



ESA Property

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HMO Investment Service
**PROPERTY LETTINGS
& INVESTMENTS**

HMO Portfolio Builder

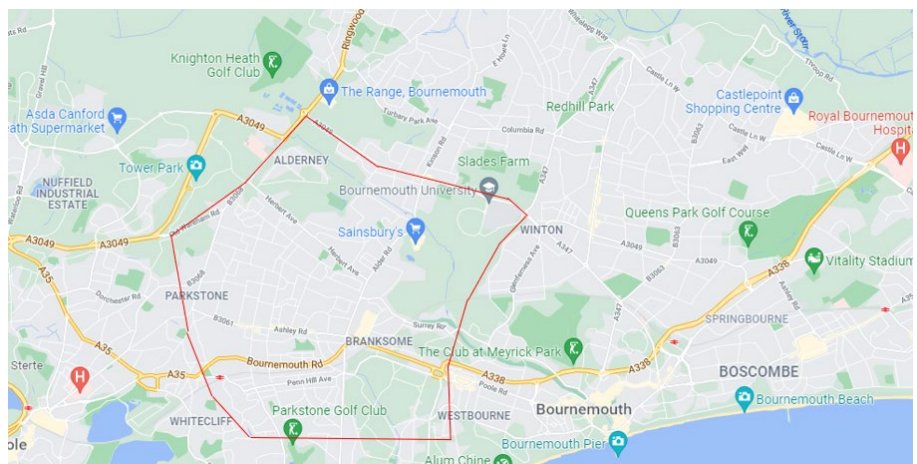
At ESA we have an extensive knowledge of the HMO market, both from an investors point of view and as a managing agents point of view. Combine this with our industry links and this creates our turn key investment service.

In this document we will cover the Area we invest in and why, the service we provide and the product received at the end.

The area

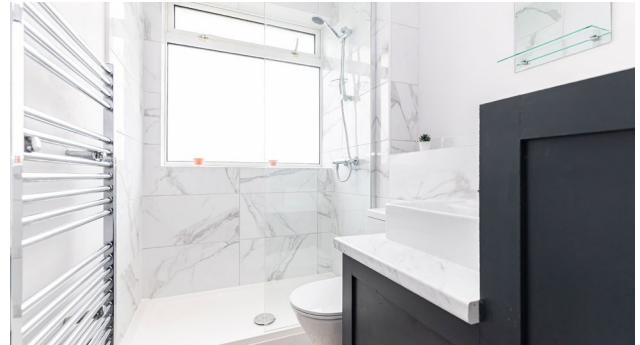
We look to invest Just outside article 4 areas in Bournemouth, the reason for this is because it allows you to change the use classification from C3 to C4 under your permitted development rights. This prevents having to spend months going through the planning system. We do still find properties which are in the article 4 area which already have a C4 classification, but these tend to have a premium on their price point.

We have HMO Properties in nearly every Bournemouth postcode so are able to offer live and accurate market data when analysing what a potential HMO will generate in revenue. Having over 140 units under management we also know what works and what doesn't.



The Product

ESA Property looks to find properties which can be converted into boutique style HMO properties and where possible have En-Suites. We have noticed a change in tenant behaviour over the last years, where landlords can no longer get away with sub-standard accommodation. It has caused a saturated 'Mid-End' market of HMO properties where most properties advertise 'Newly refurbished' as £5M2 carpet and tub of brilliant white emulsion paint. While some areas have seen rents for these properties drop we have noticed rents rise dramatically for high end properties.



As our target market for tenants is not students or DSS tenants but working professionals their main concern is not finances as most are on very good salaries but do not want to settle permanently in the area as they may also have a house elsewhere or be on a set contract. Because of this they are more than willing to pay extra for boutique style properties so they can live in luxury. Our target demographic is 20-30 year old working professionals, this demographic doesn't want to live in budget accommodation - their student days are behind them!



The result

As an investor you have a property which is going to be in high demand for the foreseeable future and providing great cashflow. The property will be designed to stand the test of time, so you have peace of mind in 5 years time you will not be needing to upgrade your fire alarm system or add wifi boosters. With our brokers you will be able to get all your cash out within 6-12 months (Deal dependant) meaning you will be able to find another property enabling you to scale up and build a portfolio.

