HJC MAGAZINE

ISSUE. 07

WINTER 2021

THE NORTH-SOUTH PROPERTY PRICE DIVIDE

The Guardian share how the divide is expected to reduce in the coming years.

WELCOME WILBERFORCE

Get to know our latest development Wilberforce Court in the growing city of Hull.

WHERE HAS THE STAMP DUTY HOLIDAY LEFT US AND WHERE TO TURN NOW THAT IT'S ON THE RISE?

HJ COLLECTION

PROFESSIONAL DEVELOPER & PROPERTY BOND PORTFOLIO

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WELCOME

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

INTRODUCTION

For many 2021 was still a year of recovery and ups and downs, not many could have predicted that the last year would have seen the devastation of the pandemic continue to the extent it has. If there has been a silver lining through it all it has been to investors and homeowners who have experienced an unexpected safe guard from Government incentives which left the property market lucrative and stable.

In this festive edition of the HJC Magazine you can explore articles of how the stamp duty changes will now effect you, key areas to invest in the UK, as well as some of the happiest places to live. We hope you enjoy this seasons issue.

CHRISTMAS OPENING HOURS

We close for Christmas on December 17th and look forward to reopening in the New Year on January 4th.

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GEORGE SULLIVAN

"A SNEAKERHEAD WHO TURNED HIS BEDROOM BLOG INTO AN INTERNATIONAL AFFILIATE MARKETING BUSINESS."

PODCAST with

GEORGE SULLIVAN

"George started The Sole Supplier in 2013 from a passion for trainers and a love of all things digital. With a mission to help people find the trainers they love... George is a creative thinker and is always thinking of new technical ideas to help both the users of the website and The Sole Supplier app."

What does your business Sole Supplier do?

Sole Supplier is a website and app that helps millions of people find their next pair of trainers each month. Our job is to create content and use technology on the website to search and use comparison technology to help people find their next pair of trainers. Our process is to show people the latest and greatest trainers, provide them with prices and sizes, and show which retailers currently have stock. This means there is no need for people to visit any retailers; they just come to us. We're a content and technology platform and hold no stock, we work with brands like Nike, Foot Locker and Adidas to help promote their stock.

What inspired you to launch Sole Supplier?

The inspiration came from when I worked in sales. With the commission I earned, I started buying myself trainers to wear at the weekend. I then got the bug for buying trainers, so I decided to create a website to help people like me that wanted the newest trainer and information on where they can be purchased. I've always loved trainers; it was the passion that took me into this business.

Do you think you had entrepreneurship in you at a young age or was it something you grew into?

Entrepreneurship was in me from a young age; I am inspired by my mum and dad, particularly my dad. He ran his own sales business, so I have seen him be successful but also fail. When I was 19, I created a business called Explore My Property. I filmed high-quality property videos for agents for their websites, but it was something I didn't know, and I needed a lot of money to have the correct equipment and team. I struggled. The beauty of Sole Supplier is I was able to set up a website and write the content by myself. It was a low investment and developed organically.

Do you think there is still room for entrepreneurs to develop leading brands within sectors that are oversaturated?

When I first started in this market compared to now, it has become heavily saturated, but I have still seen people develop businesses. I believe if you're passionate about something and you have been for a while, then you need to give it a try; otherwise, you will always be wondering why didn't I. I have always just thrown myself into projects and gave it my all to find out what works best for me.

HJC FM

How do you work on your self-development?

In my opinion, reading is a must. By reading, you are gaining inspiration that can always spark thoughts in the future and also learning from your own mistakes. The best self-development stories that work for me are from people who have set up their own businesses where you can see the progression of their journey.

What advice would you give to someone who's trying to build their business via Instagram, Facebook, LinkedIn?

Social media should be a way to talk to your audience and engage with them. It shouldn't be a way to sell, sell, sell, in my opinion. I believe social media should be used 75% - 80% for talking to your audience with content they enjoy, and the other 20% can be used to sell. Social media should be used to be social and to connect with your audience. My biggest tip would be to always reply to your messages and comments, making sure it's part of your day-to-day customer service. I currently have a team of three people that respond to messages, help with comments and engagement as we find this boosts our statistics.

Is Instagram your main social media platform, or do you also use Facebook & LinkedIn?

It is, but for me, it's all about making sure that we own the customer relationship and making sure all clients are using our app or are on our email list. The reality of all social media is that it can change at any minute, and you can lose your following very quickly. As an example, our account got banned from Twitter for two days, which was a mistake on Twitter's behalf, they apologised and unbanned us. However, two days later, we lost revenue, which taught me to have my own mailing list of customers and an app. Otherwise, you are always at risk. I'm very much about building your business using these platforms, which will help develop your own lists.

Where can people follow your journey at Sole Suppliers?

