



VERVE

PROPERTY GROUP

RETURNS YOU  
DESERVE.

LOAN PROPOSAL DOCUMENT

4\*+ Large Luxury Holiday Let

Multigenerational Holidaying

CREATING LASTING MEMORIES!



# PROPERTY FACILITIES

4\*+ Large Luxury Holiday Properties will be furnished and fitted out to provide a very high quality holiday experience



LUXURY BEDROOMS & ENSUITES



BANQUET STYLE DINING



CHARACTER PROPERTIES



HOT TUB & EXTERNAL SPACES



GAMES / CINEMA ROOMS



# THE VERVE EXPERIENCE

As part of the Business Plan to ensure our guest have a holiday of a lifetime in our properties we will facilitate a number of additional cost bookable options, provided by 3rd party outsourced specialists.

These will be done though the latest technology via a guest portal on an Tablet in the property where they can book unique local experiences which will improve

- Zip Wire & Activity Excursions
- Private Chef
- Cocktails
- Mountain Bike Trails and Hire
- Casino & Event Nights
- Rambling & Walking Tours
- Motorcycling Tours





# LARGE SLEEPS 16+ 4\*+ STAR + HOLIDAY LETS

## LARGE LUXURY HOLIDAY LET STRATEGY

Why invest in Holiday lets? Higher income compared to Standard Buy to Lets, HMO or even Serviced Accommodation which are all common or fashionable

## SUPPLY AND DEMAND

- Even before COVID there was a high demand for holiday accommodation that sleeps 16 to 20 people, which is primarily used by 2 groups – Large family events, celebrations for all the family and groups of couples or friends.
- Since COVID this demand and low supply has increased to extraordinary high demand, so indications from specialist booking agents is that this Higher demand is to stay for several years yet and then drop and remain and high demand.

## HIGH QUALITY LEVEL

- 4+ / 5\* Star is what guests demand, starting at this level means it gives the immediate high returns and also gives longest highest returns as standards rise the lowest quality will suffer

## GUEST EXPERIENCE

- We will deliver exceptional holiday experience by not only providing a high quality accommodation including Banquet style dining, Games room, Cinema Room, Hot Tubs, Log Burner, Quality external eating and relaxing spaces all interior designed comfortable spaces to share. We will also offer guests via outsourcing pre-planned luxury organised options such as Local Chef to cook for the group, Bike Rental, Welcome packs, reservations at quality local restaurants, links to local attractions.

## DIRECT BOOKINGS ACROSS BRAND INCREASE PROFITS

- We will market all the properties to maximise the direct booking with incentives for direct booking (5%-10%) which improve profit by 10-15% as the booking fees are 20%.





# WHY THIS HOLIDAY LET PROJECT WILL WORK

## PROPERTY PRICE

- We have been able to secure the property at a good price in a very rising market.
- Discount only pays you once, refinance and income pays again and again
- The price is lower than similar sized properties due to the current use and its condition
- The Town has the a strict development guidelines so little new properties can be built which will mean low stock so good growth .
- The location, with the demand, makes it an excellent proposal for us to hold the property long term, and increase our monthly income over time

## LOCATION

- The property is perfectly located for Snowdonia National park.
- Situated In the ,Main Street overlooking the River with terraced gardens behind
- Highest Footfall in the whole od Snowdonia National Park
- Every year 10million people visit the Snowdonia National park to sample some of the best scenery in the world
- 660,000 people climbed Snowdonia in 2021
- Restricted new development means location will remain sought after.
- Restaurants and Sights within walking distance

