



## GENTRIFIED REAL ESTATE

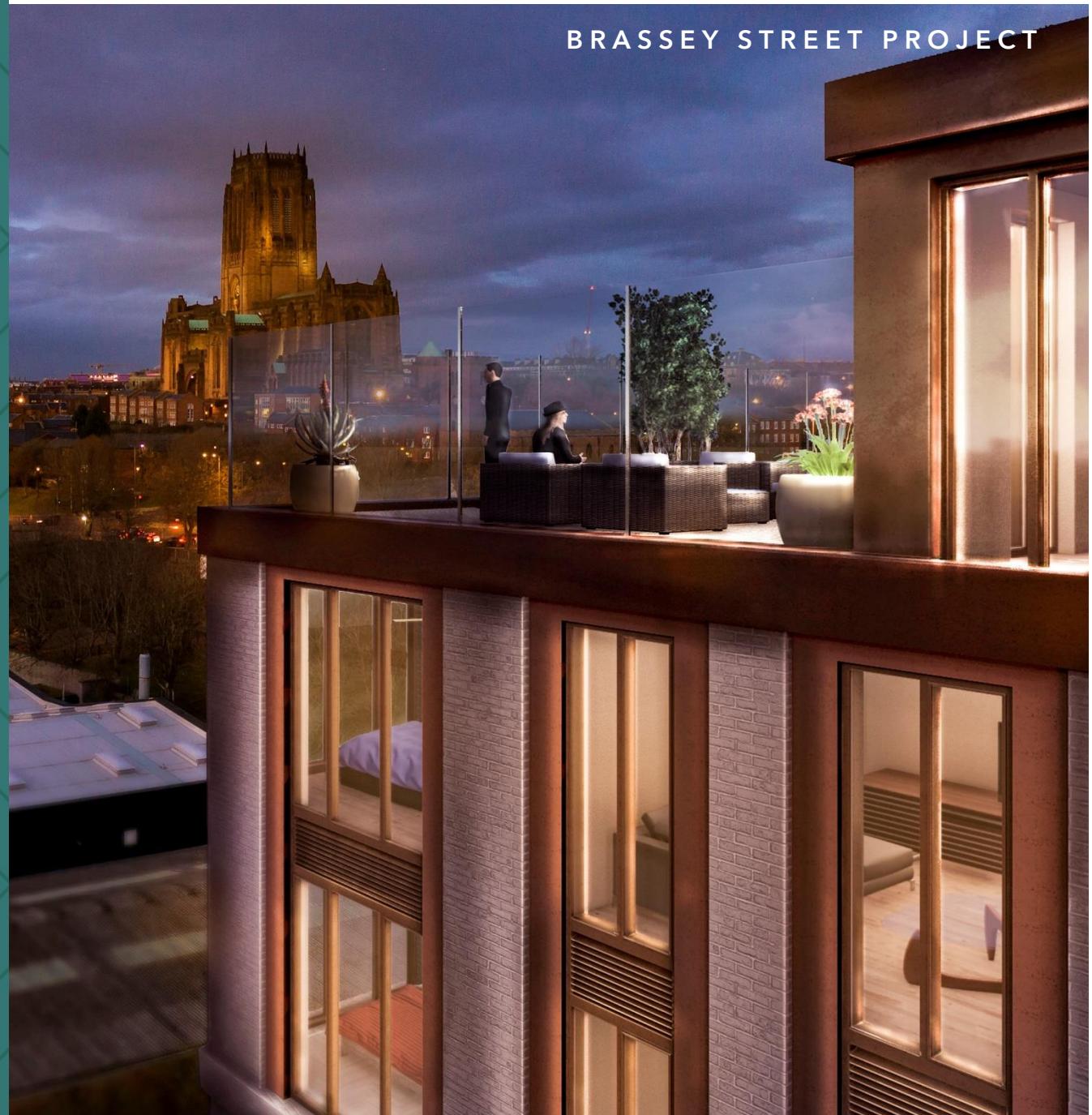
Raising the standard of placemaking within  
the built environment.

[www.gentrified-re.com](http://www.gentrified-re.com)

Strictly Private & Confidential

# CONTENT

Gentrified Real Estate	03
Previous Projects	05
Our Growth Forecast	12
Market Fundamentals	13





### BRASSEY STREET PROJECT

**Gentrified Real Estate**  
has a **holistic approach**  
to the property  
development lifecycle.

By being involved throughout the RIBA stages, we effectively manage risk at each stage of the development process.