For your next best pair of trainers, you can visit Sole Supplier on all the social media platforms. If you would like to connect with me personally to get some ideas, education, and inspiration about business, then it's George Sullivan TSS on Instagram, LinkedIn, and

Twitter. I will be happy to answer any questions or help any people in business or want to start a business.

What's next for Sole Supplier and your long-term goals?

We are planning to go international, hopefully launching in Germany, France, Italy, and the US. Sole Suppliers goal is to be the only place you need to go to find your next pair of trainers where everything is covered, and you don't need to visit loads of retailers. That's what we are working towards.

Property Investment Hotspots for 2021 & 2022

GETTING HOT IN HERE

As 2021 draws to a close, it's worth reflecting on the remarkable changes in the property industry that have occurred over the last year.

There's no question that, in broad terms, property prices have increased considerably over the last 12 months. By the same token, investors who have kept their ears to the ground have been rewarded for paying attention to the market shifts that came hand-in-hand with the unprecedented circumstances of the pandemic.

The extent of these changes can be felt in data from the Land Registry's UK House Price Index, whose August figures show that the average price of a property rose by 10.6% year-on-year. This is a notably high figure, even when allowing for the extra incentive of the stamp duty holiday. Of course, it's worth noting that bodies including the Office for Budget Responsibility have predicted a certain amount of deceleration in terms of annual house price rises – down to 3.2% in 2022 compared with 8.6% in 2021, in fact.

This doesn't mean that we need to take a pessimistic view of next year's investment opportunities. Instead, this kind of forecast highlights the value of looking with a keen eye for the prospective hotspots of tomorrow, taking a selective attitude towards the areas that show potential for a strong ROI.

With that in mind, it's well worth thinking about the regions that excelled in the past year and using those observations to inform our places to watch for the year ahead.

2021 retrospective – the hotspots of the past year

According to Hampton's, it's likely that – by the close of 2021 – the UK will have seen more houses sold than any year since 2007. Taking this broadly strong performance as a given, the question becomes: what were some of the hotspots of 2021?

It's been well reported that one of the more unexpected consequences of the pandemic has been the so-called 'race for space,' whereby many city dwellers have re-evaluated the size and locations of their properties.

There were – and remain – two considerations at play here: a lessened need to be near the office in a world of remote or hybrid working, and a desire for bigger properties in the wake of lockdowns and similar social restrictions.

In short: bigger properties in nicer areas have been the watchword of 2021.

This phenomenon explains why Essex and Suffolk have qualified as property hotspots in the past year, with record house price rises reaching heights of 15 per cent in some areas. According to Karl Manning, head of residential at Savills Chelmsford, this is due to Essex and Suffolk's "coastal market" which has been particularly popular as people look to improve their quality of life in the 'race for space'.

2021 has also seen a continued rise in (property) prominence around the North of England, a region whose historically low property values have left its cities with room for a considerable amount of growth.

Research from estate agents Andrews Property Group has noted the effects of this growth: according to their figures, Liverpool's house prices rose 16.7 per cent between the start of lockdown and mid-2021, while the number of property transactions – whether purchasing or selling – grew to almost double pre-pandemic levels.

Clearly, 2021's property hotspots have been characterised by pandemic-related decision making, which has been compounded in those areas with room for growth – and these are lessons which can be applied to any forecasts regarding 2022.

Looking forward – hotspots for 2022

Inevitably, there is going to be some overlap between the hotspots of 2021 and 2022 – and, just as Liverpool can be seen as an example of the 'race for space' at work, other parts of northern England are likely to see continued growth.

Consequently, when considering prospective investment hotspots in the next year, this broad region is a good one to focus on – particularly when combined with forthcoming acts of local investment that may prove to increase property values still further.

We're seeing a number of such developments in the Yorkshire region due to the government's £200m Community Renewal Fund, with the local economy set to be boosted by a carbon-negative energy system which has seen an investment of £768,876.

Similarly, continuing on the theme of renewable energy as a platform for local economic growth, the Humber region is going to create an estimated 7,000 jobs as part of its new Freeport, which will host a number of green energy facilities in what has been described as a moment of "economic rebirth."

Taking a broader view, according to data from the recent Digital Connectivity Index combined with research from Cambridge Analytica and Virgin Media O2, Yorkshire could benefit from the latter's planned investment in digital infrastructure to the tune of over 42,000 jobs by 2026. This would boost the local economy by over £4bn and, by extension, offer a substantial opportunity for investors with their ears to the ground and their eyes on the horizon.

Recognising the lessons of 2021, a year in which pandemic-based changes began to unlock a new era of growth in key northern regions, allows us to see a huge amount of potential in the North of England as a property investment hotspot as we move into the new year and all the opportunities that come with it.

