

# Getting out of the Herd

If you ask the average person what their most valuable asset is they will usually tell you it is their family home. When asked how they acquired it their sad response is generally, "with a huge mortgage". However, debt doesn't need to be a dirty word.

Ellen Schafer believes that this sort of thinking not only defies logic it's a sure way of making certain you will always remain in the herd.

On Tuesday 30 May at 6pm ES&A is giving a free investment seminar on good, wholesome and affordable debt.

"This seminar will leave every investment seminar you have ever heard

before in the shade," Ellen Schafer says with a smile.

ES&A has an enviable reputation for using equity home loans and margin loans to create wealth for its clients and it has been doing it for more than 20 years.

"We are looking forward to sharing some fabulous insights into borrowing to become wealthy that evening," Ellen says.

"We delight in showing new investors and seasoned investors some interesting facts that will surprise them all," Ellen says.

The truth is more and more Australians are borrowing to buy shares and investment properties these days and they are reaping the benefits.

'Gearing' or borrowing money to purchase an income-producing asset is now much more common in Australia than it was 10 years ago.

According to Ellen, "Gearing not only increases the potential for profit (because you have money to invest that

you would not otherwise have) it can also magnify losses particularly in the short term.

"Therefore the seminar will cover the downside of borrowing to invest as well as the upside," Ellen says.

"This seminar will be held in an open forum style and participants will be encouraged to ask questions in a relaxed atmosphere with licensed investment advisers and mortgage brokers hosting the seminar."

Ellen believes that it will be a great seminar for couples looking to invest.

"Two heads are always better than one and besides, most people jointly own assets," Ellen says.

"It will certainly give people a lot of food for thought."

The seminar is expected to go for approximately three hours and will include light refreshments.

#### The seminar will include information on:

- What degree of certainty is there in the investment process?
- Understanding debt ratios and margin loans.
- Funding the debt.
- Positive and negative gearing and the associated tax advantages.
- Imputation credits explained.
- Doubling an existing share

"Our seminars usually book out so it is essential to make a reservation for attendance," Ellen says.

Those interested can make a booking by phoning 5445 6044 or you can register online at [www.esafinance.com.au](http://www.esafinance.com.au)

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investment using a margin loan.

- Using your spouse, company or trust's portfolio as third party security for borrowing.
- Making money when the markets go down.
- Using a margin loan to purchase an investment property.
- Living tax effectively from capital growth in retirement.



## "Don't follow the herd."

