

HJ MAGAZINE

ISSUE. 04

SPRING 2021

"WITH A GLOBAL PANDEMIC
THAT NO ONE EXPECTED, YOU
HAVE TO ADAPT AND FIGURE OUT
WHAT YOU CAN CONTROL."

Reece Mennie talks to business
entrepreneur Nick James on his
career and the pandemic.

HJ COLLECTION THRIVING IN 2021

New year, new market.

WHY DO LANDLORDS FEEL UNDER SEIGE?

Does the dream of profitable
property ownership still
exist?

— HJ —
COLLECTION

PROFESSIONAL DEVELOPER & PROPERTY BOND PORTFOLIO

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to look forward to, and we
can't wait to share it with
you

WELCOME

**THE PLACE TO COME FOR PROPERTY AND INVESTMENT
NEWS, UPDATES AND KNOWLEDGE SHARED FROM THE
BEST IN THE BUSINESS.**

We welcome you to our 2021 Spring edition of the HJ Collection magazine.

The preparations we have made over the last 24 months have positioned us in a very fortunate and advantageous position. As we continue to grow we will share our journey with all investors and provide the opportunities to maximise investments with the abundance of property available in this new climate.

In our 4th edition, we chat with Business Guru and Entrepreneur Nick James. He discusses his career and how he has reached success with the choice to invest in his own journey.

Also, we introduce our new non-executive director, brought in because of his wealth of experience in successful development management. Meet Jeff on page 22.



**WINNER OF OUR CHRISTMAS WORDSEARCH 2020
CONGRATULATIONS TO: TOM M. OF BUCKS.**

INTRODUCTION ▲



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**LAND-
LORDS?**

**CASH
COWS?**

COVID?

Why do landlords feel under siege?

It's because of COVID isn't it?

Owning your own home is a dream of many, so you would think that becoming a buy-to-let (BTL) landlord would mean you are doubly blessed. Not so it seems. Figures from the National Residential Landlords Association (NRLA) reveal landlords have commonly lost between 10% and 20% of their rental income due to the coronavirus pandemic. Yet it's one of many woes of the private rental sector (PRS).

PRS has been under strain since before the pandemic began and not as a direct consequence of it as many currently think. This has led the NRLA Deputy Director for Policy and Research to state, "...we are now seeing, from independent statistics, both the numbers of PRS dwellings and their proportion of tenure share falling, it seems landlords are following through on their intention to exit the sector."

Landlords or government cash cows?

It is easy to understand why this might be the case. Survey data from My Deposits found around 90% of landlords and letting agents feel that PRS is inadequately supported by the Government. Furthermore, 65% of them felt the industry had changed for the worst as a result of increases in regulation, legislation, and tax.

This is not surprising given some of the Government's recent actions. For example, extending legalisation brought into play at the beginning of the pandemic to prevent the eviction of residential tenants. There have even been recommendations that capital gains tax (CGT) be set at the same rate as income tax. This would be terrible for landlords who have suffered a number of tax hikes in recent years during uncertain economic conditions.

The dream of profitable property ownership still exists.

Though landlords are suffering it does not mean that property isn't an investment and the Build to Rent (BTR) sector is a clear example of this. It has certainly shown no sign of slowing down, with Knight Frank LLP predicting that £4.02bn will have been spent on building new purpose-built rented homes in 2020, up more than a third from the £2.83bn spent in 2019, and above the previous record high of £3.7bn in 2018.

Clearly then, any property investor looking to make substantial returns in uncertain economic conditions needs to reevaluate whether the landlord route is the most suitable one for them. For many landlords BTL has had its day. It is neither rewarding nor enjoyable. Yet with options available such as BTR, many are still able to move across and continue to enjoy the "bricks and mortar" dream.

THE 2021 RISE ▲

ATTEY'S HOUSE COMPLETED ON SCHEDULE & ON BUDGET!



**COMPLETED ON
SCHEDULE!**



**COMPLETED
ON BUDGET!**



"refurbished to an 'incredibly high standard'...spent £420,000 on developing the building and now, with work completed three months ahead of schedule, it has been valued at £1.4 million"

DONCASTER FREE PRESS

ATTEY'S HOUSE

We are very proud to have completed this redevelopment to a high standard and on schedule after such a tough year for everyone.

Residents of the area will benefit from the substantial regeneration taking place in Doncaster, along with the record levels of inward investment that have been driven into the town in the last three years (approximately £460 million) and creating around 4000 new jobs.

Attey's House now consists of 14 one-bedroom apartments finished to an exceptionally high standard on the upper floors, and the ground floor space consists of two modernised commercial units. During this development, we worked closely with Empire Property Concepts to bring the build to fruition.

