

# PLAY PROPERTY FOR PROFIT

The economic downturn has shown that investing in real estate can be risky unless you know where to find the right market and get the timing right. Even in the current downturn there are many lucrative opportunities to be found.

Real estate markets have been in turmoil in many parts of the world thanks to the economic crisis, but there are always investment opportunities if you have the expertise and the vision. The investors and developers who can see those opportunities have a lot to gain, and they are broadening their horizons.

'Last year's credit crunch had a negative effect in all markets, but has created a handful of opportunities. As a result, we have established L.P. Ellinas London Properties since we believe that the downturn in the UK market won't last forever,' says Loucas P. Ellinas, CEO of the L.P. Ellinas Group.

Focused on high-quality developments in and around major cities in southeastern Europe, the companies in the L.P. Ellinas Group have represented mainly Middle Eastern investors, including many from Saudi Arabia, in successful investments in places like Cyprus, Greece and Romania.

Its success began in 2006, when it invested heavily in Eastern Europe as the European Union expanded to include Balkan states.

'We decided to enter the Romanian market as it is investor-friendly, encourages FDI and has improved its bureaucratic procedures. At that time, and until the recent credit crunch, the returns were impressive as Romania enjoyed remarkable economic growth. EU funding will also be invested into local infrastructure, creating more jobs and boosting incomes,' Loucas P. Ellinas remarks.

'The Balkan region was the only region, at least in Europe, that enjoyed high growth and high returns in real estate investments. We chose to focus our activities in Bucharest and its outskirts, choosing a strategy that brought continuous growth and secure, proven stability during the last year of worldwide recession,' he adds.

## The voice of experience

The group now sees the UK as having the potential for secure growth in the years ahead, and will apply its ethos of strong management and rigorous analysis to its activities there.

'Every investment opportunity is investigated in-depth and our detailed due diligence process enables us make the right decisions. Our competitive advantage is the strong relations with wealthy individuals from Saudi Arabia and the successful joint ventures we have established. Strong internal and external teams enable us to not only to mitigate any risks, but also to achieve the more important goal of maximising shareholder wealth,' says Loucas P. Ellinas.

Loucas P. Ellinas has proven that there are always opportunities, if you have the vision and the capital to exploit them. ■

## Further information

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