



Join The Opportunity  
for High Yielding  
Residential Properties



October 2019

We are focused on investing in long term, stable, undervalued and high yield residential properties located in Northern England.

We strive to achieve yields in excess of 10% all the while of creating significant social impact on the most needy members of the UK society.

**We are seeking to expand the opportunity into Blackpool**

# Long Story...Short

## Why Blackpool?

- Purchase below market value and replacement value
- Extremely high yields of ~10% that are difficult to replicate in other geographic regions
- Massive investment of hundreds of millions of GBP, which will create new jobs and further the need for housing
- Current prices are far below 2008 housing prices
- International funding – Cheap GBP relative to local currency



## Why Residential?

- Stable and long term cash flow income
- Have local government property management
- Tremendous shortage of quality residential properties
- Lower income class will have rent payments provided by the Blackpool Council

# Significant Investment in the Local Economy



England Local News Regions Lancashire

## Blackpool Golden Mile to become 'world class', council claims

7 December 2018

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## **BLACK TO GOLD** Blackpool to get new £300m tourist attraction on Golden Mile featuring UK's first 'flying theatre'

The development will also feature two hotels, a food hall and restaurants as well as several entertainment options



[M](#) [Travel](#) [UK & Ireland](#) [Days out](#)

## Blackpool plans revealed for new £300 million tourist attraction on Golden Mile

Blackpool has revealed plans for a new £300 million tourist attraction on the Golden Mile named 'Chariots of the Gods'



**Blackpool Central development:  
"People actually wanting to invest in  
Blackpool!!!!"**

The council believes the development will attract 600,000 extra visitors and create 1,000 new jobs. Blackpool Council leader Simon Blackburn hailed the vision as a "game changer".



# Buying Undervalue

2 bedroom terraced house for sale £45,500

Chester Road, Blackpool, Lancashire



Price per sq. ft.

£66.49

**Significant Uplift  
Potential (+30%)**

## Comps

4 Healey St, Blackpool, FY3 8RW			
Sale Date	Property	Price Paid	Price per sq. ft.
31 May, 2019	2 Bedroom, Terraced, Freehold	£58,000	£96.19
322 Talbot Rd, Blackpool, FY1 3QS			
Sale Date	Property	Price Paid	Price per sq. ft.
28 Sept, 2018	2 Bedroom, Terraced, Freehold	£62,000	£85.15
10 Chester Rd, Blackpool, FY3 8BE			
Sale Date	Property	Price Paid	Price per sq. ft.
24 Feb, 2017	2 Bedroom, Terraced, Freehold	£67,500	£137.28

\* 20 Chester St. is our first project in Blackpool, which we acquired in Aug 2019.

\*Source: Rightmove UK

# Why Blackpool?

- Current prices are exceptionally below replacement value
  - \*£120K replacement cost for a £45K house (around 62% below replacement costs)
- High opportunity for price appreciation in the next few years due to large economic growth
- Deep discount prices compared to 2008 pre - Great Recession
  - \*Around 20% discount



# Deep Discount to 2008 House Prices

Blackpool Historic Housing Prices



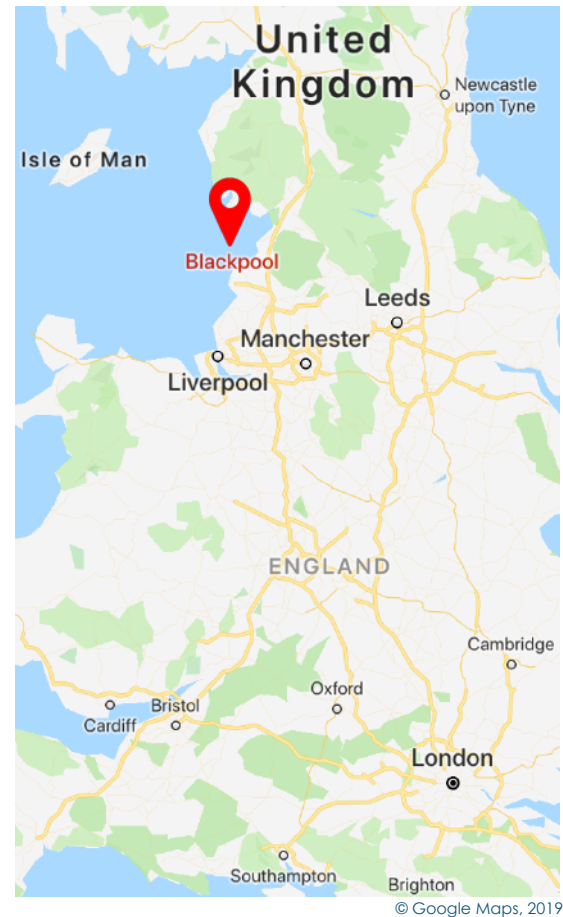
Average prices today are around 20% discount from pre-2008 financial crisis home prices.