This successful, quick turnaround project is a prime example of how we operate, with the development completed ahead of schedule to an incredibly high standard, with all investors repaid on time.

With the abundance of commercial properties now becoming available, 2021 looks like a very positive year for Permitted Development Schemes and more great partnerships creating new homes.

14

*1-bedroom
apartments*

£670k

*Purchase
price*

£420k

*Development
costs*

£1.1m

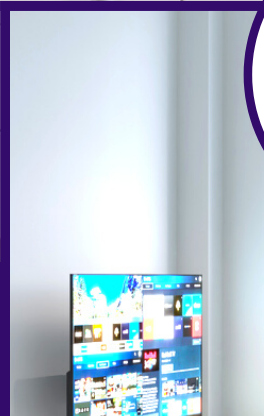
*Total
project costs*

£1.4m

*Valuation
(8% yield)*

COMPLETED ▲





COMPLETED ▼



Towns are seeing huge government & commercial investment

How can investors benefit?

TOP TOWNS

The UK is famous for its many small and picturesque towns located across the country that were once the engine for British industry. Yet as mines, mills and factories closed, towns across the country suffered years of neglect and underinvestment as money was diverted to nearby cities. Fortunately, in recent years there have been huge efforts by the Government and local authorities to turn this situation around.

In September 2019 for example, the Government invited 100 places to develop proposals for a Town Deal, as part of the £3.6 billion Towns Fund. The purpose of which was to drive long term economic and productivity growth through investment in connectivity, land use, economic assets including cultural assets, skills and enterprise infrastructure. In the latest Budget, Chancellor Rishi Sunak finally announced 45 areas in England that would

be receiving a billion pounds of investment as part of the Government's levelling up agenda, and to aid their recovery from the COVID pandemic.

For forward-thinking investors, major government and local authority regeneration projects can provide lucrative opportunities over the medium to long-term. After all, kickstarting thriving business, retail, and property hubs in areas of natural beauty will always be a win-win situation for all concerned. As improved infrastructure attracts businesses, in turn, professionals will arrive seeking well-paying jobs, and of course, high-quality places to live, such as provided by BTL.

With this in mind, we have undertaken a round-up of some of the key areas around the country that are expected to take off in a big way over the next few years.

ST HELENS

St Helens is a large town in the metropolitan county of Merseyside. Its Borough Council recently agreed a 20-year development agreement with the aim of bringing forward opportunities to repurpose and regenerate areas in the borough. While decisions are still being made as to how the money will be spent, initial suggestions have included a £200m commercial and leisure-led investment to rejuvenate St Helens town centre, as well as new homes, revamped retail spaces, offices and a hotel.

DONCASTER

Doncaster is a market town in South Yorkshire that features many assets that cities across the country would love to have including the East Coast mainline railway station, superb motorway links, the UK's fastest-growing international airport outside London, the Yorkshire Wildlife Park, world-famous Racecourse and the National College for Advanced Transport and Infrastructure. Its city centre is undergoing a huge renovation in order to develop the local economy by making it a focus for business and enterprise. The scale of the opportunity in Doncaster is significant and second phase of its council's masterplan will see the regeneration of sites north of the river and west of the railway line.

RUNCORN

The town of Runcorn is located within the county of Cheshire and is one of a 100 the 45 towns selected by the Government's Towns Fund for its Town Investment Plan (TIP). It has seven projects in place aimed at transforming its centre. These include the transformation of the high street, the creation of a number of mixed-use homes, as well as a creative and digital cluster. According to the Town Deal Board overseeing this, the vision is for Runcorn Town to become an attractive area for businesses to locate to, by providing a stronger local economy with a wider variety of job opportunities in the heart of the community and be more accessible to local people.

BRAINTREE

The town of Braintree situated by the River Blackwater in the North of Essex is undergoing enormous changes as its grand pedestrianisation scheme gets underway. This £2.5 million rejuvenation of the town centre will make it a more attractive and accessible area for residents businesses and visitors by restricting vehicles access. Furthermore, another £50 million is being spent overhauling Manor Street and parts of Victoria Street which will see a new 70-room hotel, 35 new apartments, bus interchange, two storey car park, cafe and medical centre all built on land behind Braintree Town Hall.

LANDLORDS & INVESTORS NEED TO SEE SENSE WHEN IT COMES TO BTL

Property demand will always trump economic uncertainty

When the US property bubble burst precipitating the 2007 Global Financial Crisis (GFC), its effects were far-reaching. The result was a severe downturn in the UK as hundreds of thousands of businesses shut down, millions of people lost their jobs, and the dreams of many investors were shattered as their money vanished into thin air.

