

Our Market

Data driven purchasing



Pipeline of 15-20 new projects a month

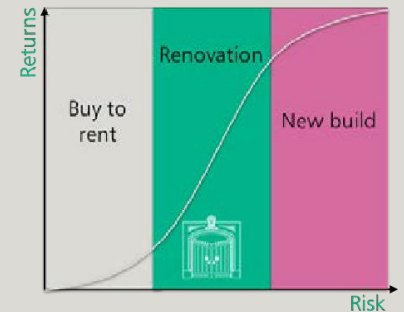
Experienced team

100 years' experience

Design specialists

Project managers

Lower risk approach



Purchase

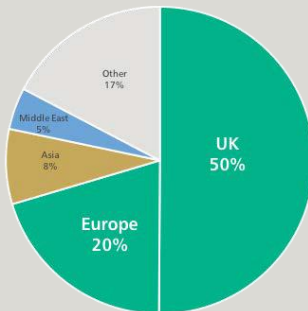
Design

Renovate

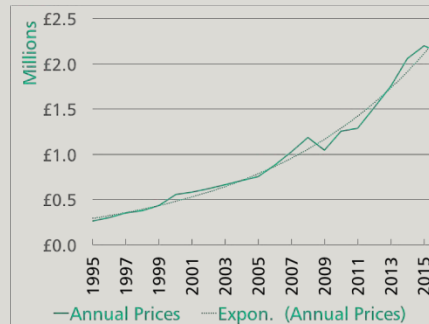
Sell

Investment Returns

Designed for the local market



Kensington experts



Investment opportunity

Single property investment

£1.6m cash requirement

Developer co-invests

Expected 15% investor IRR

Creating beautiful homes in London prime locations (Kensington, Chelsea, Knightsbridge & Mayfair)

A stable and established market for residential property

Kensington & Chelsea – Residential property prices



Investment opportunity

Full transparency (pre profit share)

P&L				Conservative	
Sale	£3,900,000	£4,100,000	£4,500,000	£4,300,000	Based on comparables
Net Proceeds	£3,781,200	£3,975,200	£4,363,200	£4,169,200	Sale price minus conveyancing and agent fees
Purchase	£2,770,000	£2,770,000	£2,770,000	£2,770,000	Expected purchase price
Purchasing costs	£249,150	£249,150	£249,150	£249,150	Stamp duty plus conveyancing fees
Construction	£442,800	£442,800	£442,800	£442,800	Assumes all Kitchens, bathrooms, wardrobes, lighting & AV
Professional services	£79,728	£79,728	£79,728	£79,728	Architect, planning, project management, structural engineers, building control etc
Fixtures, Furnitures & Equip.	£70,424	£70,424	£70,424	£70,424	FF&E including design storage and transport
Cost of ownership	£11,325	£11,325	£11,325	£11,325	Council tax, bills, service charge and insurance
Financing cost	£135,807	£135,807	£135,807	£135,807	Interest and arrangement fees
Professional fees	£20,000	£20,000	£20,000	£20,000	Legal, accounting, fees to freehold and other leaseholders
Costs (excl purchase)	£1,009,233	£1,009,233	£1,009,233	£1,009,233	Total of all costs excluding purchase
PBT	£1,967	£195,967	£583,967	£389,967	Net proceeds minus purchase, minus costs
Finance				Conservative	
Loan	£2,186,056	£2,186,056	£2,186,056	£2,186,056	60% of total costs (excluding financing costs)
Cash Required	£1,593,177	£1,593,177	£1,593,177	£1,593,177	Excludes costs paid on completion (conveyancing, agents, legal, accounts)
Annualised ROI	0%	12%	37%	29%	PBT over cash required, annualised
Leverage	58%	58%	58%	58%	Loan over total cost
Cash post completion	£1,595,144	£1,789,144	£2,177,144	£1,983,144	
£ / sq ft				Conservative	
Original Square Feet	2,050	2,050	2,050	2,050	Gross internal area
Purchase price per square ft	£1,351	£1,351	£1,351	£1,351	Calculated based on purchase price
Completed Square Feet	2,050	2,050	2,050	2,050	Gross internal area
Sale price per square ft	£1,902	£2,000	£2,195	£2,098	Calculated based on expected sale price

Project financials

Structure

- Property to be purchased in a LTD company structure
- Developer and investor to be co-owners of the company
- Developer to manage the project
- Scheme to be 60% leveraged
- Finance arranged by Developer with bank

Investment

- £1.6m cash required at point of purchase
- Developer to provide up to 25% of the required cash
- Co-investor to provide remaining cash investment

Profit share

- 50/50 profit share
- Equivalent to 15% IRR for the investor, based on the conservative forecast