



GENTRIFIED REAL ESTATE

Raising the standard of placemaking within
the built environment.

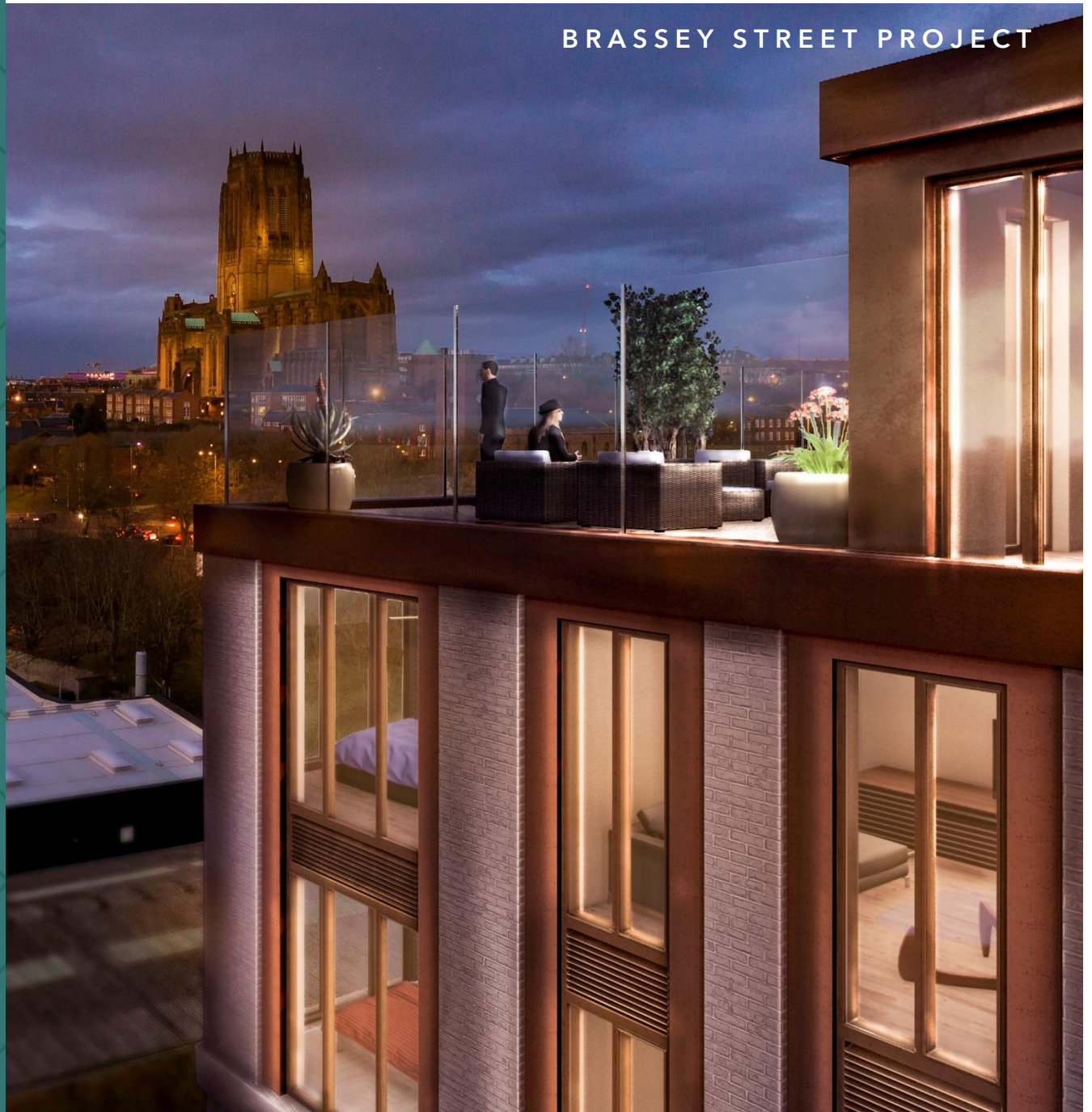
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Strictly Private & Confidential

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BRASSEY STREET PROJECT





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 through 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.



