



Why Chinese international property demand is rising

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Chinese buyers want a stable investment rather than a high return, says a company chief who has been involved in a new international property website launch.

ACProperty.com.au (<http://acproperty.com.au/>), which is one of Australia's leading Chinese language property portals, has launched Sodichan.com (<http://sodichan.com/>) in a joint venture with ListGlobally. The new site will be run by the Melbourne-based ACProperty directors Esther Yong and Ivy Xiao.

The site brings together global syndicated listings from 50,000 global property developers and agents in Bulgaria, Turkey and Morocco and other countries with ACPROPERTY's listings in Australia under one Mandarin-only website.

Sodichan.com (<http://sodichan.com/>) plans to have more than 3million international properties listed on the site to satisfy the thirst for Chinese investors looking for home abroad. Ancillary services like Chinese speaking lawyers, brokers, concierge services will also be offered.

On top of this, Sodichan will be working with developers to curate a list of new developments across UK that are appealing to Chinese investors, make them "China ready" and distribute it to China-based agents to market and sell to their database of investors.

its China agent network is requesting for more stocks from UK, especially student apartments with rental guarantee and buy back scheme. Esther Yong was recently in London, speaking to a few developers and agents working out a structure to launch their developments in China.

She tells OPP.Today, "Chinese buyers love rental guarantees and buy back options. As they are not in the country, they do not want to worry about ongoing maintenance and property management.

"A lot of them are aware that there might be a 'build in cost' to the price in order to warrant a guarantee, but most don't really mind as long as the Return on Investment (ROI) is satisfactory. Bear in mind that these investors are not looking for high ROI (if they do they might as well be buying in China) but more so after a stable investment."

Properties that are of interest now include those that have:

- A lower entry point between £80,000-£150,000
- Minimum five years rental guarantee
- A buy back option.

"Most are looking at student accommodation or hotel rooms. Manchester / Liverpool are very popular for student accommodation. Hotels around Devon, Brighton, Plymouth area are also popular."

The price point is chosen as it is within the "legit range" of money that can be transferred out of China. At most the investor just needs two head count to ensure sufficient funds are transferred out.

Investors will buy three to four units at one go, if they are confident about the development.

With a low exchange rate now, it is a good time to enter the market, with many diversifying from other countries like Australia as its average property prices are much higher and there are few student accommodation investment options. Financing is also an issue for Australian properties, she says.

To complete a Chinese purchase a website is not enough, Ms Yong says. "Ultimately, agents need the right language, tools and channel to finish the transaction. You have to provide them with full support end-to-end in order to be useful to them."

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