### Royal Institute of British Architects (RIBA) Plan of Work

RIBA 1	Origination
RIBA 2	Acquisition
RIBA 3	Planning
RIBA 4	Tech Design
RIBA 5	Construction
RIBA 6	Handover

"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world."

--Franklin D. Roosevelt





# PREVIOUS PROJECTS

12+

COMPLETED  
DEVELOPMENT  
PROJECTS

500+

APARTMENTS  
THROUGH  
PLANNING

100+

APARTMENTS  
BUILT  
AND SOLD

Gentrified Real Estate have been involved in property development for the last decade.

Putting over 500 apartments though planning, building and pre-selling over 100 apartments.

We enjoy conversion projects over new build as they tended to be quicker and therefore provide a higher ROI for our investors.

We prefer town centers over city center locations as we believe the low price point, strong rental yields and established tenant demand, makes our properties very desirable.

# HAMILTON SQUARE

Wirral

We purchased 8 office buildings in Hamilton Square, Birkenhead.

Planning was submitted for a total of 45 residential apartments across all sites.

These were pre-sold prior to construction starting.

Acquisition	RIBA 1
Purchase	£1.2m
Gross Development Value	£4.5m
Exit	RIBA 6

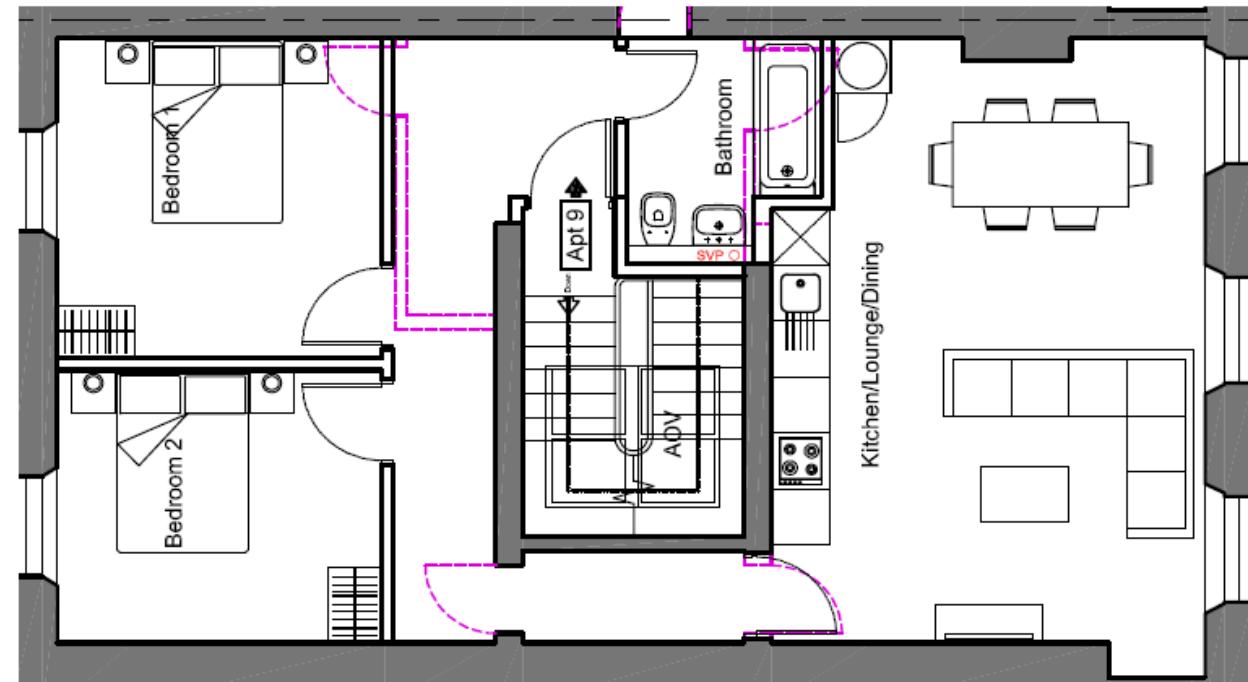


# HAMILTON SQUARE

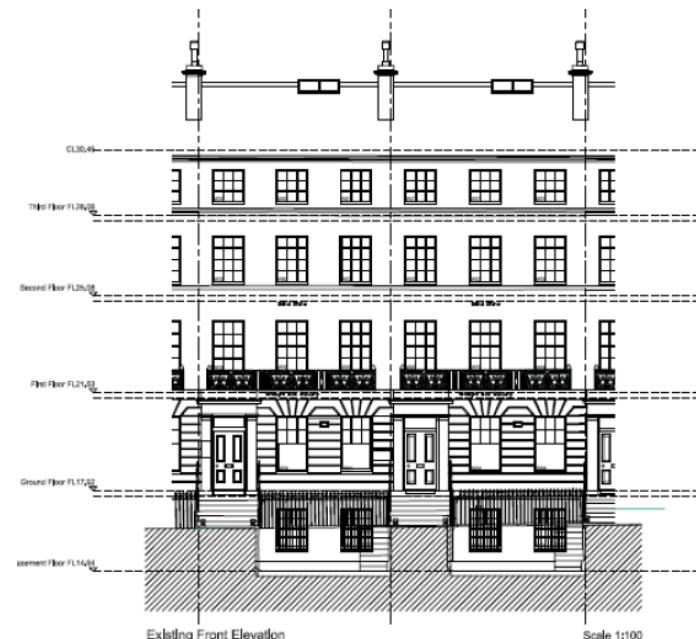
## RIBA STAGE 3 Planning

### STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	NA	NA
2 <sup>nd</sup> Charge	NA	NA
Equity	Working Capital	STARFORTIS - Equity