GREAT BRITAIN'S NORTH-SOUTH HOUSE PRICE DIVIDE "WILL NARROW OVER NEXT FIVE YEARS"

Article by The Guardian

Savills expects prices to rise across the areas, and they could be up by 13% by 2026. The north-south divide in house prices will narrow over the next five years, it was predicted this week, with some regions recording rises of almost 19% during the period. The property firm Savills said it expected prices to rise across Great Britain and revised its forecast for the next five years upwards.

It predicted increases of 3.5% next year, driven by robust growth elsewhere in the economy and a shortage of homes for sale. By the end of 2026, it said prices could be up by 13% – the same growth that has been recorded in the months since the housing market reopened after the first coronavirus lockdown.

Over the past 16 months, prices have risen in all areas of Great Britain. However, the biggest increases have been in markets outside London.Savills expects this trend to continue. For 2022 it has predicted growth of:

> ***2% in London and growth of at least 3% in every other part of Great Britain. In both the northwest and Yorkshire and the Humber it has forecast rises of 4.5%.***

Over the next five years, the company said it expected prices to rise by 18.8% in both regions, while in London they would go up by 5.6%. "Given where we are in the housing market cycle, the north-south divide in house prices looks set to close further over the next five years," said Lawrence Bowles, a director of residential research at Savills.

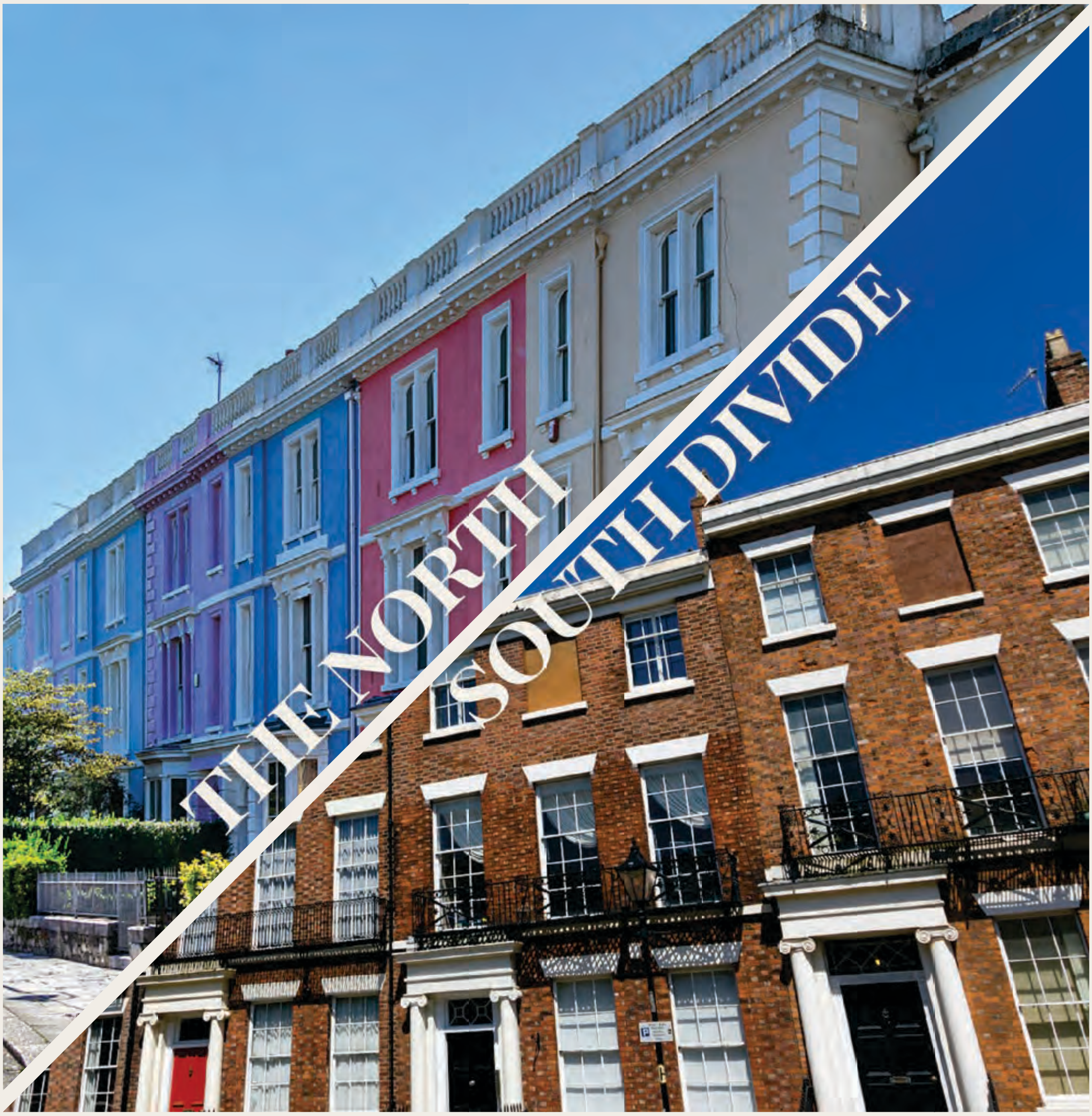
"There remains more of an affordability cushion beyond London and the south. The government's levelling-up agenda has the potential to accelerate a rebalancing of the market but only if it gains meaningful traction."

