**Blog 1: Why Should You Invest in Real Estate? 7 Advantages**

Since the time of modernization, real estate has been considered a valuable asset. Be it your residence, private commercial area, or a public place, real estate is always a credible belonging. Real estate is not an investment just for the wealthy, but an asset for every socio-economic class. Real estate is a kind of leverage that you can utilize for either yourself or productize it for capital gains. According to [IBEF](https://www.ibef.org/industry/real-estate-india), India’s real estate market will be worth INR 65,000 crore by 2040! But if you are still hesitant to invest your money in real estate, here are 7 solid reasons that can change your mind.

**1. Real Estate Enables Portfolio Diversification**

You might have invested your income into stocks, shares, mutual funds, etc. But when the stock market crashes, you can suffer a significant loss for the time being. That’s the reason you should diversify your investments. You might have heard the quote, “Never put all your eggs in one basket.” So, real estate investments can be an excellent way to diversify your investment portfolio.

**2. Real Estate - a Tangible Asset**

The price value of land possession may get high or low within the span of the years but tangible assets are worth something. When you invest in real estate, you possess a tangible asset. You still have a piece of a physical property to sell. Unlike the stock market, the value can never be zero or negative value.

**3. It Provides a Steady Cash Flow**

The biggest advantage of investing in real estate is cash flow and you can enjoy passive income. Through rent or lease, you can easily generate a steady cash flow. This provides financial security and regular cash flow which is rare with other investment options. Hence, real estate is a great way to build consistent cash flow in the long run.

**4. It Grants Appreciation**

Real estate markets are low in volatility and generally high in returns. While there can be lows but over the years, the value of real estate appreciates. A report by [Statista](https://www.statista.com/statistics/878447/india-growth-rate-of-real-estate-industry/#:~:text=The%20growth%20rate%20of%20real%20estate%20industry%20across%20India%20was,2010%20to%20fiscal%20year%202015.) mentions that the growth rate of the real estate industry across India was estimated to be 11.2 percent from the fiscal year 2015 to 2020. The best part about real estate is that you can appreciate the value of land by improving its interiors, look and feel, as well as by adding amenities.

**5. Tax Deductions Redeems**

When you buy and hold real estate, the IRS allows you to take advantage of tax deductions. Any expenses that you incur for maintenance, or handling business like buying a laptop, traveling to the property, etc. can result in tax deductions. Thus, you can reduce your tax liability and increases your profits.

**6. Real Estate Hedges from Inflation**

Another added benefit of real estate gains from inflation. As the national economy grows, the demand for real estate drives higher rents and selling prices. In return, you can achieve higher capital values.

**7. Serves as a Retirement Savings Plan**

Real Estate investments are a long-term game. As time passes, you earn more equity in the home. As you approach your retirement, you can sell the property and the profits will help you survive the life ahead. Real estate can also save you from financial breakdowns as you can sell the property whenever and get the capital in a lump sum or in parts.

**On An Ending Note**

Real estate investments are always going to stay in the financial security pyramid and it is a great way to build wealth. But if you don’t have the initial capital to buy land/property, you can own a fraction of it in partnership. [MyProp](http://www.myprop.co.in/) is a platform democratizing real estate investments in Vadodara that allows you to own land in partnership. Get in touch with MyProp to know more.

**Blog 2:**

**The Importance of Visual Content and How to Use It To Level Up Your Blogs**

Many business owners wonder why their blogs are not getting more views and engagement. They use the best quality content and yet the results are so desirable. Well, in that case, here is something that you need to ponder about.

**How often and how well do you use graphics in your blogs?**

Written words have a lot of power. But as the world of media is changing dynamically and the attention spans of humans are getting shorter, you need to pull off a little weight from the words. You need to hold up the glances of the viewers for a while so that they read up the content after that. The graphic can do the needful.

According to Venngage, 49% of marketers rate visual marketing as very important to their marketing strategy and have seen a significant difference in the reach. This is simply because visual content catches eyeballs and is easy for readers to comprehend.

Now think, would you be more interested in reading a novel filled with only words or reading a novel having illustrations and designs?

Hence, you must create blogs keeping the effect of graphics in mind. Visual content not only improves readability but also gives the readers a glimpse of the blog.

Wondering how you can include more visual content in your blog? Well, we have your back. Here are seven types of Visual Elements to use in your blogs and make them super attractive.

**1. Images and Illustrations**

You can’t go wrong by simply using stock images or illustrations. There are a number of websites like Pexels, Pixabay, etc. that offer license-free images and illustrations. Just search for them and use them wherever required in your blog.

If you have a dedicated graphic designer or team, you can even design your own cover and images. This will add to creativity as well as uniqueness. Images and illustrations are the basic elements of visual content that are a must-use.

**2. Infographics**

Going a step further from basic images and illustrations, you can use infographics. As the name suggests, they are a combination of information and graphics. You can summarize your blog or show some statistics related to the topic by using infographics.

Infographics also show up on Google image search results thereby increasing your website’s visibility. They are an excellent way to communicate information along with making it visually appealing. So use them well.

**3. Memes & GIFs**

Meme marketing is a new-age visual marketing technique that has been influenced by the Gen-Z creators on various online platforms. Memes are funny yet relatable content graphics that have shown an impressive response from the audience.

Forbes states that an average person using social media views about 20-30 memes every day. If you decide on using memes as a part of your content, just imagine the number of visitors you would have.

Using Memes can help you keep the blog on a light note and instantly connect with your readers. GIFs are nothing but motional animated images or memes. Especially, if you are writing for the younger generation, make sure to use memes and GIFs and see an amazing response on your blog post.

**4. Videos**

Videos remain the most popular and efficient way of visual content. You can find some related videos on Youtube or other video streaming sites and link them to your blog with the help of a video player extension. Make sure you give the credits to the owner of the video.

Videos are a great way to explain a concept in-depth such as how-to tutorials or to show something practically. Use videos often to provide an extra resource for your audience.

**5. Screenshots and Slides**

Whenever you are explaining a process, let's say how to create a blog post on WordPress, you need to explain the steps involved. If you don’t want to post a video tutorial, you can simply put up the screenshots at every step that will guide the viewers well. You can also post screenshots when you want to display some common errors, proof of work, etc.

Screenshots are simple yet promising when it comes to visual content. You can create slides or PDFs to combine several images in a single document as well. The simpler they are, the more the audience likes them.

**6. Graphs**

Whenever you are writing a technical blog, make sure to inculcate some graphs to make the concepts simpler for the readers. Graphs are an excellent way to show trends, project predictions, comparisons, and other scientific stuff. Including a graph makes it look information-dense and valuable.

There are higher chances of winning people’s trust when they are shown figures and graphs. Make your content information-rich by adding graphs to display some statistics.

**7. Quotes**

Not sure which visual element to use for your blog as you want to keep it simple? Go for quotes! Simply add a quote in the blog either quoted by a well-known person or created by yourself. Put the quote in a frame or background and let it go.

Quotes are well-received by every generation and so you minimize the risk of going wrong. They are a great tool to emphasize something important as well as present a strong viewpoint.

**On a Concluding Note**

Visual content can be the heart of any blog if you use it the right way. Make a point to experiment with different visual elements in your content and analyze which type works the best for your niche. The more visual content you will use in your blog, the more readers will get hooked to reading it! Want some assistance in getting the best visual content? You Can count on Leekhavat for it. Call us now and get your visual content needs met.