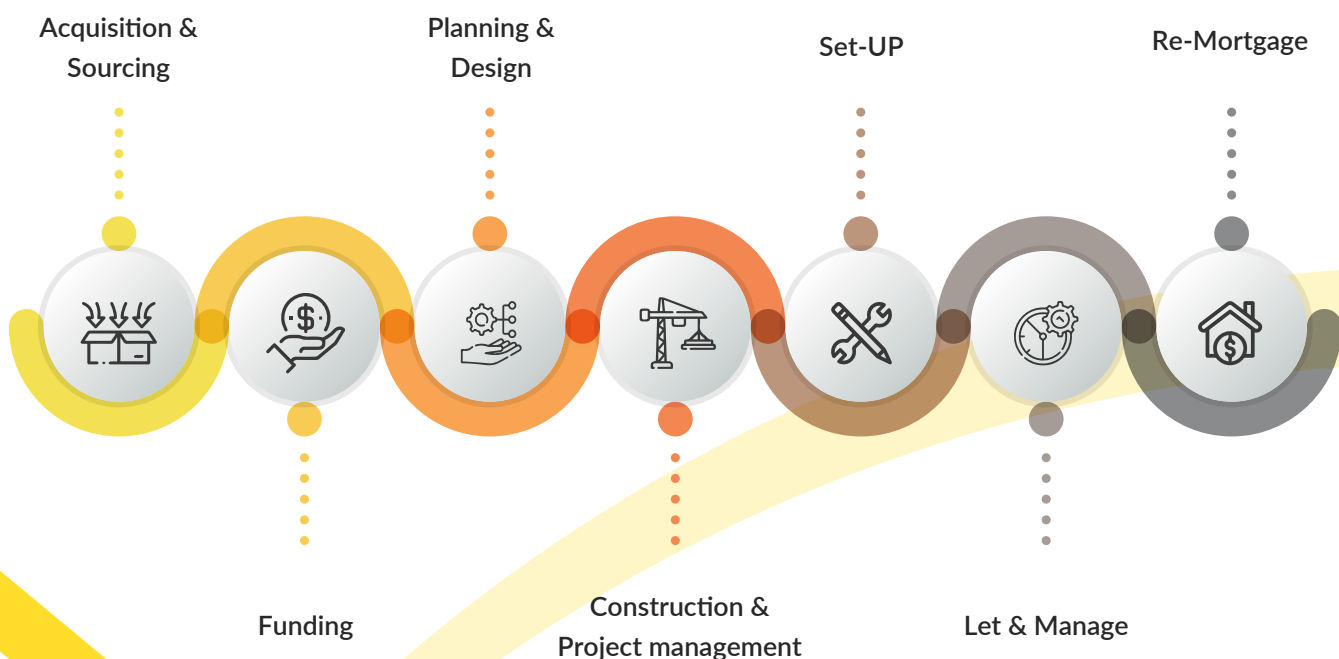
Because of our systems and network this process can be seamless enabling you to carry on working your full time job, spend time with family or whatever you do day to day. There will of course be decisions to make and documents to read and sign, but the process will be as hands off as possible. (Of course if you want to know every detail that's fine also)

The Service

We launched this service due to the number of enquires we get from new HMO investors who know how good HMO investments are but are unsure how to get there.

We tailor our service to meet the needs of the investor, everyone has different needs and we make sure we tailor to that. Although we offer a full turn key service all the way through the acquisition to eventually letting and managing the property, there is no obligation for you to use all of these.

Our most popular service for new and overseas investors is our full turn key service, in this service this would include:





Acquisition & Sourcing

Helping you find the right property to purchase, ensuring all the numbers stack. We will recommend solicitors to ensure a speedy acquisition as well as trusted surveyors to give a full report on the property you are buying.



Funding

We will put you in touch with our brokers who will be able to advise the best way to finance the project, a lot of the properties we would find have a great refinance potential when bought using bridging, meaning the property value will increase allowing you to minimise the capital left in the investment. We can also help you get 100% of the refurbishment cost financed.



Planning & Design

If planning is required we will put you in touch with our architects and planning advisors (Our advisors will advise pre purchase and submit and handle the application there after) We will also help with the design to ensure it maximises the value (GDV) and is a desirable product for tenants.



Construction & Project management

With our specialist team we are able to fully manage any project from a light refurbishment to a full HMO conversion. We ensure the job runs on time, budget and to a quality standard. You will get a full written quote, schedule of works, quantity of measures prior to starting.



Set-UP

ESA Property will also set up your HMO ready for you, we offer furniture packages at great prices from our wholesaler. Once the furniture is built we will stage and professionally photograph your property. Additional services like matterport virtual tours and video edits can be organised if wanted by the investor. We will also ensure your property has all the required certification to be let out.



Let & Manage

Once all the Set-Up is complete our letting experts will market the property to fill with quality tenants. the property and any tenant concerns will be managed from there on. ESA Property will look after any maintenance, utility Bills, Cleaning, Gardening at the property leaving you to receive your detailed payment statement each month and pay the council tax, mortgage and insurance.



Re-Mortgage

Our brokers often advise to purchase HMO properties on a bridging loan and getting a fixed GDV prior to purchasing, this means when the project is finished and you come to remortgage the new value of the property is already confirmed leaving you peace of mind for achieving the mortgage.

How to get started.

Book in a consultation call- we would recommend to book this in as only certain staff members will advise you with

Finances

We would recommend a minimum of £85,000 to get started with the portfolio builder service, if you have less we can look at options such as potential joint venturing with yourself or matching you with another investor to work with.

Our Fee's

For the full turn key service which would include sourcing the property and all of the above this would be £15,000. This will be factored into the investment and the numbers provided.

Within this includes

Sourcing the property

Non- Architectural/ Structural designs & Plans

Unlimited Advice

Use of associated professionals (Architects, solicitors, planning consultants etc.)* (Their professional fees are not included in this price)

Project Management

Set up - staging for photos, management info, professional photography, video tours.

**Contact
us**



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