## TARGET GUESTS

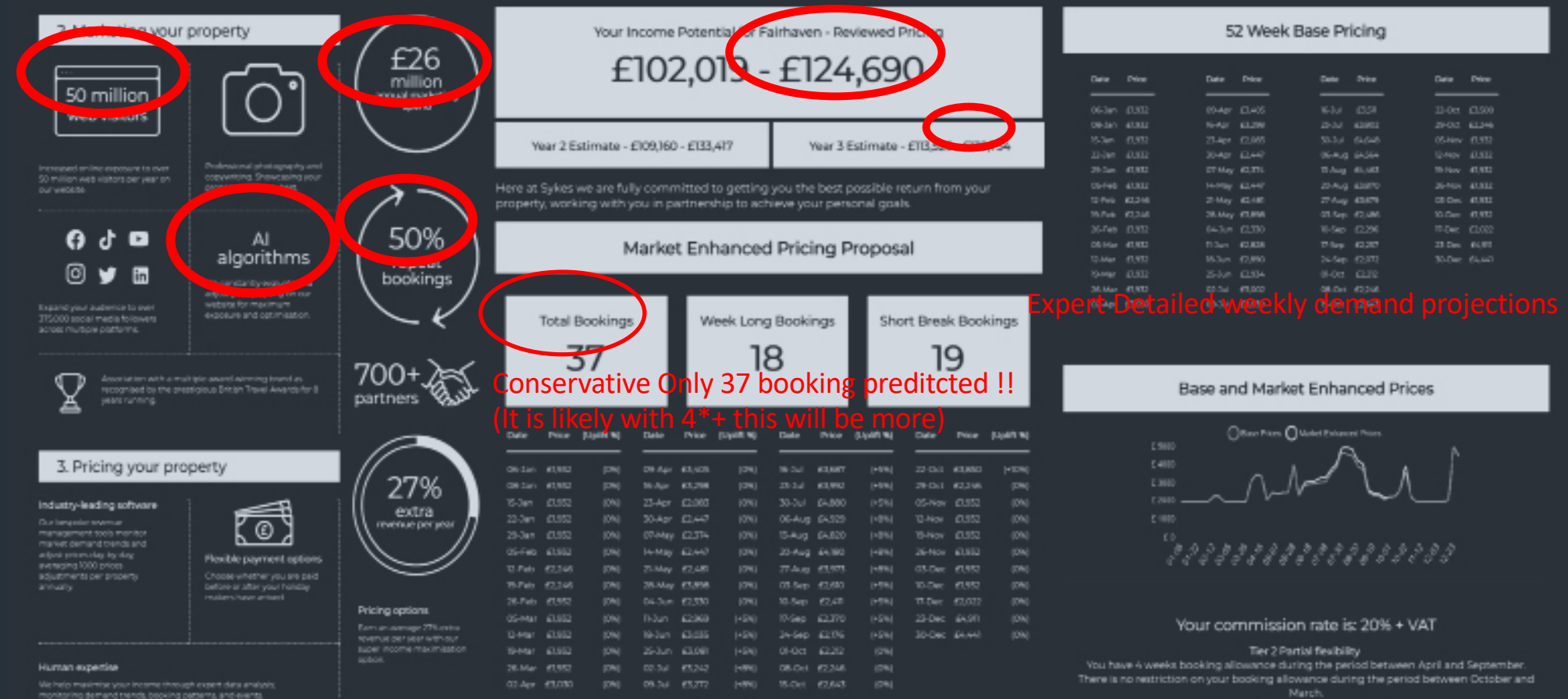
- Guests looking to book group holidays, multigenerational family holidays, birthday party celebrations and anniversaries, family gatherings, reunions.
- We welcome families and friends and groups of couples,.
- Ideal if they are looking to stay in a high quality property with a hot tub, cinema and or games rooms which are requirements for large groups.
- Staycation remains strong and sense /needs for family holidays has increased

## SUPPLY VS DEMAND

- One of the best tools at our disposal to get a feel for the supply / demand for an area is to look on the main booking portals such as
- <https://www.sykescottages.co.uk/>
- <https://big-cottages.com>
- <https://www.vrbo.com> > en-au
- So, we're confident that the potential for the property to be vacant for a long period of time after the refurbishment, will be minimal.