The GFC profoundly changed the UK housing market. The average UK house price fell by 20% over 16 months and it was not until May 2014 that it recovered to its pre-credit crunch level. Though in some parts of the North East and Scotland, it still has yet to do so.

Overall though the UK housing market has a positive story to tell. Between September 2010 and September 2020, average house prices rose 41% from £226,950 to £319,996 according to real estate portal Rightmove, with London seeing the strongest growth. Asking prices for first-time buyer properties of two bedrooms or fewer have risen 39% in ten years, second-stepper homes of three and four bedrooms increased 41%, and top-of-the-ladder properties of five bedrooms and above have climbed by 32%.

Unfortunately for many first-time buyers looking to step onto the property ladder, house price growth has persisted in outstripping earnings growth according to research from the Nationwide Building Society. People in low skill occupations that do not pay well, having found housing affordability particularly challenging, and a typical mortgage payment can be as much as 40% of their take-home salary. In London, it would take someone one average salary of roughly 15 years to collect enough money for a deposit, which could help explain why accountancy firm PwC believes that 2021 could witness the city's first decline in population since 1988.

The coronavirus pandemic is also responsible for an exodus of professionals from the capital who, thanks to an increase in homeworking, realise they do not need to be tied to London to do their jobs, so are free to relocate elsewhere. This enables them to take advantage of more affordable house prices across the rest of the UK, especially in some Northern regions.

What happens when there aren't enough homes?

It is also important to remember that the UK is going through a housing crisis. The Government is aiming to build 300,000 new

homes every year to match demand, but some estimates have put new homes needed in England at up to 345,000 per year. Troubling though, less than 250,000 were built last year, the highest rate in a decade.

Naturally, this is pushing up demand for rental properties with real estate website Zoopla, reporting that rental demand is up 21% year-on-year and that rents are aligned to pre-COVID levels across the whole of the UK, excluding London, which has seen rental prices down by 8.3% annually. Many investors will naturally be considering how they can profit from this situation, and for many, the buy-to-let route will be the most familiar way of doing so. Sadly, the reality is that many landlords are suffering and have been placed in a precarious situation thanks to recent government legislation which has impacted the profitability of BTL. Previously they could deduct mortgage expenses from rental income but now face substantially higher tax bills because they can no longer offset of their mortgage interest payments when filing their tax returns.

Furthermore, the Office of Tax Simplification has proposed future changes to capital gains tax that will impact the viability of BTL further. Capital Gains Tax is a tax on the profit when you sell an asset that has increased in value. The OTS has concluded that it must be brought into line with income tax rates. This currently stands at 18% for basic rate taxpayers and 28% for higher rate taxpayers but would rise to 20% and 40% respectively. Any landlord looking to sell their properties would find their profits grossly impacted by these proposals.

Additional costs such as newly announced electrical safety certifications to be required every five years along with fire, safety, ventilation and security features to be included. All this along with the administrative burden of being a landlord must be undertaken as failure to comply could result in a fine of up to £30,000.

Have you considered Build to Rent?

It is easy to understand why then that a recent survey by the National Residential Landlords Association (NRLA) found that a third of landlords were more likely to either leave the market entirely or sell their properties especially given the ongoing impact of COVID-19 that had resulted in more than 50% of them losing much needed rental income.

Added pressure has come in the continuation of eviction of residential tenants. This was meant to finish after 31st March but has now been extended to 31st May, except in limited circumstances, and only after going through the rigamarole of obtaining a court order. Regardless of this, if the tenant has coronavirus, or are clinically extremely of government legalisation preventing the vulnerable, a bailiff will not be able to carry out the eviction in any case. Research for



the National Residential Landlords Association (NRLA) indicates that more than 800,000 renters in England and Wales have arrears since lockdown began in March last year, which clearly indicates the scale of the problem. The likelihood is that this situation will likely continue to escalate. Professor Chris Whitty, England's Chief Medical Officer gave evidence to the Science and Technology Select Committee in March stating that "...all the modelling suggests there is going to be a further coronavirus surge..." which means necessary government support measures and legislation for tenants would have to continue in some form.

The more suitable alternative for busy investors who are looking to make money rather than taking on the responsibilities of a landlord is to consider property opportunities in the alternative investment sector, such as build to rent (BTR) developments. BTR properties are built, or redeveloped, specifically to be rented out rather than sold. Each development includes multiple units. A single company manages all the properties rather than each home having an individual landlord.

BTR is a relatively recent concept compared to BTL but the difference is that it is booming, which is easy to explain why the range of institutional investors have entered the market including Legal & General, Goldman Sachs and Invesco.

