

**START  
NOW**

# HIGH CASH FLOWING **HMO** INVESTING

YOUR BESPOKE HANDSFREE, HASSLE-FREE, END-TO-END  
PROPERTY INVESTMENT SERVICE

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PROPERTY  
GROUP



# WELCOME

We're excited that you are here!

At Brentor Property Group we make property investing as simple as possible and accessible to everyone. Many people are eager to get into property investment having seen the wealth others have gained through this asset class.

'Wealthy people invest in property' and 'safe as houses', are just some of the phrases we hear in day-to-day life. Through all of our experience in property, we've heard hundreds say they wish that they had invested sooner, and not a single one who said they wished that they had invested later.

However, property investment can be challenging. It requires time, expertise, a network of people, and often the right area for the right return isn't right on your doorstep. These factors mean that many people don't take the necessary steps towards achieving their investment goals.

Over the past few years, we've helped many investors, like you, overcome these hurdles to successfully, reliably and profitably invest in property.

We have put together this guide to provide some insight into HMO Investing and how we can help you grow your wealth through property investment.

From all the team here, we look forward to working with you.

Kind Regards

*Will Robinson*

Managing Director, Brentor Property Group







# BRENTOR PROPERTY GROUP

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## Will Robinson

### Managing Director

Will has been investing in property since 2009. He has personally purchased over £8,000,000 worth of property in the UK for his own Portfolio.

Using his knowledge of the UK property market, Will uses his experience to help clients purchase strong reliable investment properties.

With a background in the management of multimillion pound assets, large renovation projects and continuous education in property investment, Will is well skilled and has a proven track record of delivering great returns on investments.



## The Team

Since launching we have built our team to cover all areas of the property investing process from sourcing, legals, finances, design and refurbishment.

Our team is dedicated to delivering our clients turnkey and passive investments. These investments are hasslefree, and not only provide a great return on funds invested but a huge return on time invested.

Whether you are looking to use our Turnkey portfolio building service or are looking for a truly passive investment our team are here for you.



## The Company

### Brentor Property Group

Formed in late 2019, Brentor Property Group Specialises in providing clients with bespoke turnkey property investment solutions and passive property investment opportunities.

To date we have helped clients purchase millions in property, assisting them from the initial meeting all the way through too renting.

Clients range from those buying their first property to founders of FTSE listed companies and sports stars, from those working in finance in London, to those based as far away as Hong Kong & Dubai.

We have a proven track record of delivering great returns for our clients and investors. We offer a truly hassle-free bespoke to you investment service



# WHAT MAKES A GREAT HMO INVESTMENT

Over the last decade, the demand for HMOs has grown by over 25% and their design has come a very long way! With such a huge rise in the cost of living and the big hike in mortgage rates, it's likely that their popularity will continue to increase. The key to attracting high quality tenants is design led living spaces. We're going to give you our top tips to designing a successful HMO to make sure that you're never short of tenants.

## Design with Community in Mind

HMO properties have the potential to bring people together and form close-knit communities. Happy, comfortable tenants will stick around longer, so it's essential to design the space with this in mind.

Creating communal spaces that are open and inviting will allow residents to feel more relaxed and at home. Having comfortable surroundings, cosy seating and creative interior design will encourage residents to spend more time in the communal areas rather than locked behind their doors.

## Buy Cheap, Buy Twice!

Quality tenants expect quality furnishings. Buying cheap furniture is unlikely to create a space to set your HMO apart from your competitors. Choose luxury, stylish and comfortable furniture and furnishings to create a really homely space for your tenants to enjoy. It doesn't have to be expensive and there are some great options out there for leasing HMO furniture too!

## Be Clear on your Target Market

Your design should always be centred around your end client. Will it be students, young professionals, contractors? Generally speaking, students will be more likely to want some social space where they can interact with their housemates, make friends and build relationships. Professionals are more likely to want private space and excellent connectivity to enable them to work productively.

The colour scheme and the choice of furniture in bedrooms should reflect what the room is going to be used for. In the communal areas, you can get a little more creative! Bold interiors can encourage residents to be bold too so have a little fun, use brighter, more vibrant colours and key unique pieces to bring the space alive.

## YOU MAKE MONEY FOUR WAYS

- Rental Income
- Capital Appreciation
- Added value (more on this later)
- Rental Increases.





# THE CRITERIA OF OUR PROPERTIES

Every Property we provide must be an excellent investment for our client. We have identified Six key areas that we evaluate with every property purchased.



## Value

We start with the end in mind so we know what we will do with it and what the end value will be. When you know the end value you can always buy at the right price to ensure investors get good Value.



## Growth

By analysing Sold STC rates and home ownership rates, we select properties that have the best chance of capturing or exceeding the national average of appreciation of 7.9% per annum.



## Tenant Demand

Properties must be in an areas where tenant demand is plentiful, with high 'let agreed rates', and that attract our target demographic.



## Area

The area must be in the 'prime investment' range and also sufficiently urbanised and supplied to support constant rental demand.



## Established

We only choose properties that are established - solid investments in well developed areas. We do not partake in off-plan speculation; you will always be able to see and touch your investment.



