



**London and Home Counties  
Investment & Joint Venture  
Opportunities for  
Property Conversion and  
Land Development Projects**



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Disclaimer:

FLP is not authorised to give financial advice and are not liable for any financial advice provided by, or obtained through a third party. The information published in this E-Brochure is for information purposes only.



Fontaine London Property consists of an expert team of hard working, experienced property professionals who would like to present to you an opportunity to invest and joint venture in our property and land development projects.

We source quality property for conversions and add value projects, in addition to land development projects with or without planning permission to create great returns for our investor partners.

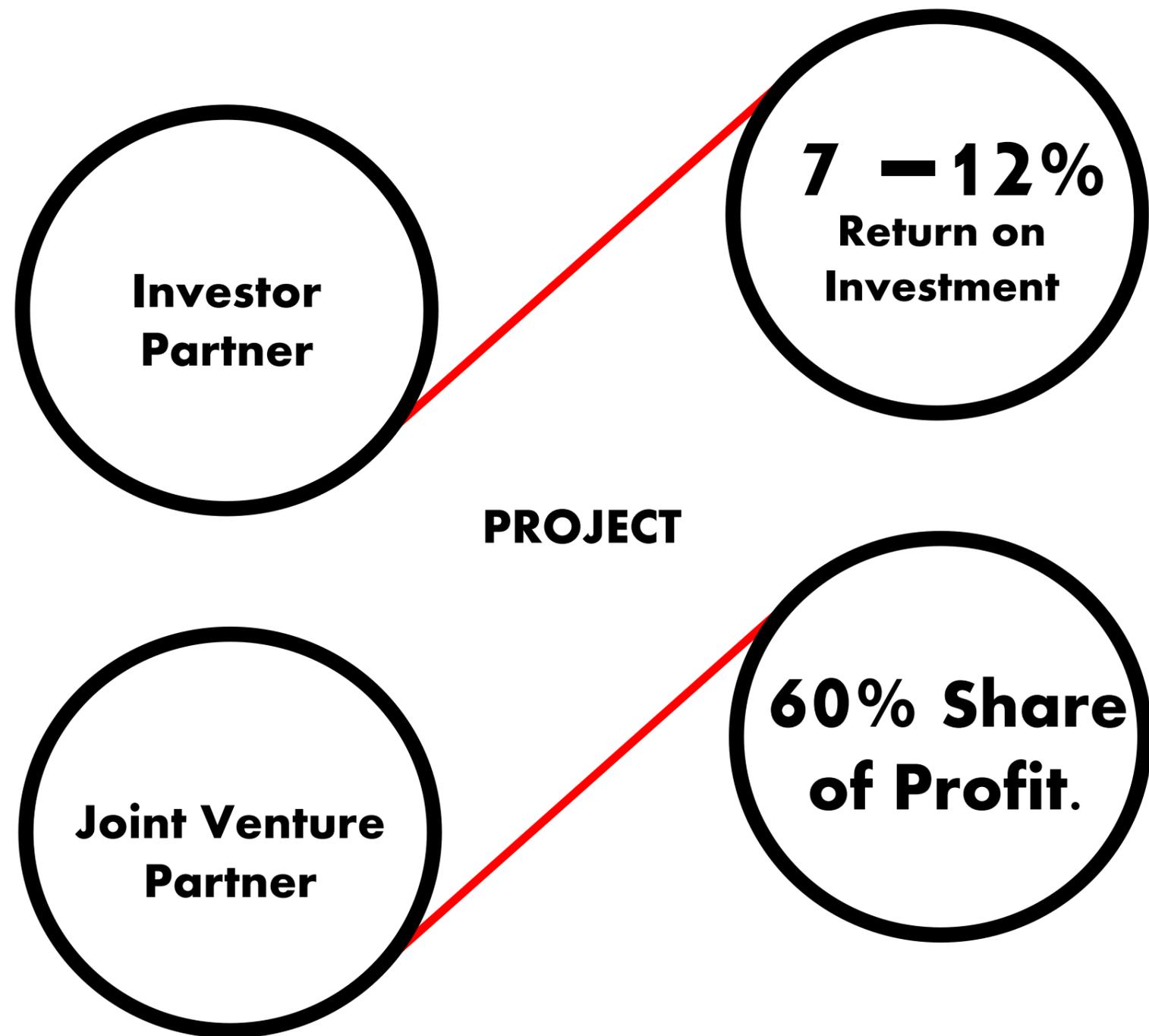
London and surrounding home counties in the south east of the UK is a global hub for property acquisitions with high rental demand, durable occupancy periods, and the highest capital growth rates within the United Kingdom.

The South East is an excellent location to invest in, with a solid global reputation only matched by a few world cities.

London has a strong, affluent, diverse, and stable economy, and recognised as a global business centre within many industries such as technology, engineering, media, insurance, manufacturing and a strong services sector.