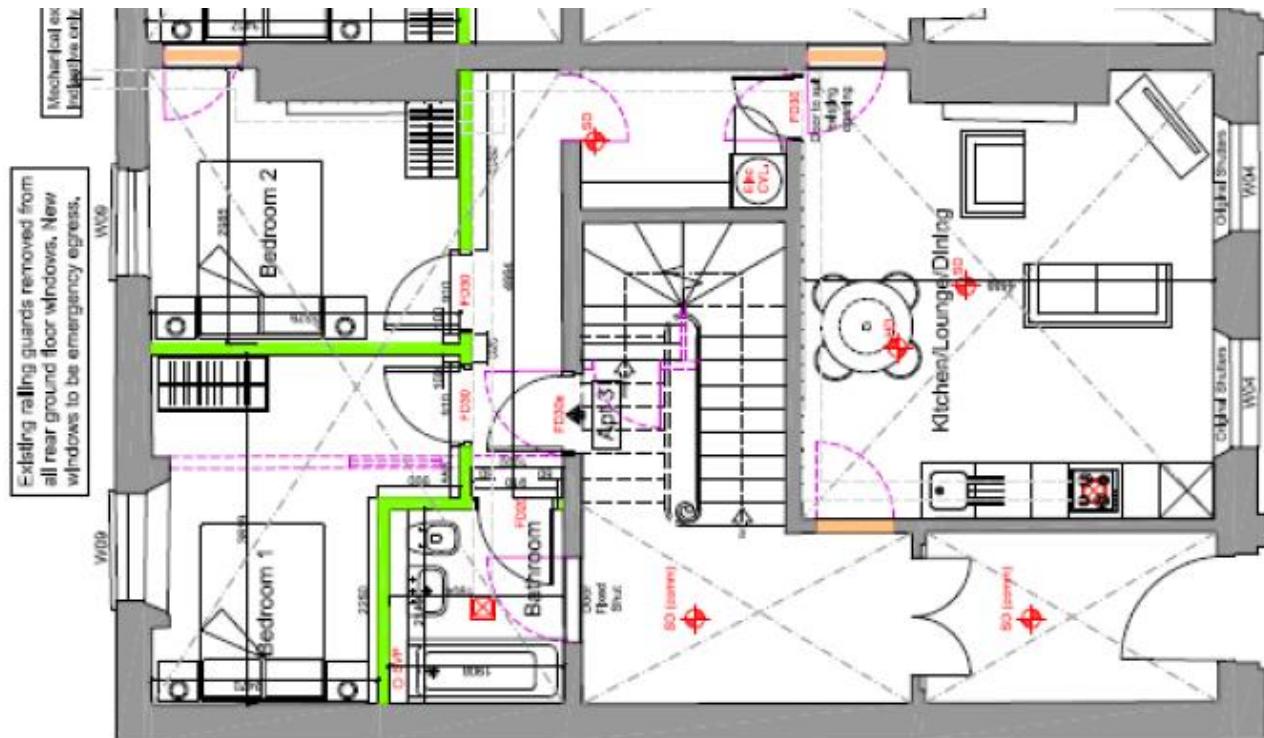


# HAMILTON SQUARE

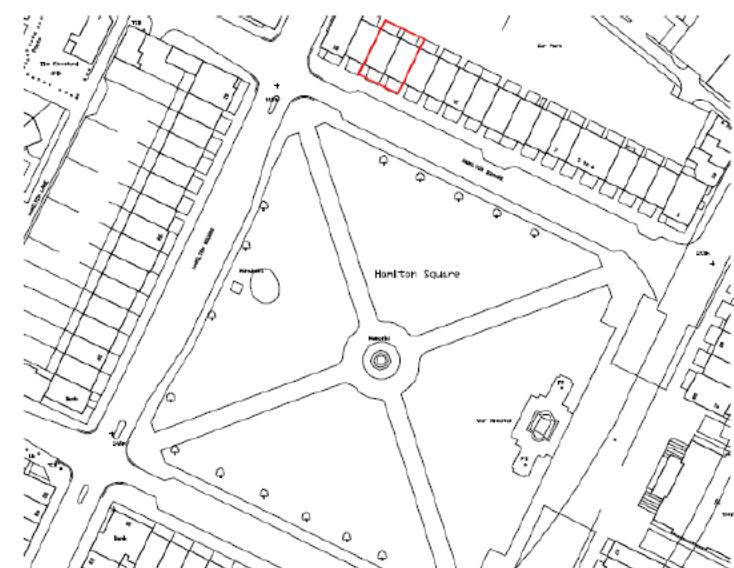
## RIBA STAGE 4 Technical Design

### STRATEGY OBJECTIVES:

- ❖ Asset Purchase
- ❖ Technical Design
- ❖ Apartment Pre-Sales
- ❖ Appointing Main Contractor
- ❖ Source Development Facility



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	Bridging	STARFORTIS - Value Add
2 <sup>nd</sup> Charge	Mezzanine	STARFORTIS - Opportunistic
Equity	NA	NA



# HAMILTON SQUARE

## RIBA STAGE 5 Construction

### STRATEGY OBJECTIVES:

- ❖ Construction Management
- ❖ Cost Management
- ❖ Apartment Final Finishes
- ❖ Snagging
- ❖ Get Ready for Handover



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	Development	Hope Capital