You're an investor, so why be a landlord?

According to property advisors Savills, in the last quarter of 2020. BTR delivered 5% of all new homes in England and Wales, and around a fifth of new homes in London. This led Jacqui Daly, director of Savills' residential research to state "We saw investment and interest in the build-to-rent market continue in 2020 despite the lockdowns. Suburban build-to-rent has had a particularly strong year, proving very popular with customers."

If current trends continue, the Build to Rent (BTR) sector could expand to produce up to



250,000 new homes by 2030, suggests a new report by LSE London and the British Property Federation.

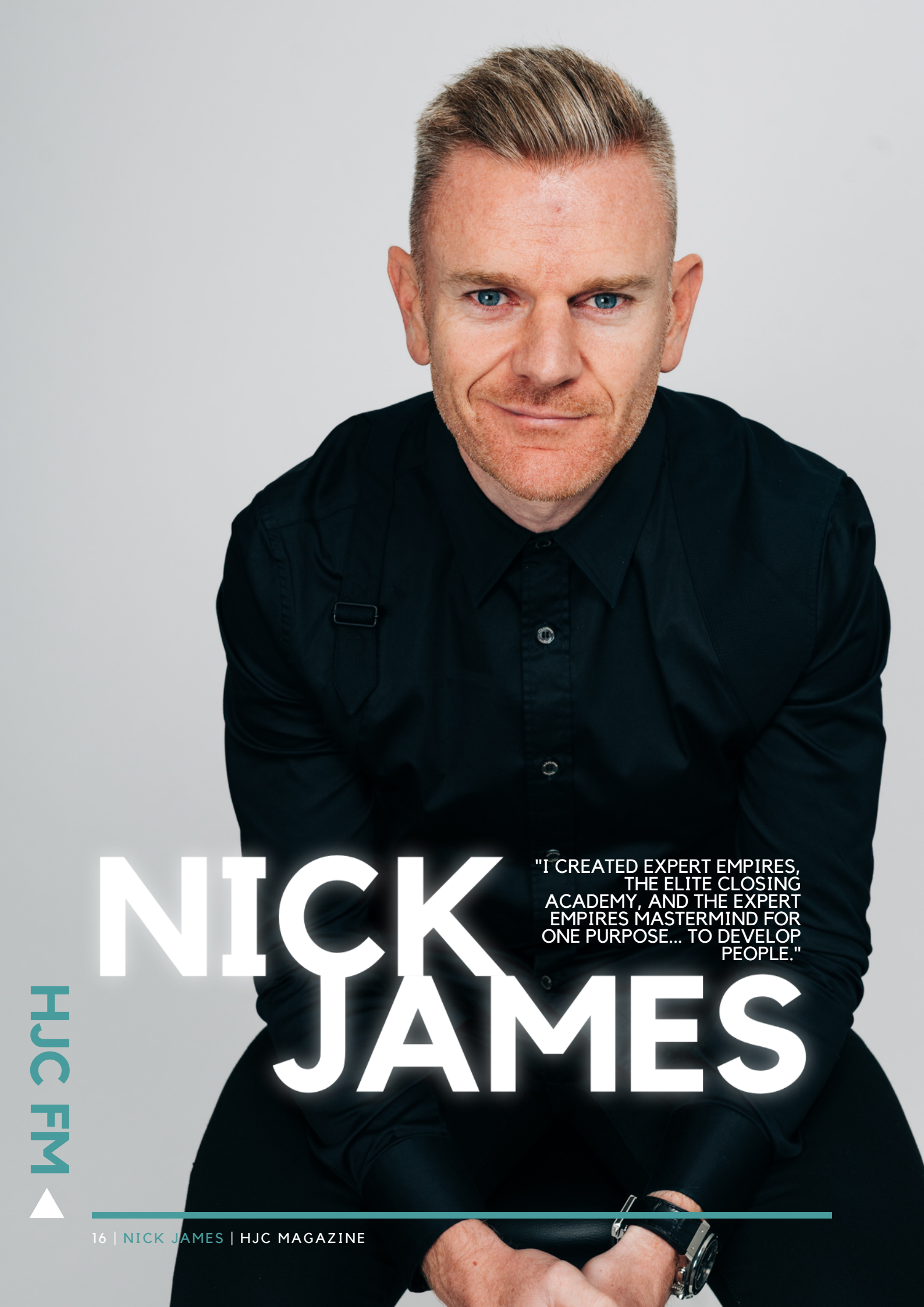
It should come as no surprise then that increasing numbers of Landlords have turned to BTR to secure attractive returns on their hard-earned capital, without the hassle of owning it.