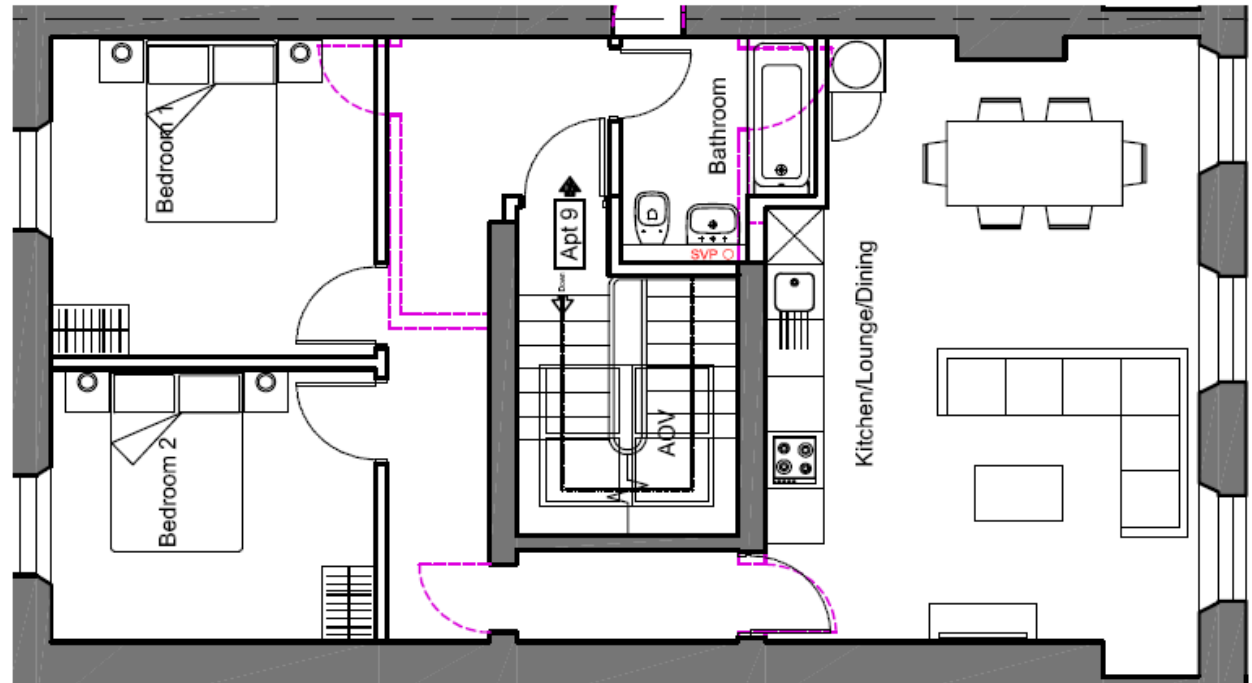
Acquisition	RIBA 1
Purchase	£1.2m
Gross Development Value	£4.5m
Exit	RIBA 6