2 <sup>nd</sup> Charge	NA	NA
Equity	Pre-Sales Deposits	Unit Buyers



# DALE STREET

## Liverpool

Working in a joint venture with another Property Developer we put a Liverpool City Centre building through planning for 35 apartments and two retail units.

Acquisition	RIBA 1
Purchase	£750k
Gross Development Value	£5.5m
Exit	RIBA 3



# DALE STREET

## RIBA STAGE 3

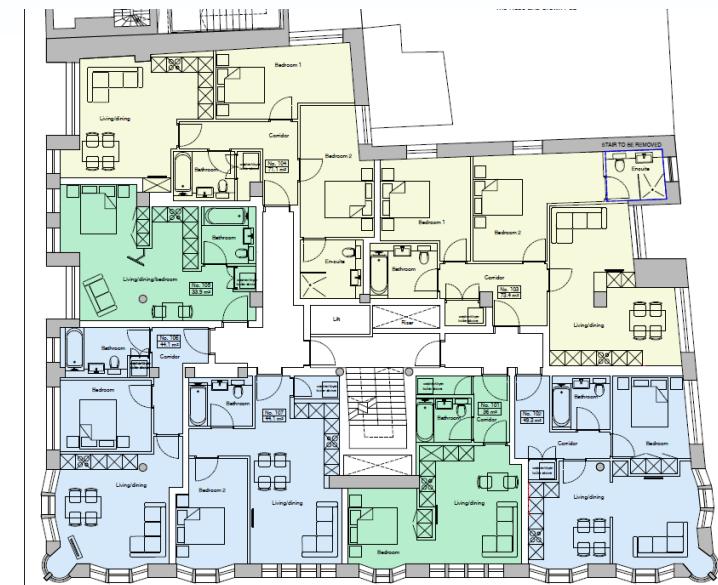
### Planning

#### STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	NA	NA
2 <sup>nd</sup> Charge	NA	NA
Equity	Working Capital	STARFORTIS - Equity



# BRASSEY STREET

## Liverpool

We purchased an acre of land, subject to planning in the Baltic Triangle area of Liverpool City Centre.