# EXPERT INCOME REPORT BY SYKES COTTAGES





# CHRIS SHEERIN CV

## PROFILE OVERVIEW

Chris is a property expert, having been in design, construction, client and property roles for 35 years. Working on both commercial and residential projects from Housing to £400million Hospitals and Offices across the country. He is a straight talking, open and honest individual and a results driven character.

Believes all trades and clients alike should be treated fairly, with respect and honestly as a high value.

## PERSONAL DETAILS

Age	Born 1969 – 53 years old
Marital Status	Divorced
Family	Father of 2 boys 21 & 24 21 leaves with Chris)
Interests	Motorsport Generally & F1 Westfield Kitcar Track days Quality family time

## QUALIFICATIONS

- MCIAT Chartered Architectural Technologist
- ICIOB Chartered Institute of Building
- CITB & IOSH Multiple Safety courses
- Asbestos Awareness training Courses

## RELEVANT EXPERIENCE

Currently has a portfolio of HMO's (houses of Multiple Occupations) and B2L (Buy to Lets)

10 Years as an Architectural designer for Broadway Malyan and Wyvern Architects

Housing, Schools, Retail projects ranging from 1 to 10m (20years ago values)

Client project manager for UK Atomic Energy Authority for a £250M site redevelopment for Fusion Energy (New Clean Energy Solution)

Design and Build and Bid Managers for National Tier 1 Contractors – Vinci, Carillion, BAM, Bouygues – Including 400m new PFI Swindon Hospital, Cabot Circus, HIX Precast Hotels, Student Accommodation

Southern Regional Manager for HRS(Stroma) – Airtightness./Pavisihaus, BREEAM, Acoustic and Sustainability Consultancy, including 400m 1New Change Central London

## RELEVANT EDUCATION

Advanced Property Training , covering every strategy (HL, BRRR, B2L, Commercial, Auction, Creative Finance, Social Housing etc



# MATT CARDOZO CV

## PROFILE OVERVIEW

Matt is a qualified Quantity Surveyor, a refurbishment and property services expert. Working on both commercial and residential projects from Housing to Schools Universities, Hospitals, Offices, Local Authorities and Housing Associations across the country. He has strong commercial acumen, with a proven track record of mental toughness, consistently delivers profitable projects to challenging deadline. An astute and careful decision maker, focused on delivering high standards and quality. A successful negotiator, with strong business ethics and belief in being open and fair in order to built constructive and long-lasting working relationships..

## PERSONAL DETAILS

Age	Born 1983 – 39 years old
Marital Status	Married
Family	Father of 2 Girls 6 & 7
Interests	Football, Rugby, Squash, Karate, Indoor and Outdoor
Outdoor	Cooking.

## QUALIFICATIONS

- BA (Hons) 2:1 Business Degree,
- NVQ Level 6 Quantity Surveyor
- CSCS Management Card & IOSH
- Asbestos Awareness training Courses

## RELEVANT EXPERIENCE

16 Years Industry experience working his way up through the ranks from Trainee up to Commercial Manager in various Commercial roles within the Construction Sector.

Housing, Schools Universities, Hospitals, Offices, Local Authorities and Housing Associations

Commercial Manager for a number of large Main Contractors (Bell Group, Ian Williams Ltd, CW Duke Midas) and Clients responsible of projects totalling in excess of £500M redevelopments.