However, despite the big rises in the northwest and Yorkshire and the Humber, the price gap between homes there and in London will remain huge.

By the end of 2026, Savills expects homes to cost an average of £272,732 in the northwest and £266,417 in Yorkshire compared with £713,987 in London.

Since the lockdown on the housing market was eased in early summer 2020, prices have risen sharply, fuelled by stamp duty holidays, lifestyle changes and record low mortgage rates.

In recent weeks many of the cheapest mortgages have been taken off the shelves in anticipation of the rise in the Bank of England base rate as policymakers take action against inflation.



The forecasts are based on the assumption that the Bank will increase rates twice in 2022 to 0.5% by the end of the year and to 1.5% by the end of 2026. Currently, the base rate stands at only 0.1%, so this would mean a marked change in the cost of borrowing.

Lucian Cook, Savills' head of residential research, said this would have an impact on how much homebuyers could afford to spend. Rules on lending mean that banks and building societies must stress-test borrowers before advancing mortgages and only allow them to borrow sums they can afford to repay if interest rates are high.

"Stress-testing of affordability has meant that existing borrowers are unlikely to get into financial trouble as rates creep up," he said. **"But it will cap how much new buyers can borrow relative to their income in a higher interest rate environment, acting as a drag on both prospective price growth and market activity over our forecast period."**

Article by The Guardian
Hilary Osborne

HJC Have Paid Back Over £5M What A Way To End 2021!

It has been an amazing year for HJ Collection, our achievements and portfolio growths have come in swift succession. Our latest addition to our portfolio was the impressive Wilberforce Court in Hull (more details included in this magazine), and our latest achievement being the launch of our second loan note, HJC2.

Over the last 24 months we have raised over £15 million for our developments which focus on commercial to residential conversions across the UK, including prime locations such areas Hull, Braintree, St Helens and Barnsley.

Paying back over £5 million to our loyal investors is a wonderful way to finish the year on a high and we can't wait to continue our growth next year and reach more milestones. We want to thank our worldwide investor base for the continued trust and support in making our first loan note such a success and the launch of our second loan note an equal success as well.

£5 MILLION

Welcome Our New Loan Note: HJC2

Following the success of our first loan note we launched our newest loan note to investors earlier in this quarter. Our last offering had a fantastic amount of UK and international support, and despite the challenges of the last eighteen months have completed some incredible developments whilst meeting some amazing investors, and hope to meet many more of you in the future.

HJC 2 is centred around our continued success in Permitted Development, it takes advantage of a system primed for investments.

Are you up to date with all the new HJC 2 documentation? We have a new track record, an updated portfolio overview and lots more. Get in touch to explore our new information pack to see what HJC 2 can do for you.

info@hjcollection.co.uk | 0207 117 2583

TAKE TWO

NEW DEVELOPMENT

- INTRODUCING -

Wilberforce Court

Wilberforce Court is a remarkable redevelopment situated at the heart of the city's Museum Quarter. 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.

Once completed, the property will contain 151 units finished to a high standard. Inside and out, this development provides a potent mix of unique charm and state-of-the-art conveniences, as its modern ambience is laced with handy features including built-in USB chargers and slimline heaters. As well as an internal private courtyard, a concierge service and ample parking for cars and bikes, Wilberforce Court is a true force to be reckoned with in the booming Hull property market.

These exquisite contemporary apartments have already sold 100% off plan, a testament to the enviable location and the high-quality finishes. To learn more about this development and the investment opportunities, please call: 0207 117 2583 or email: info@hjcollection.co.uk

151

149 one-bed
2 two-bed

£2.26m

Purchase price

£6.64m

Development costs

A perfect balance of unique charm and modern comforts.

Did you know that Hull is Yorkshire's only waterfront city?

£9.26m
Total project costs

£15.4m
Project Valuation

- LOCATION -

Why Hull?

As an economy, Hull's future is looking exceptionally bright. The city has a history of crafting economic strategies with great success: its 10-year City Plan, launched in 2013, delivered over 20,000 jobs and procured investment of around £3.5 billion by 2020.

