



An income for life from your
own property portfolio

PLATINUM
PROPERTY PARTNERS



What we do for you

At Platinum Property Partners (PPP), we help you build your own specialist buy-to-let property portfolio that achieves market-leading returns and gives you an income for life.

But we don't just provide you with a tried, tested and proven business, we also encourage and enable you to achieve your broader goals in life.

Most of our Partners aren't specifically looking for a way into property investment. They are looking for ways they can make changes in their lives now to secure their financial future and make it possible to significantly improve the quality of their lives, and their families.

If you're determined to make a change but don't want to take unnecessary risks with the wealth that you have accumulated to date, you can follow our proven property investment model and secure your financial future.



We are Platinum Property Partners

We are a property investment franchise business. We help new and seasoned investors build their own profitable specialist buy-to-let businesses, based on a model that over three hundred like-minded people have tried, tested and refined until it delivers superior returns.

Our business was established in 2007 by property investor and entrepreneur Steve Bolton. Since then, we've recruited more than 300 Partners in 200 towns and cities across the UK. Together, we provide comfortable homes for over 5,800 professional tenants. Our current property portfolio is worth more than £300 million. With scale comes commercial leverage. And with collective knowledge and experience comes competitive advantage. We're a powerful combination.

As well as drawing strength from each other, our Partners can tap into the expertise of a national network of more than 50 industry professionals: from mentors who help them select, refurbish and let suitable properties in viable locations, to specialist mortgage brokers who help them finance their portfolios as they grow. Partners can also call on the support of our 35-strong head office team too.



What Platinum Property Partners could give you

proven

A tried, tested and proven business model which typically generates 300% more rental income than the average UK buy-to-let property.

support

A support network of experts who can help you grow your own knowledge and experience.

network

The chance to be part of a network of like-minded investors who are motivated to help each other succeed.

Who our Partners are

Most people who join us are simply looking for a change – a new career to set up their own business, a better work-life balance or something that offers security for the future. Some of our Partners build up their property portfolio with us while still in full time employment, with the aim of transitioning between the two in the future.

We have Partners that are already experienced property investors. Others are striking out on their own for the first time after either still being part of, or leaving the corporate world. Our Partners are teachers, accountants, solicitors, business owners, IT consultants, company directors, as well as mothers looking for a suitable career as their children grow up.

“Where you’re coming from and what you’ve done isn’t nearly as important to us as your determination.”

If you’re set on building your own business and achieving a better quality of life, we’re set on supporting you.



How our model works

**Earn £50,000
– £150,000**

income per year from
your own property
portfolio with capital
growth being an
additional bonus.

Our strategy is designed to provide you with a business that gives you freedom and belongs to you. The income can replace your salary. It can also pay you a pension and create a legacy for your loved ones.

You can dedicate as much time as you want to building your business. You can grow your portfolio to the size that suits you. It all depends on your resources and your ambition.

After paying all direct costs, (mortgage interest, utility bills and allowing for maintenance and voids) an average property in our Partners' portfolios will generate over £17,000 gross profit per annum from rental income alone. Many Partners have at least five properties, typically earning them a net profit in excess of £50,000 per annum. Those with larger portfolios are earning in excess of £100,000 per annum.

Our investment model is very much based on providing a lifelong income through a cashflow strategy. However, your properties are also likely to benefit from modest development profits, alongside any capital growth over a sustained period.



How we help you maximise the upside and manage the downside

We specialise solely in high quality Houses in Multiple Occupation (HMOs) for professionals and key workers. This type of investment typically generates more than three times as much rental income as single-tenancy buy-to-let property. No other organisation or network of landlords provides the high standard of accommodation, professional service and market-leading levels of profitability that we do.

It's a tough market to get into without the right knowledge and skills. We've learned exactly how the market works and what a landlord needs to make it work for them.

We've got the systems in place to clear your path to a viable business. We'll share with you expert knowledge that no one else can provide. No other buy-to-let model will bring you the same benefits.

We can point you towards the locations and properties (generally within an hours radius of your residential address) that will generate the greatest return. We'll explain how you can maximise your rental income, show you how to make your income tax-efficient, and tell you how to safely leverage your portfolio to fund your future growth.

What are the risks? We don't shy away from that question. No investment comes without risks. You need to know what they are, so we'll spell them out.

Investing in the wrong property; being refused planning permission; finding yourself unable to secure the right finance – all of these factors and many more can erode the value of your investment. From potential overspend to possible under-occupation, there's a lot that can trip you up and lose you time and money.

“ But don't worry. We've seen it all, and we know how to help you avoid trouble. You're not alone. ”



Why choose HMO's?



First, there's a growing demand for it.

Provision of high quality, affordable, shared accommodation is on the up. By investing in HMO property our Partners are also helping to create quality accommodation, which in turn makes efficient use of UK housing stock.

