

# FEEL THE FEAR & DO IT ANYWAY



## FREE SEMINAR

IN OUR STATE-OF-THE-ART PURPOSE  
BUILT AUDITORIUM IN BUDERIM.

**6PM TUESDAY • 12TH MAY**  
**PHONE 5445 6044**  
EARLY BOOKINGS ESSENTIAL

[www.esafinance.com.au](http://www.esafinance.com.au)

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## Ever heard the expression “buy low – sell high”?

In the 24 years we have been in business we have always found one reoccurring trend quite amazing.

Anytime a market is going up (property or shares) we get a line of prospective investors beating a path to our door. But any time the markets are going down the complete opposite occurs. That's pretty amazing really because when the markets are down asset prices have been reduced.

One of the interesting things in the current economic downturn is that many investors are afraid to make a **COMMITMENT**. It's almost as though common sense has gone by the way. Fear has created an inability to act as people become obsessed with the 'but what if's' syndrome.

When fear takes hold in our mind - doing nothing seems like a logical course of action – but very often it's the sole reason why great investment opportunities continue to pass us by.

The rules have not changed. Any investment cycle is long term and long term means between 5 to 7 years. So do you really think prices will be the same as they are now for quality assets in 7 years time? For example the Australian share market is currently over 3000 points down from its highest point in 2007! How mind blowing an opportunity is that? Quality home prices are also said to have dropped in value – and interest rates are very low!

We are holding a **FREE** workshop in Buderim at 6pm on Tuesday 12th May.

The workshop is designed to show you how to safely take advantage of the current market volatility.

If you would like to attend you would need to ring Cathy on 5445 6044 to make a booking.