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

1st Charge

NA

NA

2nd Charge

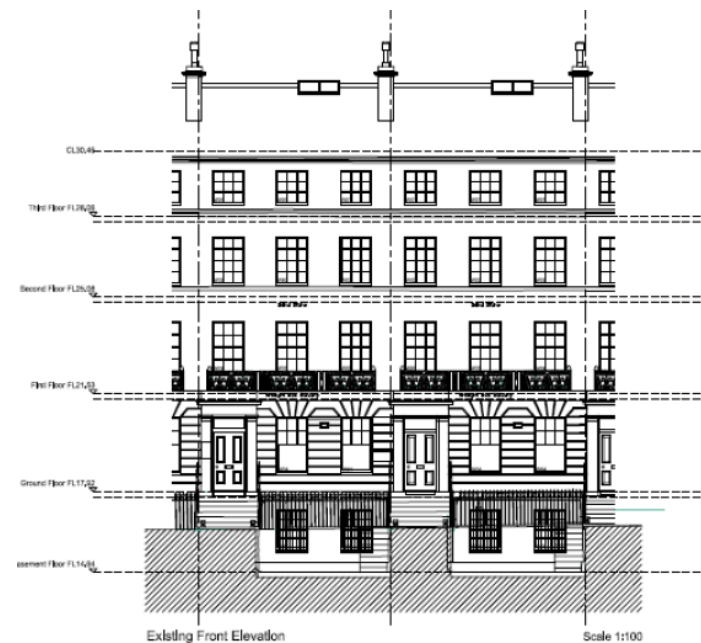
NA

NA

Equity

Working Capital

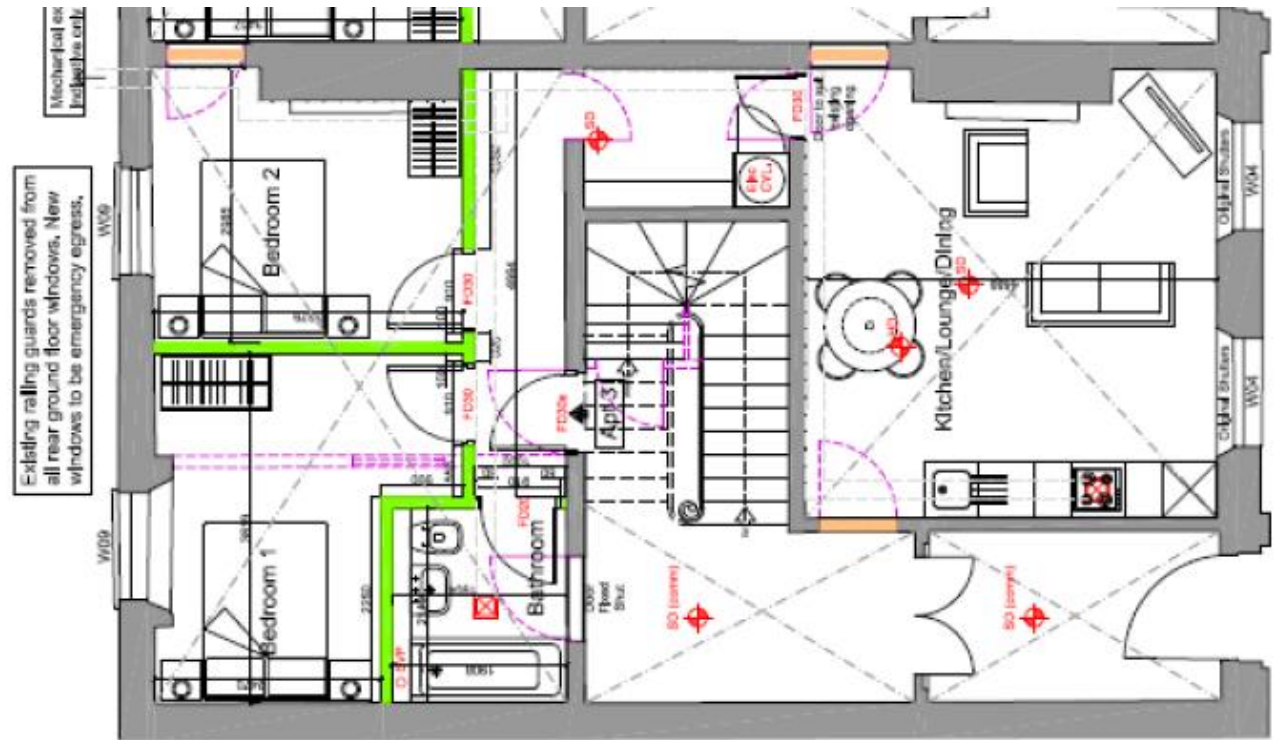
STARFORTIS -
Equity



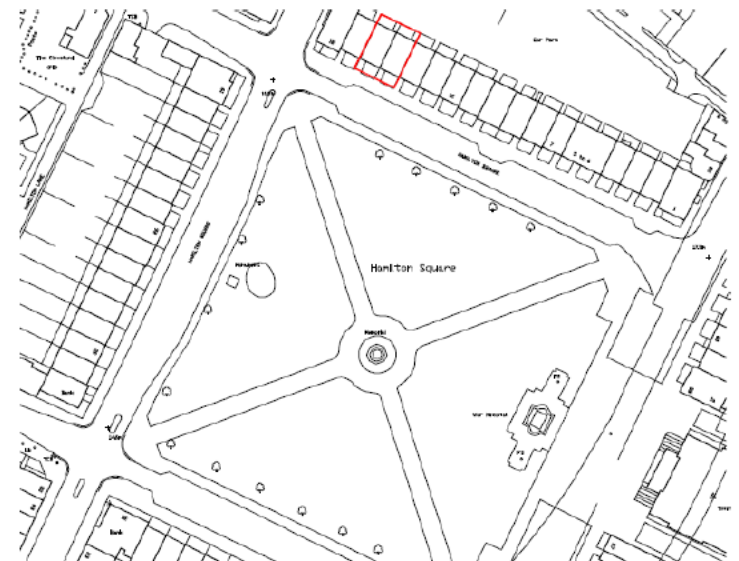
RIBA STAGE 4

Technical Design

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



THE CAPITAL STACK	LOAN	WHO
1 st Charge	Bridging	STARFORTIS - Value Add
2 nd 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 st Charge	Development	Hope Capital
2 nd 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