We achieved planning for 174 residential apartments and 80 car-parking spaces.

Pre-Planning Value: £1,250,000

Planning Costs: £550,000

Post Planning Value: £2,600,000

Acquisition	RIBA 1
Purchase	<b>£1.25M</b>
Gross Development Value	<b>£31m</b>
Exit	RIBA 3



# BRASSEY STREET

## RIBA STAGE 3 Planning

### STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	NA	NA
2 <sup>nd</sup> Charge	NA	NA
Equity	Working Capital	STARFORTIS - Equity



# SEFTON STREET

## Liverpool

We purchased an acre of land in Riverside, Liverpool City Centre.

We put this site through planning for 198 residential units, 575sqm of commercial space and 110 car-parking spaces.

Pre-Planning Value: £1,000,000

Planning Costs: £450,000

Post Planning Value: £2,800,000

Acquisition	RIBA 1
Purchase	£1M
Gross Development Value	£33m
Exit	RIBA 3

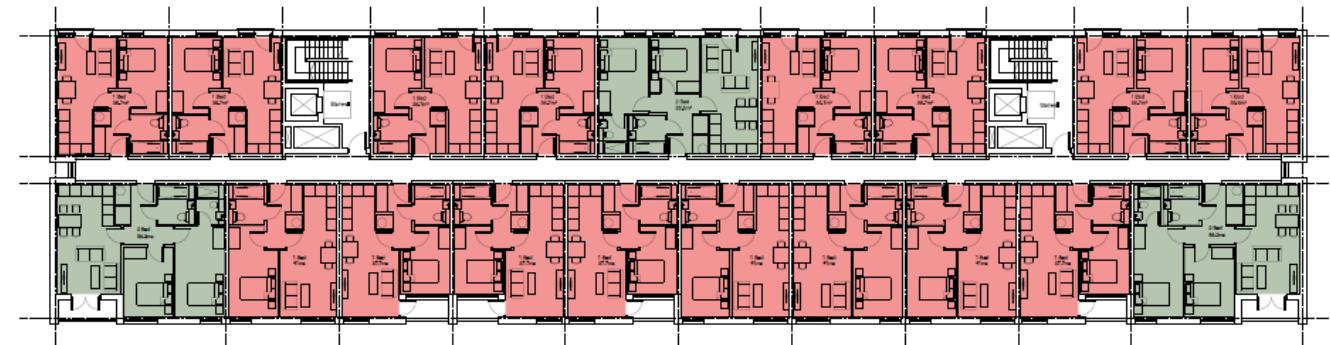


# SEFTON STREET

## RIBA STAGE 3 Planning

### STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	None	NA
2 <sup>nd</sup> Charge	None	NA
Equity	Working Capital	STARFORTIS - Equity



# BRIDGEWATER STREET

## Liverpool

We completed the purchase of an existing building within Liverpool City Centre.

We put it through planning and achieved permission for 35 apartments, with 250sqm of co-working space on the ground floor.

Pre-Planning Value: £1,300,000  
Planning Costs: £250,000  
Post Planning Value: £2,100,000

Acquisition	RIBA 1
Purchase	£1.3m
Gross Development Value	£6.3m
Exit	RIBA 3



# BRIDGEWATER STREET

## RIBA STAGE 3

### Planning

#### STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	None	NA
2 <sup>nd</sup> Charge	None	NA
Equity	Working Capital	STARFORTIS - Equity



# SOMRSET HOUSE

## Liverpool

We purchased an open plan office building on a high-street in Liverpool.

Put the site through planning for 15 residential apartments.

Including a third-floor extension to the existing building.

These were pre-sold prior to construction starting.