The South East of England and London especially are well protected from economic shocks, and property devaluations as seen in the recent global crash of 2008.

# The Opportunities





# Investments & Joint Ventures

We present projects to investors and potential joint venture partners because there's a limit to what you can achieve alone.

We'll provide you with the opportunity to:

- Leverage your time
- Leverage Skillsets
- Increase Network/Build New Relationships
- Connect
- Collaborate
- Create

Building good relationships with new partners is an integral part of the synergy of my business. I like to agree the principle of working together on Joint Venture Projects well in advance of us both getting excited about a specific property deal.

So if doing one or a number of Joint Venture Buy to Sell or Capital Growth Projects with me and my team interests you, please get in touch to have an initial informal conversation to discuss your future property goals.

We will talk through the likely financial scales of a typical project, time-scales, and discuss most of the usual risks inherent in a Buy to Sell or Capital Growth Project.

## Mitigating Risks In Partnership

Investments in real estate Projects do bring their associated risks, and every now and then there can be minor blips that hold up a project. I feel it's important that all associated partners understand the risks involved in property and what we do to reduce and mitigate those risks.

For both Buy to Sell and Capital Growth projects we ensure all our projects follow this criteria:

- Cash Flow from day one with good yielding projects
- Amenities: Projects must be in a desirable location.
- Supply: High demand for purchase for buy to sell exits strategy.
- Growth Buy and Hold strategy.
- High demand for tenants for capital growth Build to Rent strategy.

Having these basic criteria foundations set allow for a profitable partnership.

## Added Protection for our JV Partners

Whether the pre-agreed exit strategy of our partnership is to sell the project, re-mortgage in 9 months, 3 years or buy out the property share of the partnership, we will present the most profitable, tax efficient, and low risk solution for added protection for our Investors and JV Partners.

The project will be purchased within an SPV (Special Purpose Vehicle) with directorship ownership shares in the name of the Investors or JV Partner, giving added security and protection of your funds.



Connect

Collaborate

Create

**SOURCE IT**  
PHASE ONE  
Marketing

**ANALYSIS**  
PHASE TWO  
Planning

**CONNECT**  
PHASE THREE  
Funding

**COLLABORATE**  
PHASE FOUR  
Mobilisation

**CREATE**  
PHASE FIVE  
Delivery

Successful Partnerships

Process Flow

- In-house offline marketing campaigns
- In-house online marketing campaigns
- Direct to vendor site visits
- RFLP Referral Programme
- Sourcing Partners networked relationships
- Estate Agent networked relationships
- Auction House networked relationships
- Property Receivers networked relationships

- Location
- Discount
- Equity Gains
- Cash-flow
- Supply
- Demand
- Tenants
- Strategy
- Risk Management Planning
- Source To Sell
- Buy To Sell
  - Refurbish
  - Develop
  - Split Leases
- Buy To Hold
  - Add Value
  - Redevelop
  - Split Leases
  - HMO
  - Commercial Let
- Option Secured

- Connect with RFLP Team
- Informal discussions
- Discuss Short Term Investment Goals (4-18months)
- Discuss Long Term Property Investment Goals (3 Years +)
- Informal Meet
- Partner Insights and Skillsets
- Qualified Investor Profile
- Access to Preferred Partner Property Opportunities
- Site Visits
- Valuations
- Purchase and Complete

- Council Planning Partnerships
- Architect Partnerships
- Construction Team Partnerships
- Interior Designer Partnerships
- Graphic Team Partnerships
- Sales Exit Team Partnership
- Management Team Exit Partnership
- Collaboration with FLP qualified networked investors for progressive future projects.

- Create Great Equity Gains
- Create Massive Margins
- Create High Return on Investment for all partners.
- Create lasting local innovative property and development design legacy
- Create local property demand
- Create Lasting Relationships

Co-ordination & Management

Knowledge Sharing  
Documentation Management, Measurement and Reporting

Collative Dialogue with Investor Partners





[WEBSITE LINK](#)

# Investing in London & UK Home Counties

*"Our goal is to partner with people who believe in why we do what we do."*

## Why invest in London and south east UK?

London has traditionally held favour among property investors domestically and globally as London property demand is always in constant supply.

The days of having funds sitting in the bank for a better return on your money are long gone and very risky, especially if you don't have your money working for you in diversified investment portfolio vehicles. The most popular being property.

Some investors choose stock markets, which sometimes offer even greater risk, especially when the markets are volatile.

Here are some prime examples of where your money may not be working hard enough for you:

- Cash in bank
- Businesses
- ISAs
- Pensions
- Equity in Existing Property

Did you know that current cash savers are getting negative growth on their money when held in banks? At 0.5% - 2.5% interest rates if lucky, minus inflation at 4.5%. In investment terms, we call this going broke slowly.

*"If you're prepared to risk nothing, you risk everything" Geena Davis*

History has proven over centuries that property in London and the South East of the UK provides one of the best low-risk opportunities to grow wealth and receive massive returns with a product that is tangible.