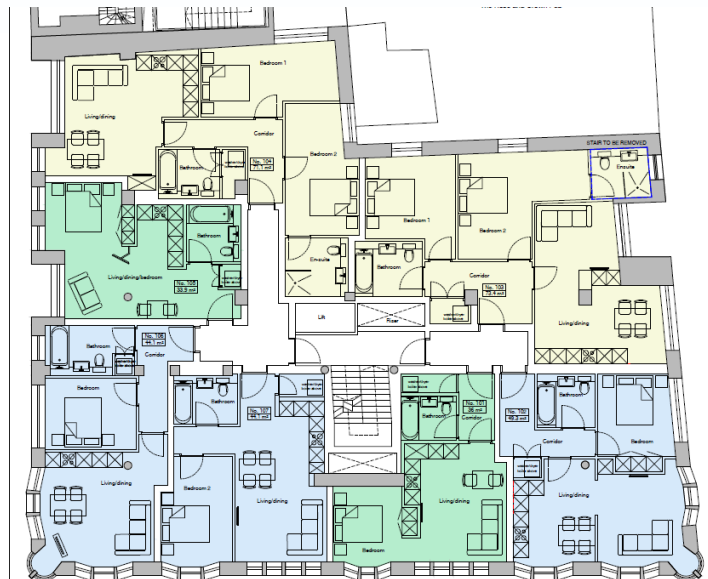
RIBA STAGE 3 Planning

STRATEGY OBJECTIVES:

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



THE CAPITAL STACK	LOAN	WHO
1 st Charge	NA	NA
2 nd 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	£1.25M
Gross Development Value	£31m
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 st Charge	NA	NA
2 nd 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

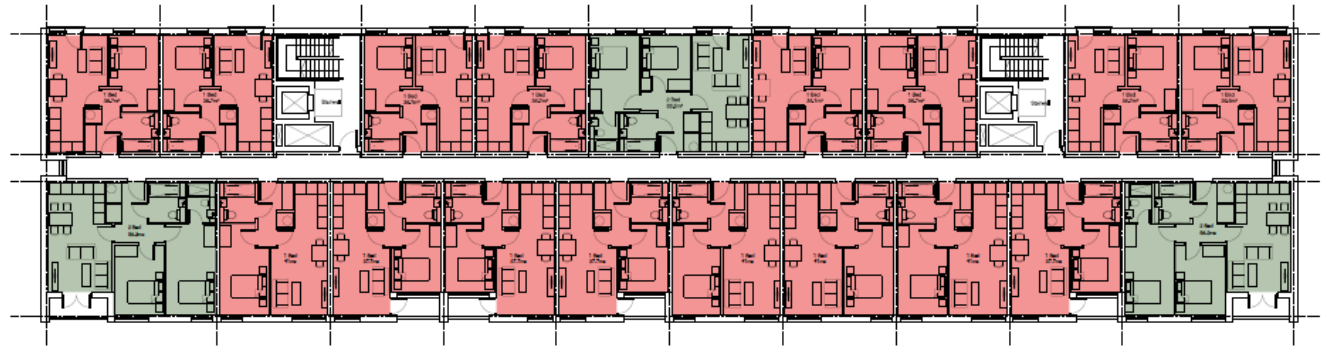


SEFTON STREET

RIBA STAGE 3 Planning

STRATEGY OBJECTIVES:

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



THE CAPITAL STACK

LOAN

WHO

1st Charge

None

NA

2nd 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 st Charge	None	NA
2 nd 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.