The city's economic strength is bolstered by its significant attractions as a place to live and work, with its position as a major port marking out Hull as a key area for trade, advanced manufacturing, and logistics. Given these favourable characteristics, it is no surprise to learn that Hull's population is set to rise in the coming years.

Of course, the city has more to commend itself than economic statistics. Taking a wider view of the Yorkshire region, the city is just a short trip away from the North Yorkshire Moors National Park, making Hull an attractive prospect for those who enjoy the best of England's green and pleasant lands. Between its closeness to natural beauty, dependable economic strategies, and consummate affordability, Hull shows every sign of being a lucrative investment for any investor willing to seize the day.

NEW DEVELOPMENT

THE INS & OUTS

yahoo! finance

Dive into HJ Collection & How They Know the Ins and Outs of the Entrepreneurial World Despite the Constant Challenges.

THE INS & OUTS

In the property development world, it's important to forge relationships with several qualified contractors. Specifically in the UK, working with different construction partners up and down the country ensures the ability to maximize the full potential of the UK property market. One company was able to realize their assets' utmost profits in such a market because of their business model. This company is HJ Collection, under CEO Reece Mennie, who has extensive experience in sourcing, developing, introducing, and raising capital for property developments in the UK and worldwide.

This company takes the time to get to know its clients and meet their investment needs.

HJ Collection combines developing desirable, affordable living spaces with an intelligent and innovative approach to urban regeneration. Most recently, they utilized the lockdown period to evaluate their existing business interests and develop new ways of giving back to the wider business community. What many people saw as a challenge during the pandemic to keep going and find new things to do with their time, Reece saw an opportunity to create something for the many impacted communities.

The challenge was just another opportunity to prove himself and show that HJ Collection can adapt to even the hardest of circumstances.

Now the company continues to keep pushing on with their developments and bringing high specification, affordable living to the areas they develop in. In the next few years, HJ Collection is hoping to be a leading household name in both the development sector and alternative property investment industry.

OUR THREE CHRISTMAS CHARITIES

Haven House children's hospice

Richard House
London's first children's hospice

Yorkshire Children's Centre
IMPROVING LIVES; INSPIRING CHANGE

Haven House
Woodford Green, Essex

"Haven House Children's Hospice was first conceived in the early 1990s, as the brainchild of Sue Irwin, a registered nurse and health visitor, who with friends and colleagues founded the charity to provide care to life-limited children and their families at no cost to them...

Today, Haven House has supported hundreds of families, looking after children and young people, from birth, who have life-limiting or life-threatening conditions. Residential and community services extend across North and North East London, West Essex including respite and end-of-life care.

In the hospice, children benefit from play activities as well as day and overnight stays. Through the Holistic Care Centre, children can access a range of therapies, including music therapy, physiotherapy and therapeutic yoga.

Families can also take advantage of support groups for mums and dads and siblings (Buddies) as well as complementary therapies designed to reduce stress and anxiety. In our grounds, there is a tranquil sensory garden surrounded by many acres of beautiful woodland."

www.havenhouse.org.uk



Yorkshire Children's Centre, Doncaster

"The Yorkshire Children's Centre gives support to both children and their families. The centre provides a wide range of services and facilities designed to assist families through important and critical moments in life.

The centre provides a place for children to meet with family members, whom they wouldn't ordinarily see in a homely yet safe and happy environment."

"What began 40 years ago as one man's vision, is now a revolutionary network of practical projects, partners and services, dedicated to helping Kirklees residents achieve their full potential."

www.yorkshirechildrenscentre.org.uk



Richard House London E16

"Opened in 2000, Richard House was London's first children's hospice. It was founded by our Life-President Anthea Hare, who was inspired by both her experience as a paediatric nurse at Royal London Hospital in Whitechapel and through helping her parents to look after her severely autistic brother.

From the moment a child is diagnosed with a life-limiting, life-threatening or complex health condition everything changes. These changes affect the whole family, which is why we feel it is vital not only to provide care to the child but to support the whole family and to help families choose when, where and how they receive care."

www.richardhouse.org.uk

Where Has the Stamp Duty Holiday Left Us?

BACK TO REALITY

Chancellor Rishi Sunak's stamp duty holiday was initially set to last for just eight months. This deadline was then extended twice due to the unprecedented extent of the pandemic. **In total, over 500,000 homes were purchased between July 8th 2020 and September 30th 2021, at a significantly reduced level of stamp duty or ultimately paying none at all.**

The stamp duty holiday was set up to try and support the housing market, which inevitably would suffer just as it has in times gone by with difficult recessions. However, the Government didn't predict a **70% rise in purchase numbers**. The holiday was expected to encourage buyers and sellers, but it also created a sense of urgency that had unprecedented results creating a mini housing boom.

