## Media Release 7 September 2021

**Ethical housing investment: the Pandemic’s silver lining**

If the pandemic had a silver lining, it would have to be the shift in buyer behaviour to products that are, on some level, a force for good. While we’re all familiar with ethical fashion and food, the rise of ethical housing is now offering Australian property investors a more positive way to not only improve their wealth, but also improve the wellbeing of others.

* Ethical Property is creating solutions to benefit those at risk of homelessness, while providing a positive outcome for investors.
* Involves the building and provision of affordable and quality accommodation for often forgotten Australians **including women at risk of domestic violence.**
* With the added benefit of assisting small-scale investors to achieve long term financial security in the process.

Through leading Melbourne based ethical investor, Ethical Property Investments (EPI), this unique and critically required investment opportunity will help small-scale Australian property investors achieve financial security and independence, while also providing appropriate affordable housing to

* people at risk of homelessness,
* women escaping domestic violence

The end result is a win-win for both ends of the housing market, says director, Goro Gupta.

“Our goal is to construct 30 houses within the next 12 months,” says Goro. “The properties are investment opportunities for everyday Australians who want to channel their resources into a growth-oriented, ethically driven solution that will assist those facing homelessness.”

“We work with community service providers and domestic violence service providers to find tenants and modify each property to suit the tenant,” he adds. “In some cases, this might mean designing a house with separate ensuite bathrooms for everyone as well as custom accessibility modifications for long term tenants as they age. Quality of outcome is paramount to our approach”

With its first property now built and tenanted in Werribee in Melbourne’s outer west, and another in Doreen in the city’s north due for completion by December 2021, Goro says this co-living property solution provides housing for vulnerable Australians facing homelessness.

“It’s about doing good while you’re making money,” says Goro.

According to the most recent census, older women are the fastest growing sector in Australia to face homelessness, due to such issues as lower wages and superannuation, family violence, age and gender discrimination and a lack of affordable housing for those on low incomes.

It is estimated that without urgent policy reform, more than 400,000 women over the age of 45 are at risk of homelessness.

Doreen Property Investors, Joseph and Lucy Phillipos added*, “We have a sense of satisfaction in being able to invest in something that is ethical and contributing to the social good of our community.*

For more information, visit [**www.ethicalpropertyinvestments.com.au**](http://www.ethicalpropertyinvestments.com.au)

For interview or filming opportunities, contact Amanda Mills, Green Light PR: 0412 513 412, amanda@greenlightpr.com.au

**ABOUT GORO GUPTA**

Goro Gupta moved from Dubai to Australia with his family in 1990. His Father had a dream to own his own house and his own business. The Gupta family now own over 30 properties, Goro bought his first house at 17.

Now an International best-selling author and life, business and wealth coach Goro Gupta is also Australia's leading ethical property investment specialist. He is guided by the belief that we should collectively raise the ‘common wealth’ of our nation by creating an ethical property investment portfolio – one that is not only good for the owner or investor, but also good for their fellow human beings.

Inspired by such visionaries as Richard Branson and Elon Musk, Goro started his first business when he was 16 and today runs four successful businesses, including property mentoring service 10 Properties in 10 Years. He is also co-director of disability housing innovator Empowered Liveability, one of the top 10 privately owned disability housing providers in the country under the NDIS and the only one of its type to be publicly endorsed by the federal Minister for Homelessness, Social and Community Housing and Assistant Treasurer, Michael Sukkar MP.

Noticing the rise in Australians facing homelessness he launched Ethical Property Investments in 2020 as a commercial solution for social problem.

**Milestones:**

Top-selling author of *Journey of Riches*.

Helped build 45 houses for disability providers.

Launched Ethical Property Investments in 2020 to tackle Australia’s growing homelessness crisis.

Endorsement by Hon Michael Sukkar, federal Minister for Homelessness, Social and Community Housing and Assistant Treasurer,<https://youtu.be/JMAofGWOIOk>

**3D Render of Doreen an Ethical Investment Property which will house women at risk of homelessness.**

