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Consumers to ramp up investment in 2019 despite Brexit woes

HANNAH SMITH | INDUSTRY NEWS, NEWS, PERSONAL

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INVESTORS plan to increase the amount they invest this year despite challenging market conditions, according to research by peer-to-peer property investment platform Kuflink.

A survey of 452 investors conducted in December found that the vast majority (91 per cent) plan to invest the same amount or more during 2019 as they did during previous years. This is despite economic uncertainty ahead, not least around Britain's exit from the EU.



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The research also found that investors are turning their backs on the big banks in favour of online investment platforms. Almost half of investors had been investing less than two years, with just over a quarter saying their primary aim was to supplement their savings, although planning for retirement and supplementing income were also important goals.

Lower minimum amounts have also proved attractive for new customers, with 40 per cent investing between £1,000 and £10,000 a year, and around half of people preferring to commit funds on a monthly basis rather than in one lump sum.

Rate of return was by far the most popular factor respondents looked for when choosing how to invest, along with risk involved and company reputation.

Read more: [Kuflink sees deals funded in record time thanks to new product and low LTVs](#)

Narinder Khattoare (pictured), chief executive of Kuflink, said:

“Thousands of people across the UK are waking up to the fact that they don’t have to leave their money to stagnate in a savings account, earning rates well below inflation and actually losing value,” said Narinder Khattoare (pictured), chief executive of Kuflink.

“Gone are the days when you needed to be a finance expert to earn decent returns on your money – now all you need is a computer, a few spare minutes to sign up and £100 first-time minimum investment.”

Read more: [Kuflink boosts IFISA and auto-invest rates](#)

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