However, we are acquiring property below the median (-50%)

\*Source: UK Government.  
UK House Price Index

# About Blackpool

- ~180,000 local inhabitants
- Blackpool is the most popular seaside resort town in the UK.
- Easily accessible via direct high speed trains from London. Blackpool also benefits from direct trains from Manchester, Liverpool and other major cities within the UK.
- Blackpool's famous Pleasure Beach has over 40 rides and attractions, and is one of the UK's most visited tourist attractions (*After London, Blackpool is the second most visited place in the UK*)
- The resort has over 3,000 hotels, guest houses and bed and breakfasts. Between them, they offer over 90,000 rooms, more than most other UK cities.



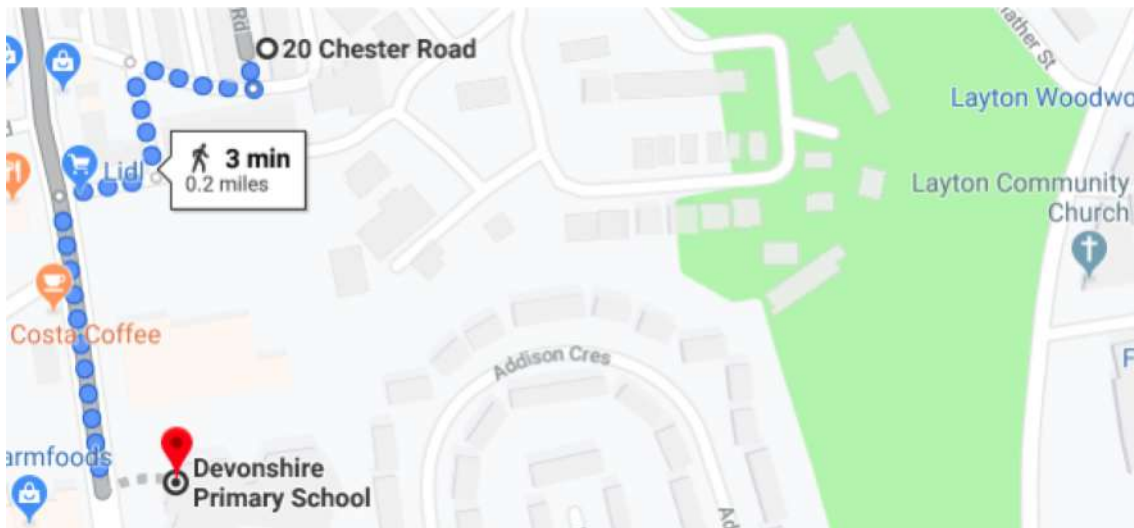


# Stable Long Term Cash Flow Income

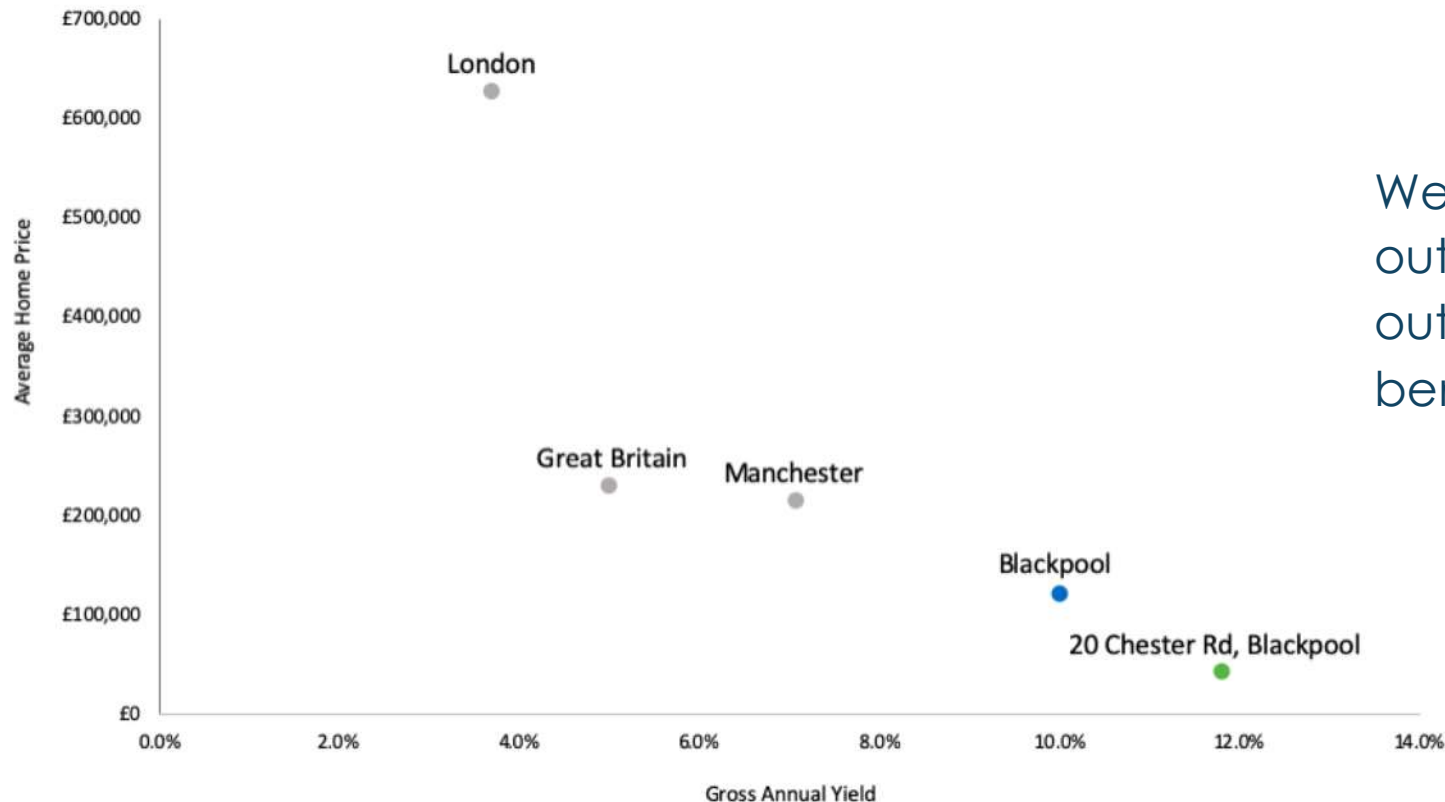
We aim to acquire family tenants for our residential properties. Our ideal concept is to have our tenants reside nearby local schools which their children will enroll at.

This will create a “lock in” effect for the long term, ensuring a Stable long term cash flow income.

*Location, Location, Value...*



# Attractive High Yields



We are even  
outperforming our  
outperforming  
benchmarks!

\*Source: UK Housing Price Index,  
Aug 2019

# The Property Manager is Blackpool Council Itself

Blackpool Housing Company Ltd is a unique and dynamic regeneration company vehicle established and wholly owned by Blackpool Council.

With the introduction of My Blackpool Home, they are playing a vital role supporting the Council and other key partners to create quality rental homes in sustainable neighborhoods.

My Blackpool Home is our intended property manager of choice to deal with the daily administration of our properties, so we could be more focused on profit and due diligence rather than asset management.



# BH Property Group Snapshot

Over the last half decade, BH Property Investments has built competency in investing in residential and social housing in the north of England. Areas of interest include Manchester, Liverpool, Newcastle, Blackpool, Hartlepool and several others.

Our strategies include buy-to-let, fix and flip, conversion, turnkey and social HMO housing.



Since 2014, we have successfully completed over 70 residential projects.

# Our Investment Philosophy



We seek to acquire value or produce value (or in some cases, both)



Transparency and integrity are the key success factors for our business. We assume the same from our partners, clients and investors.



Reward greatly outweighs the risk. We seek to get the highest return at the highest risk averse tolerance levels.



It's all about the cash flow. The more properties in our portfolio, the greater the cash flow is to our business and investors.



We put a strong priority on research and analysis of potential acquisitions. We do not seek to pay above market value or receive returns below benchmark.



Experience is something that is earned. We learn from our mistakes and avoid them again in the future.



Great management is imperative for a successful high-quality business.