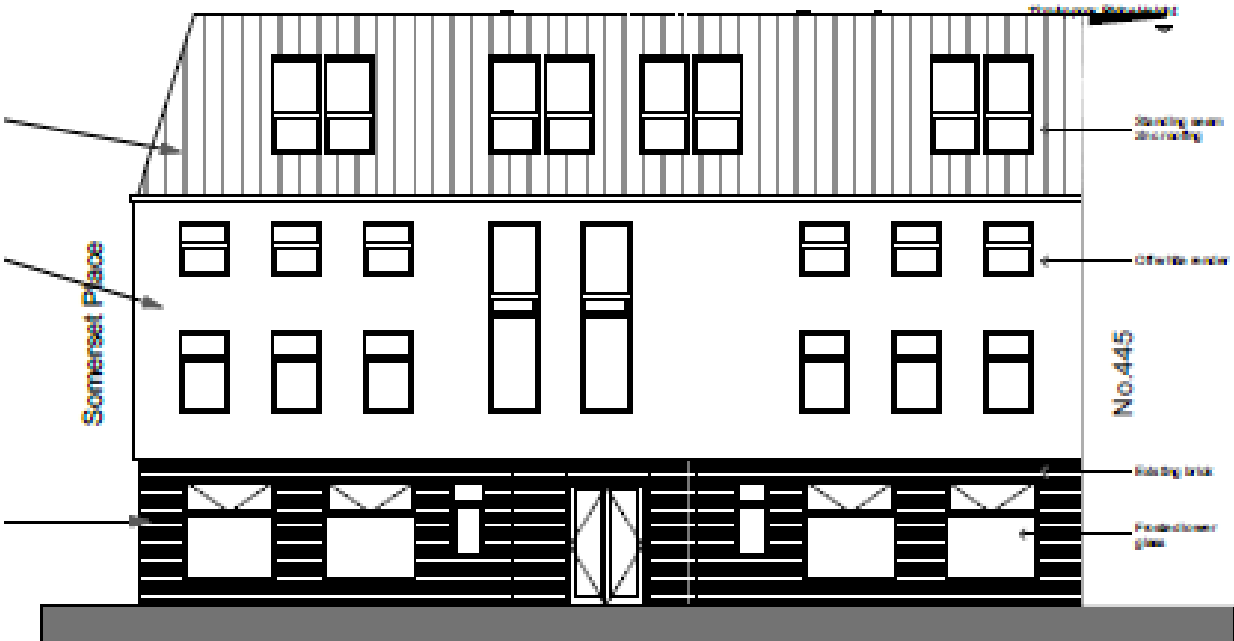
Acquisition	RIBA 1
Purchase	£225k
Gross Development Value	£1.2m
Exit	RIBA 6

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 st Charge	None	NA
2 nd Charge	None	NA
Equity	Working Capital	STARFORTIS - Equity