To date, PPP and our Partners have transformed over 950 houses, which now provide more than 5,800 individuals units of accommodation for key-workers and working professionals. Shared houses of this kind cater for a growing mobile workforce. They give professional tenants the flexibility they're looking for.

Many tenants are happy to rent long-term, but those who want to buy can save more towards a deposit thanks to the lower rent that an HMO requires compared to living alone. They can save over £1,600 a year – cutting their house deposit-saving time almost in half. So they're keen to rent a Platinum property, evidenced by our consistently high occupancy levels over the last decade.

Second, it's profitable and sustainable.

Our investors find that quality HMO properties generate higher returns than any other. Our own research shows that the total returns on our HMOs outperformed standard buy-to-let investments by 40% from 2010 to 2014*.

It's a model that can withstand market fluctuations. It makes efficient use of housing stock, often bringing run-down properties back into use.

*Investor returns compared: a guide to recent buy-to-let and HMO returns

How our Partners business model works

We have a B2B2C model – business to business to consumer.

Our business has a relationship with yours – we teach and mentor you our model, along with all the resources and support you need to succeed. You commit to a seven or ten-year relationship with us and then become a Partner, learning from other people who've achieved the success you're looking for, and passing on your own experience to new Partners as they come on board.

We'll mentor you how to find the right properties and how to maximise the number of rooms within them. We'll also show you how to refurbish and convert them in line with regulations. We'll make sure you know how to find tenants, how to manage your portfolio, and how to grow that portfolio. You will be a professional landlord, offering a professional service. Your business will be backed by a unique and robust financial plan.

Your business has a relationship with your tenants – with our help, you'll give them high quality, affordable accommodation and a great service. In return, you'll benefit from a regular income, plus development profits and capital growth.



How we help you to succeed

By utilising your existing finances, you can build a low-risk property investment business underpinned by a portfolio of appreciating assets that you own from day one.

We have spent over a decade developing our business model and have a team of over 50 industry professionals involved in our highly effective, intense and ongoing training programme. They include specialist mortgage brokers, accountants and solicitors and lettings, renovation and negotiation experts.

We will share with you our expert knowledge and you will learn how to build, market and maintain your ideal portfolio in a tax-efficient business structure.

When you become a Partner, you'll be able to access systems, information, documents and practical support from day one. You'll also be able to benefit from training, coaching and mentoring throughout the term of your agreement with us. This includes everything from workshops to kick-start your portfolio growth through to webinars to hone your skills.





PROPERTY SOURCING

- What to buy & where
- Property lead generation
- Avoiding purchasing mistakes
- Advanced negotiation strategies
- Working effectively with agents



REFURBISHMENT

- Mentoring & advice
- Regulatory requirements
- Recommended suppliers
- Access to refurbishment system
- Heating, plumbing, electrics, fire safety, broadband & cable TV
- Managing costs



READY TO RENT

- Minimising costs
- Maximising efficiencies
- Budget control
- Recommended suppliers & discounts
- Premium finish
- Making the house special
- Maximising longevity of furniture



MANAGING TENANTS

- Quarterly checks
- Legal requirements
- Check in / checkout
- Tenancy agreements
- Understanding the law
- Dedicated lettings expert
- Interviewing & referencing
- Handling disputes & eviction support
- Bespoke online lettings system



FINANCING

- Re-financing
- Bridging loans
- Bespoke lending products
- Professional financing techniques
- Dedicated & specialist mortgage advice & brokerage



PPP MANAGEMENT & MAINTENANCE

- Safety checks
- Risk assessments
- Checklists & templates
- Legislation guidance and systems
- Staying abreast of legislation changes
- Inventory management & online tools
- Managing and minimising maintenance costs



TRAINING & SUPPORT

- Coaching
- Mentoring
- Boot camp
- National workshops
- Regional workshops
- Technical workshops
- Intranet, forum & library
- On-going support & trouble ticket system
- On-going training & personal development
- Webinars



PLANNING

- Covenants
- Licensing & advice
- Building control advice
- Planning application support
- Application guides & templates
- Dedicated chartered town planners
- Environmental health specialists
- Area reports & location support
- Party wall & listed building advice
- Specific council by council legislative requirements



MARKETING

- Effective room marketing
- The PPP Marketing system
- Stationery allowance, brochures, signs, etc.
- Delivering effective showrounds
- Dedicated advertising website
- The PPP Sales system
- Social media training
- Preferential services from external advertising website



ACCOUNTING

- Company structure
- Accounting training
- Bookkeeping software
- Bookkeeping support / training
- Template of chart of accounts
- Bookkeeping and accountancy specialist providers
- Business development support
- Business planning & forecasting
- Annual business development review



OTHER PROPERTY STRATEGIES

- Power of network
- Passive investment
- Joint ventures with other Partners for commercial conversions, new builds, build to let, planning gains
- Creative finance
- Self-build & development
- Buying at auction



TAX & INHERITANCE PLANNING

- Expert tax guidance
- Unique tax strategies
- Inheritance tax planning
- Tax efficient business structure
- Property tax surveyors
- Staying on the right side of the law
- Exit strategy planning

Why we franchised the business


We are passionate about coaching and mentoring. So franchising Platinum Property Partners was a natural step to take.