Eligible individuals can invest directly in BTR via Fixed Interest Bonds. As a "lender", not a landlord, investors trade the hassle of managing tenants and day-to-day financial

issues such as maintenance fees, insurance and tax, for a fixed rate of return at an average of 8% - 10% over a fixed period of time, confirmed through a legally binding agreement.

However, it is important to remember that not all property developers and investment opportunities are the same. Therefore it is important that any Landlord looking for a smarter way to invest such as property investments built around BTR undertakes the necessary due diligence required before making any kind of investment decision.



A portrait of Nick James, a man with short, light brown hair and blue eyes, wearing a black button-down shirt. He is looking directly at the camera with a slight smile. The background is a plain, light gray.

NICK JAMES

"I CREATED EXPERT EMPIRES,
THE ELITE CLOSING
ACADEMY, AND THE EXPERT
EMPIRES MASTERMIND FOR
ONE PURPOSE... TO DEVELOP
PEOPLE."

PODCAST *with*

CEO NICK JAMES

Nick James is the Founder of Expert Empires and is the go-to choice for Coaches, Consultants, Speakers, Trainers alike who are committed to developing their businesses to six, then seven figures and beyond.

You were fortunate to attend a Tony Robbins event at a young age. You now guide individuals through Mastermind and events to help them scale their businesses to 'six or seven figures', how did this come about?

I attended my first Tony Robbins event in Hawaii with my Mum when I was only 12. That was the catalyst for everything that's happened ever since.

What kind of emotions did you experience, and did you learn anything?

I definitely went open-minded, optimistic and absolutely loved every single second. I thought whatever this is, it has got to be a good thing. Simple principles I learnt from Tony Robbins were great for my personal development and being responsible for your own reality. As a business leader, every single problem, challenge, failure and success in your business, you have created, and you've got to be willing to accept that.

What can people expect from Expert Empires?

We work with many different business owners from a wide range of sectors. There are three categories of people who attend our events. Those who are just getting started, those who already have a business and want to grow and those people who already have an established business. Expert Empires is renowned for some amazing speakers like Grant Cardone, Gary Vaynerchuk and David Goggins. Our core business is our mastermind programme.

It's great when things are going well but when things are going wrong, you've got to take responsibility. Do you agree?

Agreed. Sometimes, it's hard to look in the mirror and blame yourself, but actually, it's empowering when you choose to do that.

Would you say that one of your biggest achievements is working amongst such a variety of people?

I still continue to travel all over the world to invest in my personal development. Learning from coaches, mentors, experts and people that have already walked my path, so I can pass his knowledge on to others. I believe it's important for people to invest in themselves first, and they can achieve great success.

There are many businesses that have put time, money and effort into something that just doesn't work, what would be your advice?

Firstly, I'm not perfect. Back in 2008, I wasn't as experienced or qualified to give advice or mentorship. You need to find a coach who resonates with you and your vision. You might find a coach who can help you double the revenue but not in the way that you want to do it. They might help you build a culture and environment, but there may be no attention to sales and profit. It's about finding somebody that's going to give you what you want and what you need, no matter where you are on your journey.

When helping entrepreneurs scale to a six or seven-figure business, what do you think the main challenge is for a business to reach that goal?

I believe the most critical thing for any business when you're starting out is sales. For me it's 80%/20%, 80% of the time should go into making sales, 20% on everything else. To get to

that six-figure goal, there needs to be a shift in both focus and infrastructure. At first, the business owner is in charge of sales, marketing, customer service, finance and admin. Upon reaching your six-figure goal, you need to remove yourself from those tasks and start to leverage your time more effectively to get to that seven-figure goal.

What's the best advice you can give entrepreneurs, school leavers, or people who are in the corporate world already but want to start their own business?

After completing my business studies degree, I ran my own business and it failed. I went to work for a small entrepreneurial business within the sales department. I learnt from the founder by observing everything, including mistakes. I learnt more there in 18 months than I could have from any training course. Experience is everything, getting some first-hand experience, being close and personal in an entrepreneurial organisation and seeing how that works, is the best gift to anyone.

Social media leaves people thinking all businesses are doing well but the bad days don't get documented. When you were going through life struggles, how were you able to deal with them and what helped you get through?

Most businesses share their successes but not all of their failures. I pride myself on sharing the good and the bad. I've had some extremely tough times over my 12 years in business, which I have openly talked about. I think it's only fair that people see the reality, business is not all plain sailing.

The pandemic! It's inevitably been tough for everybody. On reflection, what have you learnt from the past year and what's been the most challenging for your business?