## RELEVANT EDUCATION

Advanced Property Training , covering every strategy (Property Sourcing, BBR, HL, Commercial Conversions etc)





# BEFORE AND AFTER PHOTOS OF PREVIOUS PROJECTS



Before - 29 Bristol Road



Before - 27 Bristol Road



After - 29 Bristol Road



After - 27 Bristol Road

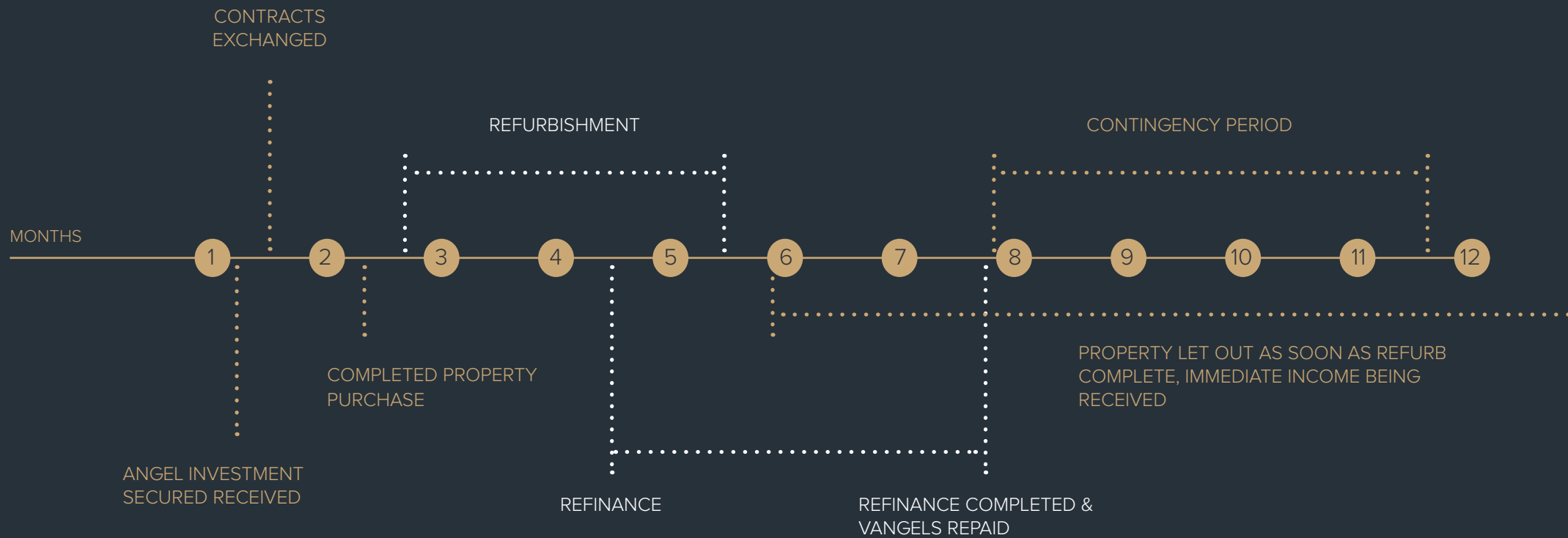


# GALLERY OF PREVIOUS PROJECTS



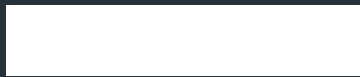


# PROJECT TIMELINE





# APPENDIX : SUPPLY & DEMAND ANALYSIS



Total of 20,157 sleeps min 2

Min price £173 – 7 Nights 3\*

Total 3933 Total in Wales  
Min Price £173 – 7 Nights 3\*

Only 20 with a min of 8 Bed 3 bath that  
Sleep 16+ with a Hot Tub, Wifi, and Garden  
Min Price £1139 - 7 Nights  
Max Price £9185 -7 Nights  
Aug 2023



Total of 300+ (no Total) Sleeps min 2

Min Avg £30pn /£129pw  
7nights

Only 15 with a min of 8 Bed 3 bath that  
Sleep 16+ with a Hot Tub, Wifi, and Garden

Avg £654pn / £4578 pw 7n  
Avg £1310 / £9170 pw 7n



Total of 23,443 sleeps min 2

Does not sort in price

Total 2831 Total in Wales


Only 8 with a min of 8 Bed 3 bath that  
Sleep 16+ with a Hot Tub, Wifi, and Garden  
Min Price £1495 - 7 Nights  
Max Price £8920 -7 Nights  
Aug 2023