The PPP business model most definitely meets the criteria of being a franchise in that it offers a tried, tested and proven business that is both profitable and sustainable.

However, this is really where the likeness of a traditional franchise ends. The table below highlights the key difference between most traditional franchises and PPP:

Most Traditional Franchises	Your Partnership with PPP
Franchisor owns the assets	You own the assets
You must work exclusively in the franchise business	PPP encourages you to have multiple income streams
You are buying a job for life	You are building a business that will work for you
You are treated like an employee	You are treated like a Partner
Attract people with an employee mentality	Attract intelligent & experienced professionals – either from an employed or self-employed/ business owner background
Franchisees are rarely involved with head office	Many Partners are active within the business
There is almost no freedom or flexibility	PPP offers both freedom & flexibility
If you leave the Franchise, you lose your business	If you leave PPP, you keep your business

We provided a system that others could use and benefit from. With the right training and support built in, we are able to help others to grow profitable property businesses themselves. The more people that came on board, the stronger the franchise became. We are now in a position to negotiate better deals with service providers, and develop unique products with suppliers.

A photograph of a row of three-story Victorian-style brick houses. The houses have light-colored brickwork with red brick accents and decorative bay windows. A red car is parked on the street in front of the first house. A white text box with blue text is overlaid on the right side of the image.

Partners are in business for themselves without ever being on their own. Unlike many other franchises, our Partners also own their assets and their business – so after their commitment to the franchise is over, their income will keep coming in.

Our values



At PPP our philosophy, values and vision are especially important to us. Unlike many organisations, they are not just empty words, they live in the hearts and minds of our Partners, our staff and our professional advisors.

Our vision for 2025

We will...

- Have helped 500 Partners become financially secure.
- Own more than £1 billion of property within the network.
- Accommodate at least 24,000 happy housemates.
- Have contributed more than £150 million to tax revenues.
- Have created at least 2,000 new jobs.
- Have donated or created more than £10 million to charities and not-for-profit organisations.

They are the powerful guiding principles that have led us to create and develop a truly remarkable and inspiring culture. A culture that is so strong and so powerful that our Partners tell us that nothing like it exists anywhere in the world, at least in their extensive experience.

Integrity. We do the right thing. We're transparent and open. We make commitments and we stand by them.

Entrepreneurial. We seek out new opportunities. We find win-win solutions.

Giving. We help each other, and the communities in which we work and live.

Security. We aim to provide a secure future for our Partners and our staff.

Fun. We love what we do. We enjoy the journey as well as the destination.

Our philosophy

We want to consistently inspire, mentor and support our Partners to Be More - Do More - Have More and Give More.

Be more. Our aim is to help you not only to achieve your goals, but to surpass them; we encourage you to help others do the same.

Do more. We want to help you make the most of every opportunity in business and in life. And we want to help you to overcome whatever obstacles may present themselves as you work towards your perfect work-life balance.

Have more. More money, better security, and greater freedom: that's what we want for you. And more fun, too.

Give more. All our Partners help and support each other: that's the deal. And it doesn't end there: we encourage you to support those in need through fundraising, donation, and offering your time and expertise.

Qualification Criteria

All successful partnerships are based on shared goals and a mutual alignment of interests.

In the same way that it will take you time to find out if PPP is right for you, we will need to determine if you are right for us. Our primary qualification criteria for Platinum Partners is listed below:

- We must like and trust you and vice versa.
- We expect you to complete thorough due diligence.
- Your partner must be supportive of your involvement.
- Share the values and buy into the PPP philosophy “Be More - Do More - Have More - Give More”.
- Respect our intellectual property and operate within terms of the legal agreement.
- Have a minimum of £300,000 to £600,000 of investment capital, made available over time*.

Next Steps

To find out more you can call one of our Partner Recruitment team in Bournemouth on **01202 652101**. They'll explain some of the features of the business model for you and together you'll decide whether it's appropriate to progress to the next stage of attending one of our Discovery Days.

Alternatively, feel free to explore our website for more information:

www.platinumpropertypartners.co.uk

** The investment capital required is dependent upon various factors including location and personal circumstance. It is possible to build your property portfolio with less than £300,000 but we recommend you discuss this with one of our Recruitment Partner team who can advise accordingly.*

If you have less than £300,000 to invest, Platinum has a range of passive and active investment strategies that may be more suitable for you. A minimum of £30,000 is required for these alternative options.



PLATINUM

PROPERTY PARTNERS

National Workshop
Summer 2016

National Workshop
Summer 2016



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