Over the stamp duty holiday the total SDLT (stamp duty land tax) **receipts from residential homes was over £9.62 billion, which is just £1.05 billion shy of the past two years** during in the same period. Savills Research estimates during the period:

"the receipts from properties worth over £1 million increased by 48 per cent (some £1.62 billion)"

This would mean that although these sales equate to only 2.7% of purchases, they would have created more than 50% of the residential receipts for SDLT. The stamp duty holiday helped the property market and seemingly without a painful cost to the Treasury.

Property investors look set to do well but how about homeowners? **Homeowners have benefitted immensely, saving a massive £6.4 billion during this period.** This saving is nearly balanced equally by those who purchased homes over and those who purchased below £500k. The Treasury, although happy with the success of the stamp duty holiday and the strength of the UK property market, may look back with some raised eyebrows at the generous sum they gave away. It would be fair to estimate that a similar scheme may not be implemented on this scale again until the market at that time can be gauged in more detail.

The Treasury will have also noted the increase in activity across the whole market nationally, from the very top, to the bottom, as well as the 3% additional home surcharge. Undoubtedly this increase in nationwide purchases has stemmed from the public's reaction to multiple lockdowns (working from home) and a desire for more space and cleaner lifestyles. Typically London has seen a mass exodus in the last 18 months.

There have been some who have called for stamp duty to be removed at the top end of the market. However, based on the reasoning behind purchases being more for change of commute and healthier lifestyle choices, it indicates the rise in receipts over £1 million has been in regardless of, and not because of the stamp duty holiday.

Reviewing the SDLT holiday, it shows little support for why there would be a permanent cut in headline rates of duty. If there were, it looks as though it would be more likely at the entry-level of the housing market rather than at the top end of the market. Those hoping the surcharge may be in general reduced will be disappointed though, as the Government has been instead looking to increase the 3% additional home surcharge to 4% before the November budget.

The stamp duty holiday has finished, and those looking to invest by buying into the property market can expect some harder times when it comes to the tax implications. Investors have to find new ways to take advantage of new key areas to live in the UK, rising house prices and the property shortage. For more information about HJ Collection's key areas, the fundamentals behind the property decision-making, and how it can benefit you as an investor, please get in touch with our team, who will help

Where to turn now stamp duty is back and on the rise?

UK interest rates are at historic lows, but recent tax, legislative, and regulatory changes, on top of stamp duty coming back, the attractiveness of

buy-to-let investments has diminished significantly over the last 3 years. Highly researched and transparent Property Bonds can represent an exciting way for self-certified investors to generate a healthy return on their money while still investing in a market they are familiar with. Investors achieve this by lending their capital (which is why they are often referred to as 'loan notes') to a property development company in return for a fixed rate of interest over a fixed period of time.

Property Bonds can potentially offer the best of both worlds: attractive fixed returns with the security of 'bricks and mortar'. Generally, Property Bonds are issued by individual developers and investors' returns are linked to the sole capabilities and the projects undertaken by, that specific developer.

Unlike conventional property-backed loan notes, HJ Collection has a managed Property Bond portfolio comprising of multiple contractors/developers, and therefore providing maximum diversification over multiple developments.

Forbes

Meet CEO Reece Mennie: Award-Winning Entrepreneur Who Has Utilized Covid-19 Lockdowns To Give Back

The property landscape in the U.K. has changed drastically in the last few years. Traditionally, many real estate investors would look at a buy-to-let strategy as a way to take advantage of a booming housing and rental sector. However, in recent years we have seen significant changes in the regulations around how landlords have to manage their properties eroding some of the profits they once made and increasing the administrative burden. Other investments such as investing in shares of companies attached to real estate or investing in REITs (Real Estate Investment Trusts) do offer a hands-off way to get exposure to the market but returns can be very volatile. An entrepreneur who has launched a business offering an alternative investment in ‘property bonds’ which offer a hands-off way to invest in property whilst being offered a fixed return is Reece Mennie, founder of Hunter Jones.

Early Beginnings

Reece grew up in Cheshunt in the U.K. From an early age, Reece was convinced that a conventional 9-to-5 was not something he wanted to spend his life doing. At the age of 15 he left school with zero qualifications to help his Dad in his business full time. He moved into a sales role assisting other businesses that were purchasing stationary. Within 2 years they had doubled the turnover of the business. It became fairly obvious to Reece that he had a natural flair for sales and customer service. After a few years as the business continued to grow the family decided it made sense to sell the business. Seeking a new role Reece ended up in sales for an investment introducing firm that focused on alternative property investments. He started very junior but through hard work and an authentic interest in the space managed to work his way up to head of the sales team at that company. However, his entrepreneurial nature had never left him, and eventually, he started making plans to launch his firm that would offer alternative property investments and have a culture that would suit him.