THEREFORE AN ANNUAL GROSS RENT OF £100,000 IS A REALISTIC AND NOT AMBITIOUS







# EXAMPLE £9185 PW 2023

 **SYKES HOLIDAY COTTAGES**

[Let Your Property](#) [Help](#) [GBP £](#) [Your Account](#)


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[View Larger Image](#) 1 of 54

**Bannar Fawr**  
Dyffryn Ardudwy, North Wales & Snowdonia (Ref. 1059145)

4.9 ★ Outstanding

Sykes rating 

Sleeps 24

Bedrooms 10

Bathrooms 10

Pets Yes

Show on map

< Jun 2023 (28 nights left) >

Fr	Sa	Su	Mo	Tu	We	Th
26	27	28	29	30	31	+
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	+	+	+	+	+	+

Check-in 3:00 pm / Check-out 10:00 am

☐ Check-in date ☐ Booked

Nights

6

Arriving

Friday

Your selection:

6 nights from  
Fri 23 Jun - Thu 29 Jun  
**£8663** [Book now](#)

[Secure with a 30% deposit now\\*](#)

All prices above are inclusive of the owner's rental charges and our booking fee.





# PROPERTY INVESTMENT / ANGEL PROCESS



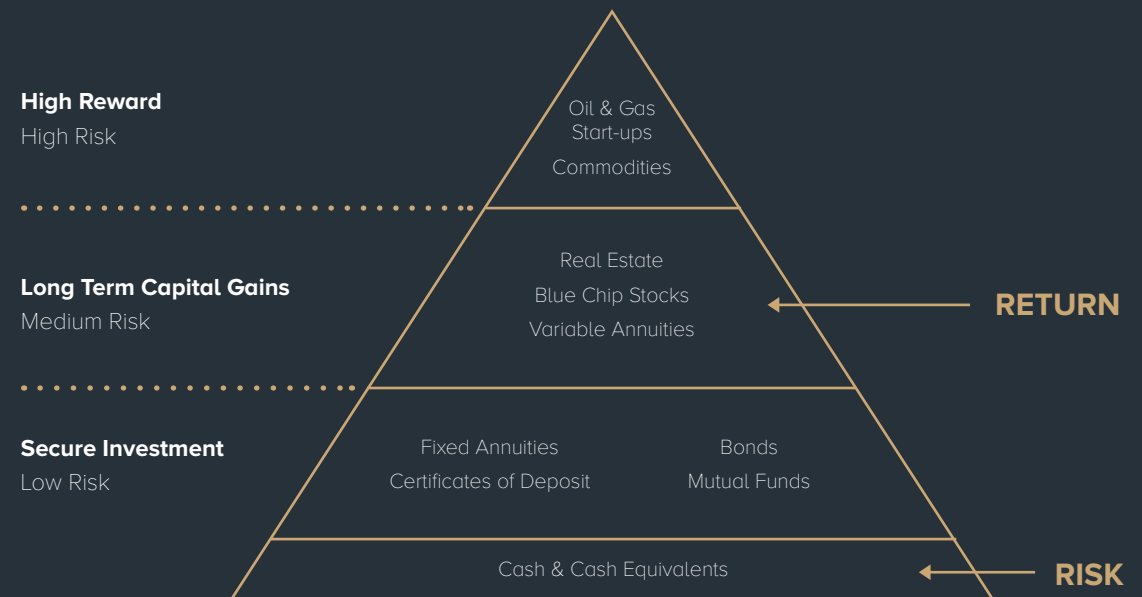


# INVESTING IN PROPERTY

- A classic investment pyramid allocates assets according to the relative risk levels of those investments. At the bottom of the pyramid is Cash (Low Risk / Low Return), with High Risk / High Reward assets (e.g. investments in Start-Ups) at the top of the pyramid.
- Investors (or anybody with cash) should aim to create a balanced investment portfolio over time.
