the industry, Tim hopes that this book will provide both the seasoned investors and first-time buyers with an insight on investing in the Asian property market.

While the author argues that investing in property during times of recession or economic slowdown can be extremely lucrative, the main message that comes through, or "Murphy's law" of property investment, is to keep emotion out of the transaction. "The best investments come from focusing on rental yields and potential from capital growth, rather than on a property's appearances," according to Tim.

This book is unique in that it brings together a discussion of long-term economic trends and insights into property market developments, with a very practical guide to dealing in several exciting Asian markets like Malaysia, Hong Kong, Vietnam, Cambodia, Indonesia, Macau, Taiwan, Japan and Singapore.



After presenting the case that investing in residential property is a great way for ordinary people to tap into Asia's economic rise, Tim offers advice on how to get started in property investment.

The book is easy to read and arguments are backed up by interesting data. Tim uses his own experiences – both positive and negative – to illustrate the key fundamentals for investing in property and importantly, the pitfalls to avoid. This book doesn't try to tell you exactly where or what to buy. However, it will make you think twice about buying a seemingly idyllic beach villa in Bali, and consider something that will have much more chance of making you some money.

As Asia continues to lead the way out of economic recovery, this 168-page book will equip any budding investors with the means to navigate the Asian property markets and build a thriving property portfolio. ■

ABOUT THE AUTHOR

In September 2005, Tim Murphy established IP Global Limited, a Hong Kong incorporated company dedicated to sourcing property developments in established and emerging markets.

Tim began building his property portfolio in his early twenties and by the age of thirty had accumulated over forty properties, principally in the UK market.

In the late 1990s, an overseas career move gave him exposure to other markets and he began investing abroad. Today he owns a portfolio of property covering fifteen countries, including Australia, Brazil, Eastern Europe, Japan, Spain, UK, Hong Kong, Malaysia, Thailand, Singapore and Vietnam.

What began as a personal wealth management strategy

turned into a business idea supporting other individuals who are looking to build a property portfolio outside of their domiciled market. Prior to establishing IP Global, Tim spent 13 years in the Insurance and Banking industries based in London, Korea and Hong Kong which gave him a rounded understanding of wealth management.

Tim's academic achievements include an MBA from City University, London and a sports studies degree from Southampton University. He has extensive media experience having appeared on CNBC, Bloomberg and Channel News Asia. Tim is also a regular pundit on property investment within Asia's broadsheet press.