

ENTR

What is the best timing for your real estate investment?

This is a question that frequently comes to mind when considering an investment in real estate.

As houses prices are rising across most major economies in the broadest property rally for more than 2 decades, there has hardly been a better time to recognize the wisdom of the old saying:

“Don’t wait to buy real estate, buy real estate and wait.”

Time is money...and space

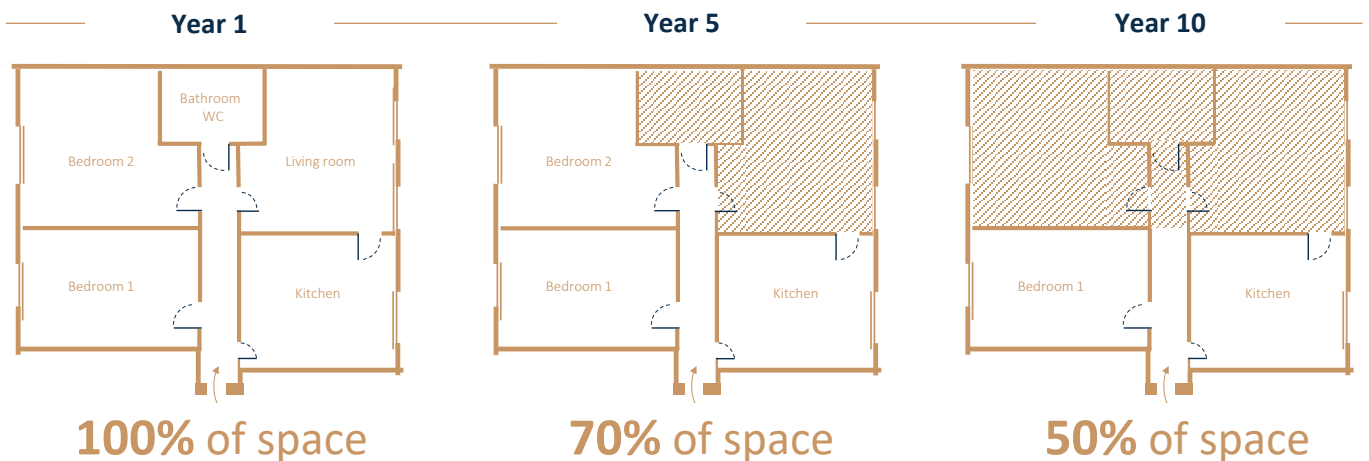
The remarkable rise in property price over the past year is partially due to temporary factors such as government tax incentives – boosting purchasing power of households – and pandemic-related disruptions to supply chains – raising the cost of building materials.

At this juncture, it may thus seem tempting to “wait for a dip” before making an investment in real estate.

In practice though, **successfully “timing” the market is challenging**. It is true for any investment in general with added complexity for real estate: **it takes months to buy a property** vs. minutes when buying shares.

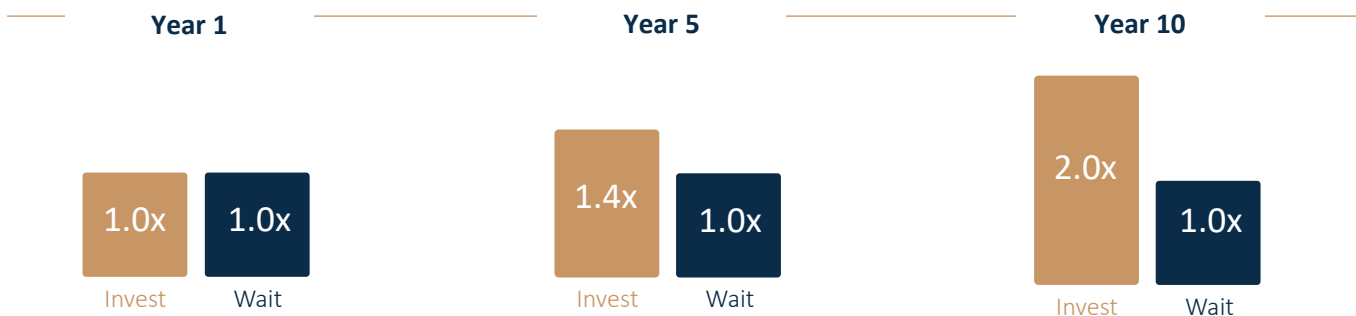
In real estate, when someone sits on the sidelines, they are not only missing on passive income but they are also facing a **steady decrease in the physical space they can afford**.

The illustration below shows how **an annual 7% rise in property price reduces over time the surface area** that a fixed amount of money can buy.



After 5 years, the surface area that can be acquired has shrunk by c.30%. After 10 years, it is divided by 2.

Another way to understand the cost of waiting in real estate investment is to see how **the same annual 7% rise in property price impacts** the trajectory of two investment portfolios where one investor invests in a property in year 1 while another decides to wait.



Real estate investment made simple

Given the dynamics described above, it is absolutely necessary to treat real estate as a regular allocation, ideally across different geographies, within an investor’s portfolio alongside equities, fixed income, and other investments.

However, in practice investors must overcome **major obstacles** to have real estate in their portfolio:

1. The identification of the right property is a **very time-consuming process**;
2. Direct investment in real estate requires managing multiple complex processes in parallel e.g. **mortgage negotiation with banks, property due diligence with lawyers**; and
3. Finally, the management and maintenance of real estate is a **labor-intensive activity** requiring on-the-ground support and planning.



The full-service model offered by ENTR removes all the real estate ownership complexities and allows investors to enjoy with a complete peace of mind the benefits of their investment in real estate.

ENTR has successfully launched ENTR Paris where investors have gained immediate access to a diversified collection of fully-managed prime properties in the heart of Paris.

About ENTR

ENTR provides a seamless, transparent and innovative way to access prime residential real estate in major global cities.

Investors with ENTR co-own a collection of carefully curated prime properties located in the most attractive cities around the globe and benefit from the on-the-ground knowledge and expertise of ENTR. These assets are fully managed and optimized by ENTR to generate regular income and capital gains.

ENTR combines extensive experience, rigorous selection criteria processes and technology to reinvent the real estate ownership experience in a changing world.



ENTR produces regular curated analysis and on the ground perspectives about investment in prime residential properties in global cities.

If you would like to be among the first to receive these materials and find out more about our real estate investment solutions, please fill in your details on <https://www.the-entr.com/contacts>

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