Acquisition	RIBA 1
Purchase	£225k
Gross Development Value	£1.2m
Exit	RIBA 6



# SOMERSET HOUSE

## RIBA STAGE 3 Planning

## STRATEGY OBJECTIVES:

- ❖ Exchange and Delayed Completion
- ❖ Appoint Professional Team
- ❖ Achieve Planning Approval
- ❖ Source Bridging Finance

THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	None	NA
2 <sup>nd</sup> Charge	None	NA
Equity	Working Capital	STARFORTIS - Equity

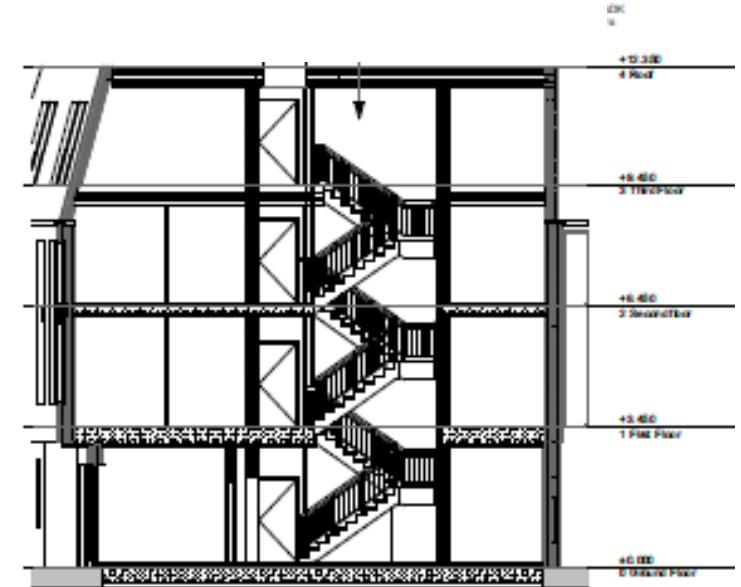
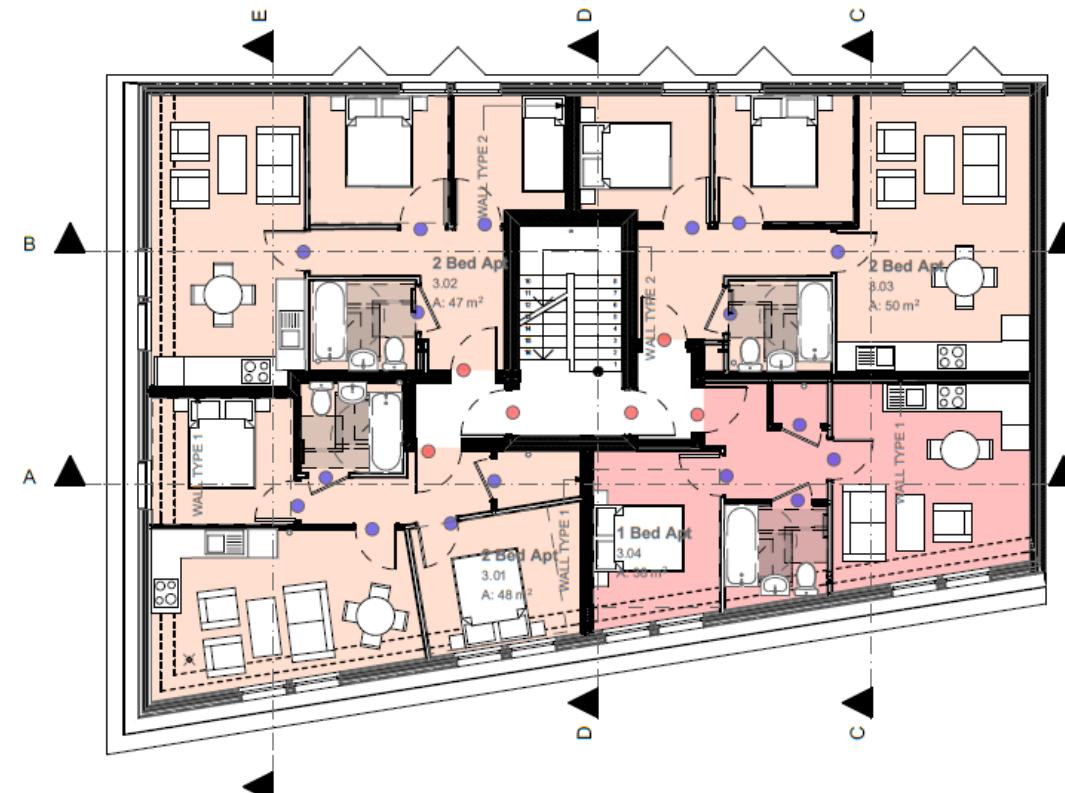