- A “balanced portfolio” combines investment in different asset classes in an attempt to balance risk and return. It is generally accepted that a balanced investment portfolio should have 10-50% exposure to property.
- However, while property generally provides higher returns and long-term capital gains, there can be risks associated with direct property investment.
- These risks can be outside of the risk appetite of many investors / angels
- Lending money to Verve Property Group creates an indirect exposure to property. The main risks associated with investing in property remain with Verve Property Group while the Angel Investors / lenders can enjoy higher returns on their money with relatively low risk

## A LOAN TO VERVE PROPERTY GROUP:

### RISK/REWARD PROFILE





# UK PROPERTY

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“Our analysis suggests average UK price growth of 20% is sustainable over the next five years without unduly depleting mortgage affordability”

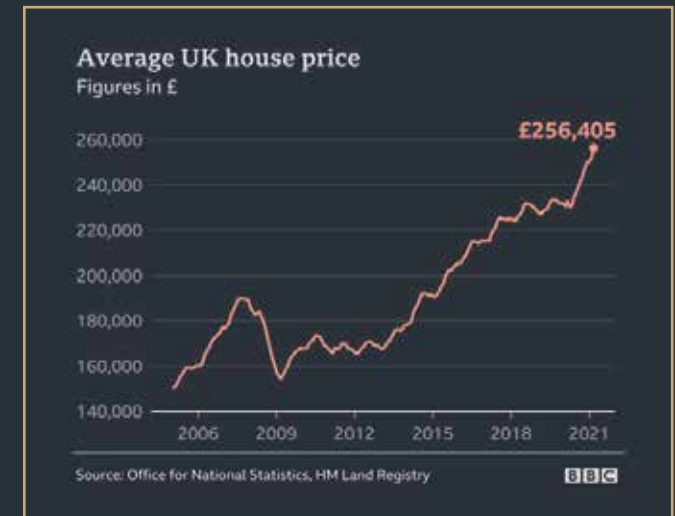
Lucian Cook, Savills Head of Residential Research (Feb'21)

## UK HOUSE PRICES

UK average property prices have risen by 50% over the last 15 years (from £150,633 in January 2005, reaching £256,405 in Q1 2021)

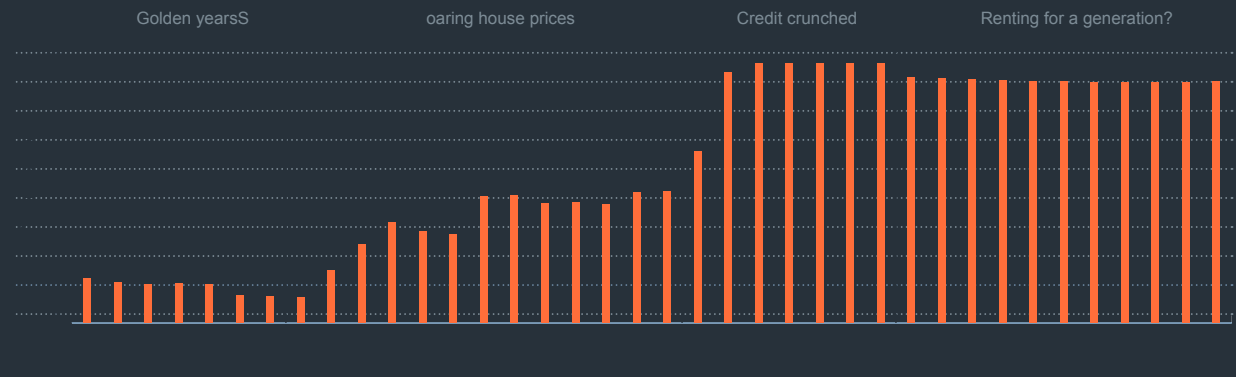
House prices are predicted to continue to rise by further 56% over the next decade, reaching £347,757