You can see it, touch it, and even insure and leverage against it. As well as receiving high capital growth when even untenanted, real estate can also be owned as an income-producing asset when tenanted.

**Most investors invest in real estate for the following reasons:**

- Fantastic returns to be made
- To secure financial future
- Defend against inflation
- Cash flow
- Succession planning
- Demand is outstripping supply



# Frequently Asked Questions

## How much is the rate of return rate?

The rate of return on your sum invested is agreed between the parties. Agreements typically offer a high rate between 7% and 12% for investors. For joint venture partners, they will take 60% profit share of the project.

## What's the difference between an Investor and Joint Venture Partner?

An investor would make up more than one person investing in the project. This can be from 2 to 10 or more investors investing funds into one project to initiate purchase and development and cost associated with the project.

A joint venture partner or JV Partner will be one individual or company entity that invest into the project to initiate purchase and development and cost associated with the project.

## How safe is my money?

Completely safe as it is legally protected. Your capital and the return you will receive are both protected by the water tight legal agreement that both parties sign, which is subject to English Law. You receive your original capital back in full, plus the agreed return on the capital at term.

## How many projects can I invest into?

FLP pride themselves in providing quality projects. We believe in quality over quantity but have great ambitions to scale. We'll only present projects where great margins can be made. Sourcing good projects is the foundation of our business. The only limit for your investment is our ability to source good investments. Our target for 2020 is to have 3 projects secured and ready for investment.

## What is the minimum amount to be invested?

The minimum amount to be invested is £40,000.00.

We have no maximum amount and will only seek investment and partners on a project by project basis.

A set criteria of the investment amount and investor profile will be set on the outset of each project.

Our strategy for development is to acquire project sites between £500K and £3m and a Gross Development Value that satisfies an acceptable profit margin. FLP have an array of strategic real estate tools to hand. For example, Planning Gain.

This is where we may identify a parcel of land that has planning potential. We gain planning and then instead of building the site, we sell for a quick profit. This example would be a short term investment.

## What will my money be used for?

The money will be used to fund the purchase of property or land in addition to the renovation, conversion or full development as part of the investment package .

Once a project is presented to you, FLP will provide a detailed breakdown of return, cost, plan, and timescales.

## Can any individual or company invest or become a JV Partner?

The short answer is NO...

Our Investors and JV Partners must be compliant with **PS13/3**, which aims to protect the general public from being exposed to investments, within which they do not understand the nature or the risk and which they may not be able to afford the loss of their money. We think this is a good thing, and only present Investment and Joint Venture opportunities to those who are able to receive the opportunity.





# Frequently Asked Questions Continued...

## How do I or my company qualify to receive Investment or Joint Venture opportunities?

- 1) **High Net Worth Individuals.** A high net worth individual is defined as somebody who earns more than £100,000 per annum or has more than £250,000 in assets (excluding their own home, their pension and insurances).
- 2) **Sophisticated Investor.** Those who have extensive investment experience and knowledge of complex instruments, who are better able to understand and evaluate the risks and potential rewards of unusual, complex and / or illiquid investments.
- 3) **Companies.** A corporate body can invest and such investments can be solicited from companies, as long as it is clearly stated that the investment is only suitable for companies.

We must hold proof of your status, before presenting the investment or Joint Venture opportunity. Such proof is only valid for one year and must be checked annually, which is why upon renewal of your investment, we will ask for annual proof of HNW status, Sophisticated Investor status or Company status.

## How will you communicate with me?

After our compliance process is complete, there is usually an initial meeting to discuss the opportunity. We want to ensure that there is a comfortable fit for both parties.

The meeting gives you the opportunity to carry out due diligence. A second meeting allows any further queries to be answered, and usually sees the completion of the legal agreement, which both parties have witnessed. I do advise that you take good legal advice from your solicitor prior to legal agreement. You transfer the sum agreed. You are sent quarterly progress reports to keep you updated. Your capital and the return you earn are guaranteed legally. We find it helps create a good two-way partner relationship if you have knowledge of the progress we are making as a collaborative partnership.

## Where do you plan to invest and develop real estate?

Our target areas are all London boroughs and all home counties.

1. Buckinghamshire
2. Hertfordshire
3. Essex
4. Berkshire
5. Middlesex
6. Surrey
7. Kent
8. Sussex

## What is the investment timescale?

Your capital is held for 12, 24 or 36 months or a period mutually agreed and repaid on the relevant anniversary of your start date, with the agreed return. In addition, I retain the ability to repay your capital at an eight-month Break Date with accrued interest on the 12 month period agreement.

## Let's Talk...

### Do you have any other questions?

Please feel free to contact me directly via:

Mobile: 07584 325 815

Office: 020 3579 6577

[Renee@FontaineLondonProperty.co.uk](mailto:Renee@FontaineLondonProperty.co.uk)  
or save your question for our initial face to face scheduled meeting.