## Regeneration

To encourage appreciation, we seek properties in areas with an abundance of development and new infrastructure schemes nearby, and new employment opportunities.



# THE BRENTOR FORMULA

Property investment is a powerful wealth generation vehicle. Done right, property can provide an incremental cashflow, and long term growth capital appreciation. We realise that we're not for everyone — we work with investors with a long-term outlook. We always say: property is not a get rich quick plan, it's a get wealthy, reliable strategy.

Our investment model is based on the core principle that there are three ways to grow your wealth through property. With the addition of leverage, these provide a very high return on investment. With this long term outlook, we work with clients to build a hands-off portfolio that will provide them a source of wealth for generations to come:



## Capital Appreciation

Property prices have doubled on average every 10 years for the last 70 years. Growth rates tend to sit between 4% and 8%. As these increments compound, property investment easily outpaces other asset classes.



## Rental Income

Rent brings a consistent income at a high rate even after taking into account all maintenance costs.



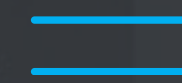
## Rental Growth

So often forgotten, growth in rents is always substantial. Rental rates grow significantly faster than inflation and tend to outpace any increase in mortgage costs significantly. As your investment matures, it becomes more profitable.



## Leverage

Property is the ONLY asset class that can be reliably leveraged. A 5% growth in value of a property represents a 20% growth on your investment! This makes property truly powerful!



**Successful cash flowing generational wealth from property.**



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# HIGH CASH FLOWING INVESTMENTS

BRENTOR PROPERTY GROUP ...

We always talk about High Cash Flowing Property Investments but what do we mean by this? These are strategies that produce considerably more cash flow than your normal BTL property. This guide looks at HMO developments. Providing an overview of the options clients have and the returns they can make.

Why do we focus on these? In the South of England, we are in the fortunate position to see great capital appreciation consistently year on year. however, compared to some areas of the UK, the rental Yield is not so high. We utilise High Cash Flowing Strategies to allow our clients to benefit from both Capital appreciation and, at the same time, generate massive cash flow. Most places offer one or the other but we are able to offer both.

It's no lie that they require more work but the rewards are well worth the effort.

Over the next few pages, we will look at each strategy in a little more detail.



# HANDSFREE INVESTMENT HOW IT WORKS.

Years of experience have helped us refine our signature product into a 5 step process. Our clients enjoy all of the benefits of property investment with little to no effort at all. From initial consultation to owning an income generating asset, our flagship hands-free service allows you to invest in property from the comfort of your living room.

## The Steps

- Consultation
- Search
- Case Progression
- Refurbishment
- Income



# 1. CONSULTATION

We want to get to know you and for you to know us. Whether it be a one-on-one chat or joining one of our investment tour days, we like to begin every relationship with an in-depth consultation.

What we do:

- Assess your goals and ensure that we can meet them.
- Create a time-line for your purchases so we can work towards meeting your deadlines and achieve all of your goals.
- Set you up in the right way making sure you are tax efficient.
- Connect you with our expert brokers to begin financial arrangements.
- Send you our welcome pack which details our property purchasing process.

What you need to do:

- Give us a call or come and visit us! You can book this now!
- Confirm that this is right for you and commit to a number of properties.





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## 2. PROPERTY SEARCH

We find the right property for you. We look at dozens of opportunities before our acquisitions team presents them to you. Every property is rigorously checked against our criteria and we conduct all due diligence to ensure it meets our standards.

What we do:

- Source the right property for you via our direct marketing team, our brokers, our trusted agents or industry contacts.
- Assign a dedicated acquisitions manager to oversee and guide you through the whole process.
- Ensure EVERY property meets our strict T.A.R.G.E.T criteria.
- Put forward the right property for your consideration in an easy to digest manner, an easy to understand format and stamped by one of our directors.
- Negotiate with the seller, agree a purchase time-line and move forward with the acquisition.

What you need to do:

- We suggest investors use this time to get any finance paperwork in place as we will need to move swiftly once the right property comes to market.

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## 3. CASE PROGRESSION

Our in house case manager has one goal — to get your property purchase to completion.

What we do:

- Our dedicated case manager chases your purchase on your behalf every day to ensure it goes through as smoothly as possible.
- Introduce you to our award-winning solicitors, who work exclusively on investment properties, and get you moving through searches and resolve enquires as quickly as possible.
- Work with the broker to submit the application. Our average purchase time is significantly lower than the national average as we:
  - a) Are prepared for every stage of the process.
  - b) Use the right contacts to source the finance.

What you need to do:

- There will be some paperwork to fill out, and we will gladly guide you through it. Thanks to our preliminary work with brokers, we are able to eliminate many of the hurdles that can delay a purchase.





## 4. REFURBISHMENT

Most properties bought as rental investments need some level of refurbishment and working with trades is often cited as one of the biggest challenges faced by all buyers. This can be exacerbated when buying remotely. Don't worry, our team will take care of it for you.