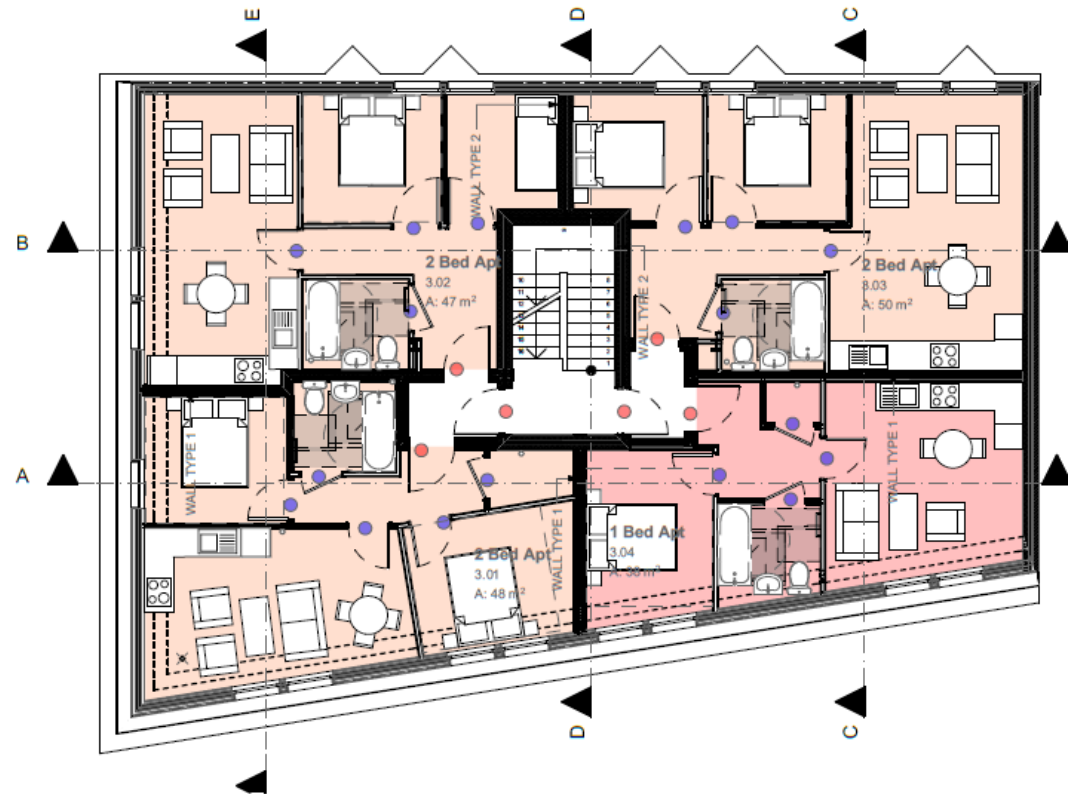


SOMERSET HOUSE

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

1st Charge

Bridging

STARFORTIS -
Value Add

2nd Charge

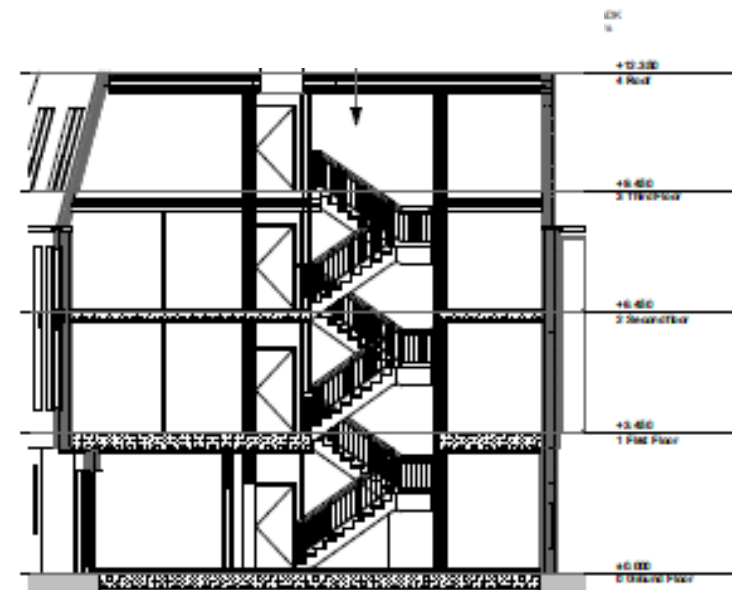
Mezzanine

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 st Charge	Development	Lowry Capital
2 nd Charge	NA	NA
Equity	Pre-Sales Deposits	Unit Buyers

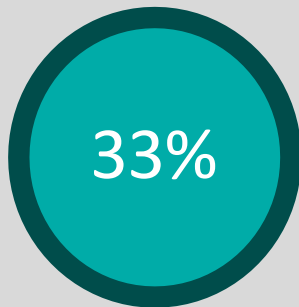




GROWTH FORECAST



PROJECTS
PER YEAR



GROWTH
YEAR ON YEAR



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.

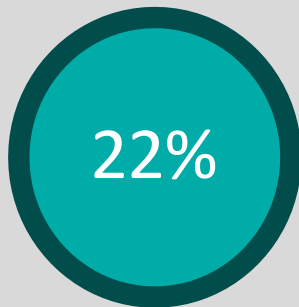
As we approach this milestone, we'll continue to evolve, investing in team development and optimising operations to enhance profitability and long-term success.



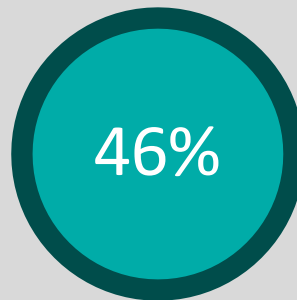
MARKET FUNDAMENTALS



5 YR HOUSING
MARKET GROWTH



5 YR RENTAL
PRICE INCREASE



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 where 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.

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.



8M

Rental
homes in
the UK



£100B

Rental
Income
across the UK



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.



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