It's been a tough year for most of us. Some businesses have been impacted negatively, however; some have excelled. My concerns are the ones that lay in the middle. Some businesses have been forced to close their doors and many just accepted their fate and gave up. I believe in such unprecedented times; you have to ask yourself what you can take control of. At the beginning of the pandemic, I was due to run an event for over 500 people. With this scenario being out of my control, I experienced one of the hardest days of my business career. I had to think on my feet and come up with another way to reach

people, so I decided to create an online event. With a global pandemic that no one expected you have to adapt and figure out what you can control.

Having experienced some of your toughest days in business, what made you decide to carry on pushing forward?

I think often we have knee jerk reactions, especially when it's highly emotive and in my case, personal. I guess my personal profile and character were being questioned and attacked, so the first thing I did was nothing. In hindsight, I think it was a very smart move because my reaction would have been to defend myself. Instead, I listened, took 24 hours to contemplate and consider my next move. Once I had processed everything, I decided to share what I was going through with the closest clients and mastermind members. This turned out to be therapeutic for me and turned this into something of benefit for others, rather than focus on how bad this is for me and my business.

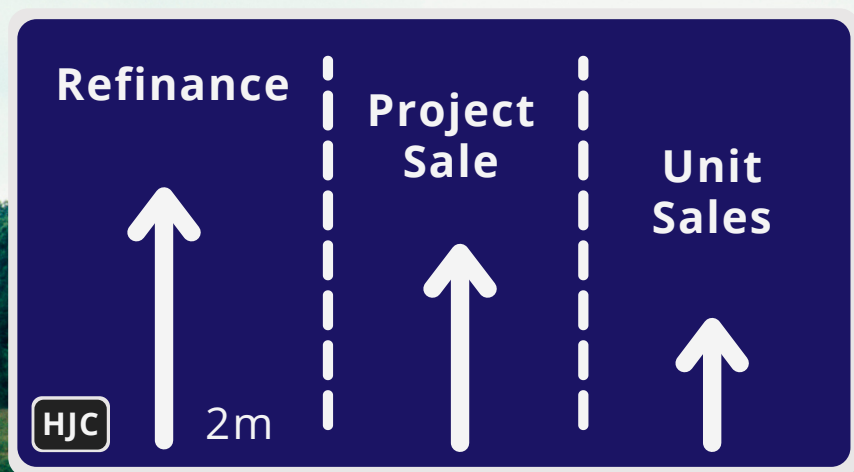
NICK'S PORTFOLIO



★ ELITE ★
CLOSING
ACADEMY

EXPERT > EMPIRES

Nick James
EXPERT > EMPIRES
MASTERMIND



FINDING THE RIGHT EXIT SIGN



REFINANCE

Refinancing can be the optimal exit strategy for HJ Collection's business model. Banks value completed assets by the income generated and predicted occupation. Ensuring your asset is in a good location and finished to a good quality will provide higher rental yields and greater occupancy levels.



PROJECT SALE

HJ Collection has the ability to sell whole unit assets to either corporate or institutional investors before or after they have been completed. Whole unit asset sales are very attractive due to the large levels of income generated and the security of the assets consisting of multiple tenants.



UNIT SALES

Depending on favourable market conditions, HJ Collection can choose to take advantage of selling individual units at the right time on the open market to homeowners and landlords alike. HJ Collection acquire assets in or around vibrant town centres ensuring this exit strategy is reliable and profitable.

WILL 2021 CONTINUE TO SEE THE RISE OF THE ALTERNATIVE PROPERTY INVESTMENT MARKET?



With the Prime Minister issuing the call to 'build, build, build' many could be considering investing in property. Reece Mennie puts forward the case for an alternative route down the bricks and mortar avenue.

2020 was certainly an interesting year for the property investment and development market.

While developers faced the initial hardship of having to pause construction under original lockdown restrictions, thousands of landlords have felt the brunt of widespread redundancies with tenants unable to make rental payments.

Like the majority of market sectors, the Covid-19 pandemic has resulted in a wealth of challenges for the property industry.

However, there have also been a number of significant changes that have and will continue to increase property development, fuelled by advances in legislation and a shift in the use and demand for commercial property.

As a result, high network and sophisticated investors have started to alter how they invest in property, trading the hassle of tenant management for funding large scale commercial to residential developments with the potential for far greater returns.

Therefore, although we cannot predict exactly what will happen over the next 12 or 24 months, it's clear that the alternative property investment market will continue to rise during 2021. Here's why:

FALL OF BUY-TO-LET

History has taught us that periods of economic decline result in opportunity for property investors and developers, as a synonymous decrease in property value offers attractive investment opportunities for both individuals and organisations looking to expand their portfolio, whether through buy-to-lets or the re-development of large, unoccupied premises.