What we do:

- We completely manage the refurbishment process for you. Everything. Having been provided with a thorough report at purchasing stage, our project manager will be expertly equipped to oversee your property's refurbishment.
- It is so important to get value for money in a refurb, and knowing the standard of the work to do can be a challenge. Our team knows the exact balance between aesthetics, durability and good value, making sure your money is working as hard as possible; adding value to the property and creating a great home for your tenants.
- We regularly check on the process of your refurb, and keep you up to date with photos & even 3D tours.

What you need to do:

- Receive photographic updates — you'll be provided with photos before, during and after your refurbishment to be aware of progress and share that progress with your friends!







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## 5. INCOME

Other companies will consider their job done once refurbishment is complete. Our job is not over until you are receiving money into your account.

What we do:

- We believe that your goal is our goal, and our job is not complete until you are getting money coming into your account. We ensure the CP12s, electrical certificates, and any other safety features needed at your property are properly installed and in place.
- Handover to one of our trusted letting agents- we only recommend agents who we have first-hand experience with.
- Ensure all matters relating to deposit protection schemes and inventories are thoroughly carried out.
- Make sure that your tenant is properly referenced to protect your interest.
- Oversee your tenant's move into your property, and ensure a standing order is set up so that you have cash coming into your account.
- Provide you with a completion pack summarising your deal.

What you need to do:

- Receive rent and receive your completion pack!

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# SUCCESS STORIES

## Daniel Payne

### Passive Investor

Having known Will personally for 12 years, investing in Brentor Property Groups projects for passive returns is a great result for us. We have a young family so the extra money is very handy compared to what our money would be getting in the bank.

## Katherine Craig-Cameron

### Passive Investor

I used to work with Will and had some money available from a House sale but am currently not in a position to use it right now. The returns from the passive investment with Brentor Property Group are great and it keeps my money semi liquid rather than locking it into a property. Its a win win for us.

## James Appleton

### Portfolio building client

We have invested with Brentor Property Group on two property projects. The communication from them has been great throughout the entire process. We will be investing again as it makes us a great passive income. Highly recommended company

## Charlotte Manning

### Portfolio building client

We have just brought our first investment property via Brentor Property Group. We live a very busy life, so their service for finding investment properties and managing the renovation has been really helpful. We hope this is the start of a great business relationship as we look to build our portfolio.





# SOCIAL HOUSING HMO

## 3 Bed to 5 BED HMOS - Social Housing

This is the simplest model to complete and requires the least investment capital required. This can be completed with roughly £100,000 in cash subject to the purchase price.

We purchase a rundown 3-bed house in a non-article 4 area and convert it to a modern 5-bed HMO. Once compliant, we then pass it over to a Housing Provider on a 5 year lease for them to manage. The beauty of this model is that unlike many HMO investments, there are no management or operational costs; once you pay your mortgage and insurance, then the rest of the income is yours.

While each project is different, we aim to achieve a 20% ROI on cash left in the project per year after the initial refinance.



Purchase Price	£	190,000
Refurbishment	£	35,000
Refinance Price	£	300,000
Initial Cash In	£	110,000
Money left In	£	50,000
Gross Rental Income	£	30,000
NET Rental Income	£	15,000
Return on Cash Employed		20%





# LUXURY HMOs

## 3/4 Bed Houses to 7/ 8 BED HMOS - All ENSUITES

With more investment comes more returns! This is our favourite model, a 3/4 bedroom house to 7/8 Bedroom HMO full ensuite conversion. It's a big project, but the returns are good, and the monthly cash flow is impressive. These are for the long term, we don't recommend to do this if your plan is to exit after a year.

We purchase rundown houses and convert them into modern luxury 7 or 8 bed with all ensuite HMO. While each project is different, we aim to achieve a 30% + ROI on cash left in the project per year after the initial refinance.

Returns vary slightly depending on level of commercial funding utilised. This Example works on 70% LTV on a Bridge Loan and 100% Development finance to cover the works. After the works are completed you then refinance the project on to a long term mortgage to extract your funds. Leaving you with a nice High cash flowing HMO.



Purchase Price		£	315,000
Total Project Cost		£	566,627
Refinance Price		£	632,100
Initial Cash In		£	200,000
Money left In		£	70,000
Equity in Deal		£	158,025
Gross Rental Income	£	5,075	£60,900
NET Rental Income	£	2,035	£ 24,426
Return on Cash Employed			Circa 30%





# 7 BED STUDENT HMO - 8 BED ALL ENSUITE HMO - OVER 35% ROCE







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# LOOKING FOR PASSIVE RETURNS

For those who are looking for an even more passive income, we offer investors who want to de-risk and be truly hands-off but still get similar returns an opportunity to invest in our Development projects.

In effect, you become an equity partner with us, so we do all the heavy lifting and no fees to you, meaning your money goes further.

The level of security provided depends on the amount invested; we normally provide security against the asset being purchased, as you will have shares in the SPV.

Ask Will for more information on this if it is of interest.



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# LETS TALK

Are you ready to grow your portfolio or want to learn more about our services?

Click the link below and select a time that suits you for a free investment consultation.  
Let's explore how we can help you achieve your financial success.

[Book an Appointment](#)

We look forward to hearing from you.

Investing involves risk, including loss of capital and liquidity and it should be done only as part of a diversified portfolio.

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