# SOMERSET HOUSE

## RIBA STAGE 4 Technical Design

### STRATEGY OBJECTIVES:

- ❖ Asset Purchase
- ❖ Technical Design
- ❖ Apartment Pre-Sales
- ❖ Appointing Main Contractor
- ❖ Source Development Facility



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	Bridging	STARFORTIS - Value Add
2 <sup>nd</sup> Charge	Mezzanine	STARFORTIS - Opportunistic
Equity	NA	NA

# SOMERSET HOUSE

## RIBA STAGE 5 Construction

### STRATEGY OBJECTIVES:

- ❖ Construction Management
- ❖ Cost Management
- ❖ Apartment Final Finishes
- ❖ Snagging
- ❖ Get Ready for Handover



THE CAPITAL STACK	LOAN	WHO
1 <sup>st</sup> Charge	Development	Lowry Capital
2 <sup>nd</sup> Charge	NA	NA
Equity	Pre-Sales Deposits	Unit Buyers





# GROWTH FORECAST

04

PROJECTS  
PER YEAR

33%

GROWTH  
YEAR ON YEAR

200

MAX BUILD  
PIPELINE

At Gentrified Real Estate, we are dedicated to driving steady and sustainable growth over the next decade.

With a boutique approach, we focus on delivering four carefully crafted property development projects each year, striking the perfect balance between ambition and precision.

To ensure exceptional quality and attention to detail, we've set a cap of producing 200 apartments annually.

As we approach this milestone, we'll continue to evolve, investing in team development and optimising operations to enhance profitability and long-term success.



# MARKET FUNDAMENTALS

20%

5 YR HOUSING  
MARKET GROWTH

22%

5 YR RENTAL  
PRICE INCREASE

46%

UNDER 35  
WHO RENT

We are looking to tie current market fundamentals into our development strategy focusing our efforts on town center locations with lower entry price points and higher yields, over city center locations.

Focusing on areas within the Northwest that are undergoing significant redevelopment plans through the government's strategy of regenerating town center and high street locations. Providing residential, commercial and leisure were once retail thrived.

With over 46% of the population under 35 now in long term rental accommodation. We provide homes with strong tenant demand from first time buyers, young professionals, and professional renters.

# UK Market Analysis.

In recent years, emerging regions, away from London, have allowed investors to achieve higher rental yields, with returns surpassing the average 4% rental yield in London.



**8M**

Rental homes in the UK



**£100B**

Rental Income across the UK

The UK population is younger than that of the rest of the European continent, with an average of 37.4% of the UK population under the age of 30, compared to a European average of 21.4%. With 62.9% of the UK population of working age.



**20%**

Of all UK homes are now rented in the private sector



**60%**

Is the number of properties in the UK under home ownership



# NORTHERN POWERHOUSE

The Northern Powerhouse has been growing in prominence in recent years. This is largely thanks to the swell of companies starting up in, or moving to, cities in the North and away from London. This has created a **new demand for assets** in the Northern Investment Property market.

The UK government is committed to **Boosting the economic growth** of core cities in the North of England including Manchester, Liverpool, Leeds, Sheffield, Hull and Newcastle.

## Meet the Team



**Matthew Kearns**  
**Construction Director**



**Paul Wilson**  
**Managing Director**



**John McCarthy**  
**Investment Director**

With a collective experience exceeding 50 years at executive levels within the property investment and development sectors, our executive team brings extensive expertise to every project.



## GENTRIFIED REAL ESTATE

Raising the standard of placemaking within  
the built environment.

The information contained with this document is a general guide. This information does not constitute an offer or a contract and we (or anyone in our company) do not imply, make or give any representation, guarantee or warranty whatsoever relating to the terms contained herein. Any intending investor must satisfy themselves as to the correctness of any of the statements, plans or images contained herein. Images are for reference purposes only.

[www.gentrified-re.com](http://www.gentrified-re.com)

Strictly Private & Confidential