

## *Why this book is written*

**A**fter nearly 20 years of investing in property and over 10 years of living in Asia, I've built up an expansive knowledge of investing in Asia's top cities. It was this experience and the many horror stories I'd heard of novice investors falling into strife that spurred me to write *Turning Crisis into Profit*. The risks of investing in property without the proper due diligence are plentiful, but by spending extra time to do your research you can avoid many of these pitfalls.

My approach to property is very analytical and based on the basic numbers – I always encourage clients and friends to take an unemotional approach when investing. It's with this in mind that I've come to penning my many experiences of property investment throughout the region. My ambition is that this book will provide both the seasoned investor and first-time buyers a guide of what to look out for when taking that step into a fast-paced and constantly changing territory.

### **A note to the reader:**

Dear reader

As a major contributor to this book's success, your comments, feedback, and stories on property investment gone right – or sour – are undoubtedly welcome at [tim@ipglobal-ltd.com](mailto:tim@ipglobal-ltd.com).

I thank you for your support.

*Tim Murphy*