Launching Hunter Jones

The business model behind Hunter Jones is one many individual investors are not aware of. What they do is help developers raise financing for projects through property bonds. These property bonds are essentially loan notes where a high net worth or sophisticated investor loans the property developer money and receives a fixed interest payment in return and at the end of an agreed term receives their full investment similar to traditional bonds. Hunter Jones matches these high net worth and sophisticated investors to projects and collects a fee from the developer. The properties that they have worked on span both residential and commercial real estate and whilst there was a period of setting things up which was tough since inception they have raised over £50m for property developers.

In addition to growing the property bonds introduction side of the business over the coming years, Reece has ambitions to expand HJ Collection which is the internal development arm of the business. Over the years they have worked with several property developers and construction companies and can identify which ones are good and which aren't so will be utilizing this knowledge to build their own properties and attract investment for those.

Giving Back

Whilst Reece has achieved great success with his real estate business a big part of his mission is giving back to the types of communities he grew up in. He has been doing this through helping to build affordable housing for many years however during the COVID-19 pandemic finding himself with slightly more downtime he launched a digital marketing agency, Bigas Marketing, to help businesses and brands develop successful cost-effective marketing strategies. Additionally, he teamed up with established boxing coaches, Marc Dennis and Liam Dyer, to launch Dennis & Dyer Boxing Academy, dedicated to training aspiring boxing professionals, whilst offering accessible fitness sessions to members of the community. Outside of this he also runs a top 25 podcast series, Mennie Talks, where he interviews proven and renowned business leaders to provide insight into their journey to success, whilst offering guidance and advice for listeners and followers across the globe.

It's unorthodox for someone who left school with no qualifications to be as successful as Reece has been in financial services. His commitment to hard work and passion for the sector has been largely responsible for his success and he wants to ensure he can pass that on to as many people both through developing their communities and imparting knowledge.

Article by: Forbes

GIVING BACK

Going Green

Meet Reece Mennie, the Serial Entrepreneur and Businessman Developing Property in the UK Through Green Methods with HJ Collection.

Reece Mennie is a serial entrepreneur and businessman who runs a professional property development company called HJ Collection that is committed to easing the housing shortage with environmentally friendly developments.

HJ Collection believes that innovation is crucial in today's world, especially when looking to combat climate change through greener methods. To do this, they have a team composed by diverse and eclectic real estate and property development experts.

"HJ Collection brings additional innovation with extensive experience in government schemes such as Permitted Development Rights and focusing on sustainable 'green' living. As I'm sure you can appreciate, we are genuinely excited about this new approach to what is already an attractive and convenient route to the healthy returns available from the UK property sector."

The CEO of HJ Collection, Reece Mennie, has extensive experience based in sourcing, developing, and raising capital within the lucrative real estate and property industry across the United Kingdom. During the COVID-19 pandemic, Reece took the time to re-evaluate his business interests and find new ways to give back to the community.

"I launched HJ Collection in 2019 after successfully growing the leading property investment introduction firm Hunter Jones. I have worked with several real estate developers providing an efficient and successful bond facility for developers to connect with investors and produce quality portfolios." Reece explains.

From an early age, Reece looked up to his father who owned his own business and instilled in him an entrepreneurial mindset. Indeed, he often uses his experience and interests to create new successful businesses.

"I always knew that a conventional 9 to 5 career was not going to be for me, and I wanted to be able to make a change and provide a service and solution to consumers. I now consider myself a serial investor and entrepreneur with unrivaled experience in the alternative real estate investment sector in the UK." Reece shares.

Reece's passion and leadership has paid off. HJ Collection has been responsible for the funding or building of at least 10 projects in the United Kingdom in areas such as Doncaster, Halifax, and Bolton.

On HJ Collections' website, there is information about the projects that have been funded or built by the company, as well as active projects, including details on the number of units, prospects of growth for the area in the next few years, and a gallery of pictures and floor plans.

HJ Collection's team is available for inquiries also through the website. This is important as there can be many questions regarding apartment complexes and buildings such as these.

"The past year has been like no other, and we have had to learn to adapt to the new way of living and working that it has presented us with. Although it has been unprecedented and challenging, I have been fortunate to have a great team around me, so we have faced and overcome all difficulties and adversities with confidence and professionalism." Reece says.

But looking ahead, Reece is determined to continue to drive his developments and bring affordable high specification living to areas he develops with HJ Collection. He is also looking to make information about property development more accessible, which is why HJ Collection created their "HJC News Hub," where they share issues of the HJC Magazine with updates on their own projects and any other related news.

On top of his work at HJ Collection, Reece is the creator and host of a podcast series by the name of Mennie Talks where he interviews famous, big-name business leaders to give his audience insight into their journey to success and also serves as an avenue for guidance and advice for all listeners.