However, following the introduction of Chancellor Rishi Sunak's Stamp Duty holiday, the UK property market hasn't experienced the decline initially forecast at the outbreak of COVID-19, with residential property prices actually rising by 0.9% in September 2020 and annual growth up by 5% – the strongest level of growth recorded since September 2016.

Therefore, with high demand and limited stock available at attractive prices the buy-to-let market has continued to dwindle, with this current challenge deemed yet another blow to landlords who, in recent years, have struggled to make any real return on

investment as a result of evolving 'Landlord Taxes'.

Consequently, more investors have turned to property bonds as an alternative means to secure attractive returns on their hard-earned capital, enabling savvy individuals to invest in the development of a property, without the hassle of owning it.

Essentially, it is a loan to a property development company to partially fund a construction project. As a 'lender', not a landlord, investors trade the hassle of managing tenants and day-to-day financial issues such as maintenance fees, insurance and tax for a, generally higher, fixed rate of return over a fixed period of time, confirmed through a legally binding agreement.

What's more, with long lead times, 'alternative' property developments currently under construction aren't likely to feel the current financial impact of Covid-19, where even those near completion can be strategically priced or refinanced for sale.

As a result, investors can be safe in the knowledge that any current dip in the market won't impact their agreed fixed rate of return for however many years down the line.

THE INFRASTRUCTURE REVOLUTION

Despite the current pandemic, the UK Government has maintained a clear focus on property development with Boris Johnson announcing an 'infrastructure revolution' strategy that will "identify where we can get spades in the ground, build our communities, and create jobs faster for citizens across the United Kingdom" and ultimately encourage developers to 'build, build, build'.

This combined with the introduction of new Permitted Development Rights (PDR) in September 2020, which allows developers to convert both commercial and retail buildings into housing without making a full planning application is likely to drive an increase in large scale property developments and resulting alternative property investment opportunities throughout 2021.

This follows a growing appetite for commercial to residential conversions, which increased by 40% throughout 2016 and 2017 and would have continued to accelerate during the last three years.

What's more, as independent retailers struggle to survive the pandemic and increasing numbers of corporates opt for permanent remote working to reduce overheads, more and more commercial units will become available for developers to convert into residential property, continuing to drive the market forwards.

Therefore, despite mounting uncertainty and growing concerns for the UK economy, the alternative property investment market looks to be on steadier ground for 2021 and is predicted to continue to grow as ex-landlords and high net worth and sophisticated investors fund future developments for a want of greater returns, simply not available via buy-to-let or volatile investment vehicles.



Welcome to our new Non-Executive Director Jeff Taylor!

With a glowing track record from Empire Property Concepts and results-driven experience, we can't wait to have him join HJ Collection.



JEFF TAYLOR Non-Executive Director

A highly motivated and results-driven Operations Director with an array of experience in taking construction projects from conception to completion, Jeff has a vast array of skills with a focus on leadership and team motivation.

Upon leaving school, Jeff initially followed in the footsteps of his family business carrying out repairs to large vehicle trailers for major companies in the area. From his success, he went on to set up his own business carrying out vehicle maintenance and repairs. Thereafter, he purchased and carried out a full renovation on his first property which was soon followed by a further two properties. This led to Jeff building up a portfolio of reliable contractors and successful projects.

In 2002 business accelerated for Jeff as he created a building company to utilise his property development skills, carrying out a number of building contracts for Paul Rothwell from Empire Property Concepts, prior to joining Empire in 2010.

We are excited to welcome Jeff to HJ Collection and look forward to seeing him work with our team to take HJ Collection to the next level.



EMPIRE PROPERTY CONCEPTS GLOWING TRACK RECORD

Empire Property Concepts specialise in developing modern and stylish residential apartments from unused or unloved commercial buildings.

Since launching in 2008 Empire has gone from strength to strength, winning multiple awards for their work in the industry.



CROWN BUILDINGS

PROJECT BREAKDOWN

112

*55+57 one and two-bed apartments**

£1.74m

Purchase price

£5.5m

Development costs

£7.24m

Total project costs

£10.95m

Valuation (8% yield)



Crown Buildings is situated in St Helens, Merseyside near the town centre and only 30 minutes by train to the centre of Liverpool.

A former local tax office that has been left empty for years. This site provides 55 one, and two-bed apartments finished to a high standard within the existing building space. It also includes the potential to add a further 57 new apartments to the scheme subject to planning; the end product could provide 112 new homes when complete.