We seek assets that are deeply undervalued. A bargain is only a bargain if you could sell it at a profit.

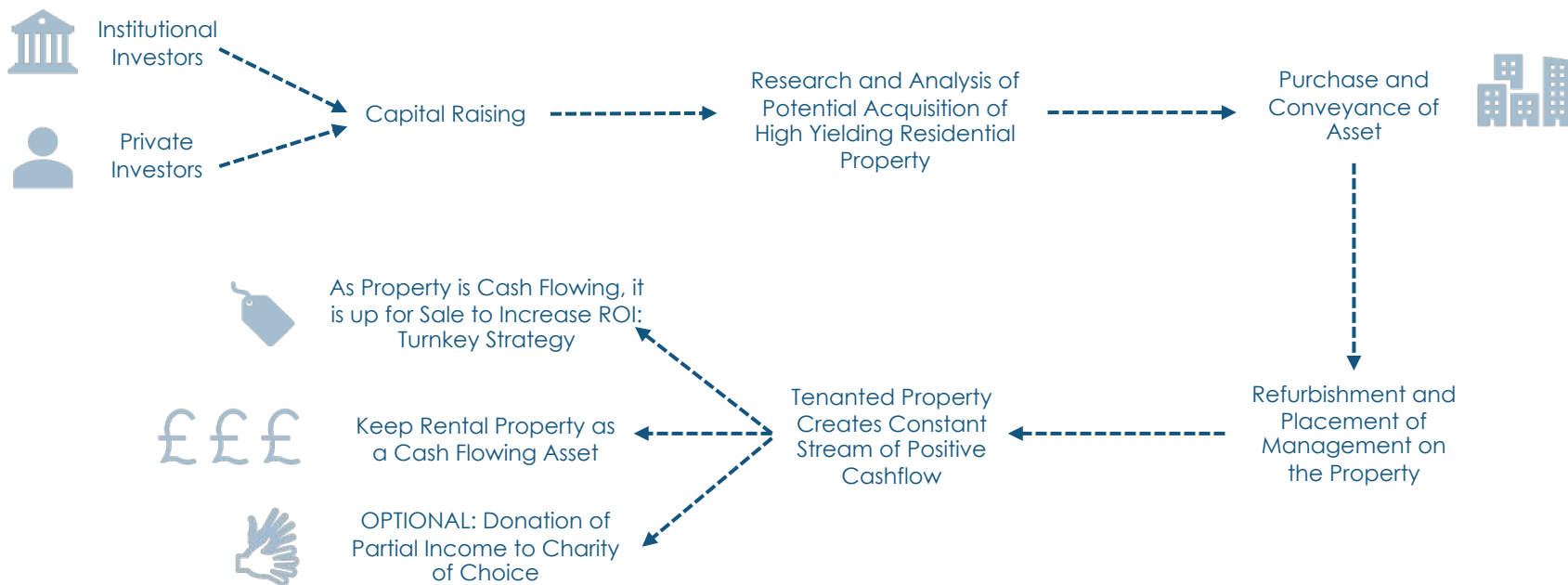


We continuously seek new opportunistic markets



# Investment Process

Our investment process is relatively straightforward, however, we put an emphasis on assessing value on an asset as that will provide us the greatest possible return on investment.



## Our Philanthropic Approach

We strive to provide a positive and social impact beyond the operations of our business.



We wish to allow our investors the options to allocate 10% of profits to philanthropic causes of their personal preference.

# “Only a life lived for others is a life worthwhile” - Albert Einstein

*We advocate for equality in terms of status, rights and opportunities*

*You can support positive and impactful changes to your community for the next generations*

*Philanthropy helps attract new customers, increasing brand awareness and overall profitability in the long run*

*A donation to a qualified charitable organization entitles you to a charitable contribution deduction against your income tax*



*“As I started getting rich, I started thinking, ‘what the hell am I going to do with all this money?’... You have to learn to give.”*  
**Ted Turner**, founder of CNN who donated over a billion dollars to the UN.

# Summary



Exceptionally high yields that are very difficult to replicate in other regions in the UK, EU or even globally.



Properties will NOT be owned by BH Property Investments. The property assets are owned 100% by the investor (*with RX1 restrictions*) and administered by prime property management (*deemed far safer than other real estate funds*).



Attractive management fees. The investor will enjoy the majority of upside from these great and safe investment opportunities.



You have the chance to make an additional impact on your community beyond the scope of your investment.



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