House prices growth is being underpinned by a shortage of supply, including housebuilding, as well as low mortgage rates and relatively low unemployment. Projected population growth in the UK suggests that the housing supply will continue to be considerably lower than demand. With prices continually rising, the affordability of homes for first-time-buyers has changed dramatically. According to PwC research, the number of years of savings required for deposit on first home, has increased from 6 years (in 2000) to 18 years in 2018. As a result, the increasing share of people of all age groups are living in rental accommodation



## AVERAGE NUMBER OF YEARS OF SAVING REQUIRED FOR DEPOSIT ON FIRST HOME

- The above factors provide strong investment case for UK property market, with a choice of varied investment strategies



Source: PwC housing market report (July 2019)



# RISKS AND MITIGATION

## ECONOMY

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### INTEREST RATES RISE

We assume 5% mortgage rates when buying all of the properties; the break-even mortgage interest rate for our long-term rental projects is circa 10%

### HOUSE PRICES DROP

House market prices are moving in cycles, and although long-term all experts agree on continued growth, some predict possible dip in short/medium term. Since our strategy is focused on long-term cash flow from rentals, we don't rely on capital growth for project profitability

Adverse long-term impact of Brexit  
A potential adverse long-term scenarios resulting from Brexit are:  
overall economic decline which will result in slow down or even decline of property prices: as covered above, we don't rely on capital growth for project profitability, so won't be affected if it happens

### ADVERSE IMPACT OF THE PANDEMIC

The Pandemic hasn't had too much of an impact on the housing market to date.

The Stamp Duty holiday created a mini boost with property prices growing sharply in 2020-21.

The long-term effect of the pandemic is yet to be seen, however according to analysts' forecasts the property prices are expected to continue to moderately grow in the short to medium term.

## PROPERTY MANAGEMENT

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### WORKS – OVER-RUN AND OVER-SPEND

First, we carefully inspect houses (by conducting professional detailed building, asbestos, etc surveys) before committing to buying them. That helps to avoid "surprises" later on, including hidden costs  
Secondly, we use only trusted builders and contractors as part of our power team, who have a track record of delivering projects on time and within budget

### PROPERTIES - LEGAL ASPECTS

We work with legal firms specialising in property and conveyancing who oversee all stages of each property purchase

### FILLING ROOMS / VOIDS / RENTAL

## DEMAND

First, we carefully choose areas in the UK with very high demand in room rentals. Secondly, we renovate our properties to a very high standard, satisfying regulatory but also tenants' requirements, which keep them in high demand. Finally we work with very experienced local letting agents with a proven track record of very low voids

## MAINTENANCE

We work with experienced local managing agents to manage our properties.

## ADMIN

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### RUNNING VERVE PROPERTY GROUP LTD AS A BUSINESS

First, we as directors, have relevant professional background in running complex projects and managing suppliers – which helps us successfully run Verve Property Group Ltd.

Secondly, we have carefully chosen our power team, who we rely on in running the business and delivering the projects. They include: brokers, solicitors, ac-

countants, tax advisors, sourcing agents, builders and letting/management agencies.

And finally, we already have our own successful 50 year property track record between Matt and Chris

## FINANCING AND EXIT STRATEGIES

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### ANGEL INVESTORS WITHDRAWAL / PROFITABILITY DROP IN THE PROJECT

We can re-finance the property using commercial valuation; We can re-finance the property based upon any capital growth; We can replace the current investor with a new one; We pay investor out by a parallel strategy we run for non "buy and hold" properties via what is known as flips; We can change the property use (e.g. from room rentals to family rental of a property as a whole); And finally, we can sell the property if necessary which we are unlikely to do.



# APPENDIX : LOAN AGREEMENT TEMPLATE

Provided as a separate attachment to this document

## CONTACT INFORMATION HERE