

Investor Newsletter



GARY HAD REAL ESTATE INC.

CITY CORE



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Portland Oregon Update Winter 2011

The current market in Portland is a perfect storm for investors. Here are three reasons why.

1. The Right Price / ROI

We have had a slow but stable market. Foreclosures continue to put downward pressure on housing prices and the current economic conditions are making most buyers cautious. The economy has also weighed on sellers of investment properties which have been reflected in lower prices and higher returns rates. We are finally seeing good return numbers on investment properties which we have not seen for many years.

2. Hot Rental Market

The rental market in Portland is hot. Just in the past year rents have jumped considerably. If you can offer A, B+ or B property there is very high demand. Tenants will pay a premium for well managed properties, location or good condition.

3. Bright Future

Portland is in a renaissance. Food, music, creative arts,

design, high tech, green building are just some of the areas that are thriving. The demographics and future population numbers for Portland continue to look good and the word I often hear from new arrivals is “affordable”.

INVESTMENT STRATEGY

Most of my clients continue to use a core strategy. Meaning they hold properties in the City core: N, NE, SE, NW or SW. You still need to vet many properties to find the ones that meet a level of criteria to make them worth the investment but we continue to find properties that are compelling and fun to own.

LOCATION

Portland is the jewel of the West Coast. It offers affordability, livability and a stable growing market that will be desirable to boomers and Gen X for many decades. The city will continue to offer good returns for investors into the future.