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## hot property advice from Colleen Coyne, director of Colleen Coyne Property Research Pty Limited

“Always remember property is cyclical, responding to economic cycles and supply and demand conditions. Be prepared to hold for the long term.”

### How did you get into the property market?

In 1980 I completed a town planning degree and applied for jobs across Australia, but got side-tracked when I accepted a position with PRD Consulting Services in Brisbane.

I loved it so much I haven't looked back, staying with property research for more than 25 years, working across all states and market sectors.

### What was the best property investment advice you ever received?

To always remember property is cyclical, responding to economic cycles and supply and demand conditions. Be prepared to hold for the long term.

### Who gave you the advice, when and where?

At PRD I worked closely with the managing directors. The Gold Coast property market cycle is more dramatic than in metropolitan areas, such as Brisbane, and oversupply can result in price falls.

### Did you act upon this advice and what was the outcome?

I am continually thinking about where we are in the property cycle, which has allowed me to make good capital gains on property, in particular a West End property in Brisbane in the late 1980s.

However, in the early 1990s I bought a Gold Coast property near the bottom of the cycle, but the two-tier market and construction of the Pacific Motorway resulted in a prolonged downturn.

In the end, I ignored advice to hold for the long term and sold in 1999 when I established my own

research company. If I had waited until the upswing of 2002/03, I would have made a capital gain.

### If you received any bad advice and suffered the consequences, what would you do differently now?

My experience with the Gold Coast property in the 1990s highlights the fact that personal circumstances can change and holding for the long term isn't always possible.

It is important to make some allowance for 'what if' scenarios when you commit to a property purchase.

### What advice do you have for people about to enter the property market?

Don't be seduced by the First Home Owners' Grant and lower interest rates to take on a mortgage larger than you can service.

Buy property to satisfy your real needs and do your own independent research.