HIGHLIGHTS

- Metsec partition walls & plasterboard progressing well on all floors.
- Progressing forming Metsec ceilings.
- 1st fix electrics & plumbing commenced.
- Drainage works to Ground Floor area commenced.

ST MICHAEL'S HOUSE

PROJECT BREAKDOWN

2 + 7

*2 Commercial & 7
flats (6 x 1 bed's &
1 x 2 bed)*

£475k

*Purchase
price*

£498k

*Development
costs*

£1.1m

*Total
project costs*

£1.53m

*Valuation
(8% yield)*



St Michael's House is situated in the idyllic location of Braintree, Essex. The town and its surrounding areas offer great links to London and a wide variety of entertainment.

These exquisite contemporary apartments have been designed with a real eye for detail. The central setting allows great access for professionals needing to utilise the train links or anyone wanting to benefit from this superb high street position.





HIGHLIGHTS

- Completion of underpinning works.
- Completion of foundation works.
- Completion of structural works.
- Continuation of 1st fix works to Flat 5, 6 & 7.
- Completion of plasterboard to Flat 6.
- Completion of the bins and bike store.
- Completion of internal partitions to Flats 1, 2, 3 & 4.
- Completion of insulation works to Flats 2, 3 & 4.
- Commencement of insulation works to Flat 1.
- Completion of plasterboard to Flats 1, 2, 3 & 4.

YORKSHIRE HOUSE

PROJECT BREAKDOWN

19 + 4
*19 1-bed
apartments &
4 retail units*

£850k
*Purchase
price*

£550k
*Development
costs*

£1.4m
*Total
project costs*

£2.2m
*Valuation
(8% yield)*



Yorkshire House is prominently located on Shambles Street, a busy shopping area with numerous retail units. It is a key building in Barnsley town centre and approximately a 10-minute walk from the railway station.

The property comprises of three storeys with commercial units on the ground floor and vacant office space on the two upper floors. This property will bring 19 new one-bed apartments to the newly regenerated area of Barnsley.



HIGHLIGHTS

- Site progressing well with all works being well advanced in all areas.
- All areas closed in and containment complete.
- Painting and carpeting underway.
- Joinery advancing well on all levels.
- Electrical, smoke and fire alarm work nearing completion.

SITE UPDATE ▲

WHY US

A PROFESSIONALLY MANAGED PROPERTY BOND PORTFOLIO

HJ Collection is a nationwide developer with its own professionally managed property bond. After years of working with quality developers and forging strong working relationships, we can now utilise our expertise, experience and contacts to provide a dependable property company and investment firm that you can trust. Working with different construction partners up and down the country puts us in an excellent position of ensuring we always maximise the full potential of the UK property market and enables us to realise our assets utmost profits.

Our strong business model sets us aside from other developers, but it's our financial management and experience that is hugely incomparable in the marketplace. CEO Reece Mennie has worked with several quality UK property developers providing an efficient and successful bond facility for developers to connect with investors and produce quality portfolios.



HOW WE DO IT

We continue to work and forge relationships with several quality contractors who share our business model. Using this combined experience we develop desirable, affordable living spaces through an intelligent and innovative approach to urban regeneration. We professionally manage the whole process on behalf of investors and include investors in updates, site tours and virtual viewings.

OUR VISION

To produce sustainable, efficient and affordable living accommodation for all. While establishing HJ Collection as a household name for providing dependable investment opportunities in both the development sector and alternative property investment industry.

LOOKING AHEAD

THERE IS A LOT IN THE PIPELINE TO LOOK FORWARD TO

This loan note has been so successful as you know, and we are down to just £4 million remaining of the two-year fund. This loan note has given impressive

£4M returns to HJ Collection investors month after month.

With the opportunities available to us as a successful developer and with the amazing support from investors, we are pleased to say we have authorised HJ Collection's 2nd loan note. To be released this year, the new loan note will feature different rates, so if you are an existing investor please speak to your introducer to find out more information. As well as our new loan note we are also currently in the process of reviewing various developments and we can't wait to share updates on these potential acquisitions as our investigations deepen. There is much to look forward to in 2021 and we can't wait to enjoy it's successes with you.



GET IN TOUCH TODAY WITH A MEMBER OF OUR TEAM:



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LOOKING AHEAD ▲

The background of the entire page is a photograph of two hot air balloons floating over a valley. The balloon on the left is blue with three large white stars and vertical stripes of red and yellow. The balloon on the right is yellow with a pattern of orange and grey chevron-like shapes. The sky is a mix of orange, pink, and blue, indicating a sunset or sunrise. The valley below is covered in green trees and shrubs, with a winding road visible in the lower left.

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