Reported by:

The Chicago Weekly News

VENTS MAGAZINE

savills

Is there a green premium for new homes?

Did you know that "the built environment contributes around 40% of the UK's total carbon footprint? Almost half of this is from energy used in buildings (eg plug loads and cooking) and infrastructure (eg roads and railways) that has nothing to do with their functional operation." [*UK GBC*]

Savills reports that "there is increasing awareness of sustainable products and more energy-efficient homes. 49% of buyers surveyed by Savills in 2020 stated green credentials had become more important. And 29% of new homes buyers surveyed by Redrow said that energy efficiency was the most important factor in choosing a home." Gowling WLG went on to find that homebuyers are happy to pay an additional "£2,800 for 'green features' with cost savings and higher resale values being key incentives for doing so."

We know there is a market for going green, not just for the consumer's end product, but also in the efficiency of creation. Here at HJ Collection, we pride ourselves on our business model which naturally angles towards the green future we all want to be a part of. From the use of permitted development, our preference to refurbish rather than to rebuild, and choosing contractors who are aligned with our ethics, we continually strive to make greener homes, through greener builds.

WHAT YOU CAN BUY IN THE HAPPIEST PLACES TO LIVE: BY HAPPIEST

1

HEXHAM, NORTHUMBERLAND

AVG ASKING PRICE: £297,088

Our study found that residents of the historic Northumberland market town of Hexham are the happiest, based on factors including the friendliness of their neighbours, its sense of belonging, the quality of the town's local amenities, and its access to open space.

In Hexham we've found a large, detached house with plenty of space, including six bedrooms and three reception rooms with bay windows. There's also a double garage and a nice garden, too.

2

RICHMOND UPON THAMES, GREATER LONDON

AVG ASKING PRICE: £1,196,892

Second place overall in this year's Happy at Home index is the affluent riverside London borough of Richmond upon Thames. Average asking prices here are a lot higher than any of the other locations in our top five, at just below £1.2 million. Some of the most sought-after homes in the borough are close to Richmond Park, or overlooking the river, like this one, which sits opposite the River Thames and in the heart of Barnes Village. Set over three floors, the property has more than 2,000sq ft of living space, with 4-bedrooms and a secluded garden.

5

LLANDRINDOD WELLS, WALES

AVG ASKING PRICE: £193,601

The spa town of Llandrindod Wells, in Powys, is in fifth place overall and is also the happiest place to live in Wales.

Here we've found a four-bedroom townhouse which was once the county town's police station. It has now been transformed by its current owners, who have retained many of the property's character features, including the exposed brickwork and a kitchen island that has been handmade from the old cell benches.

Our annual Happy at Home Index, now in its 10th year, has uncovered the happiest places to live in Britain this year after more than 21,000 residents ranked the importance of things like an area's friendliness, sense of belonging, and access to green space. So we've taken a look at what you can buy in the locations ranked in the top five of the happiest places to live in 2021.

More than two-thirds (69%) of people who moved in the last year, chose to move to a different area. Nearly two-thirds of these people (64%), said they are happier in the area they now live, compared with where they moved from. One in five (21%) said they were just as happy in their new area.

rightmove
find your happy

3

HARROGATE, YORKS & HUMBER

AVG ASKING PRICE: £353,624

The third spot has been taken by the popular spa town of Harrogate in North Yorkshire, which has featured highly among the happiest places to live in our study for many years.

This detached house with a good-sized garden is in a sought-after location in South Harrogate. It's set over two levels, with separate reception, sitting and dining rooms downstairs. There's also a ground-floor double bedroom with en-suite bathroom and three more bedrooms upstairs.

BUY IN THE UK'S PLACES RIGHTMOVE

4

HOVE, SOUTH EAST

AVG ASKING PRICE: £525,906

The seafront enclave of Hove, in West Sussex, is the top spot in the South East region, and ranked in fourth place nationally. We love this charming 19th-century flint cobble home with four double bedrooms and a courtyard patio garden. It's within the Brunswick Town Conservation Area, just moments from the seafront.

"There have been many records broken in the housing market this year, but what perhaps gives us the biggest insight into people's behaviour and mindset, is that on the whole, moving home is making people happier," said our property expert Tim Bannister.

"Whether it may be a couple looking for a small change in the same area, tenants looking for more space, or a family completely changing their lifestyle and moving from the city to the coast, this has been the year that people have really seized the opportunity to move, and in many cases turned their dreams into a reality."

Report by Rightmove UK | This is the happiest place to live in Great Britain & What can you buy in the happiest places to live?

Office for National Statistics

The Office for National Statistics released their UK House Price Index: September 2021 last month. The index looks at monthly house price inflation in the UK. It is calculated by using data from HM Land Registry, Registers of Scotland, and Land and Property Services Northern Ireland.

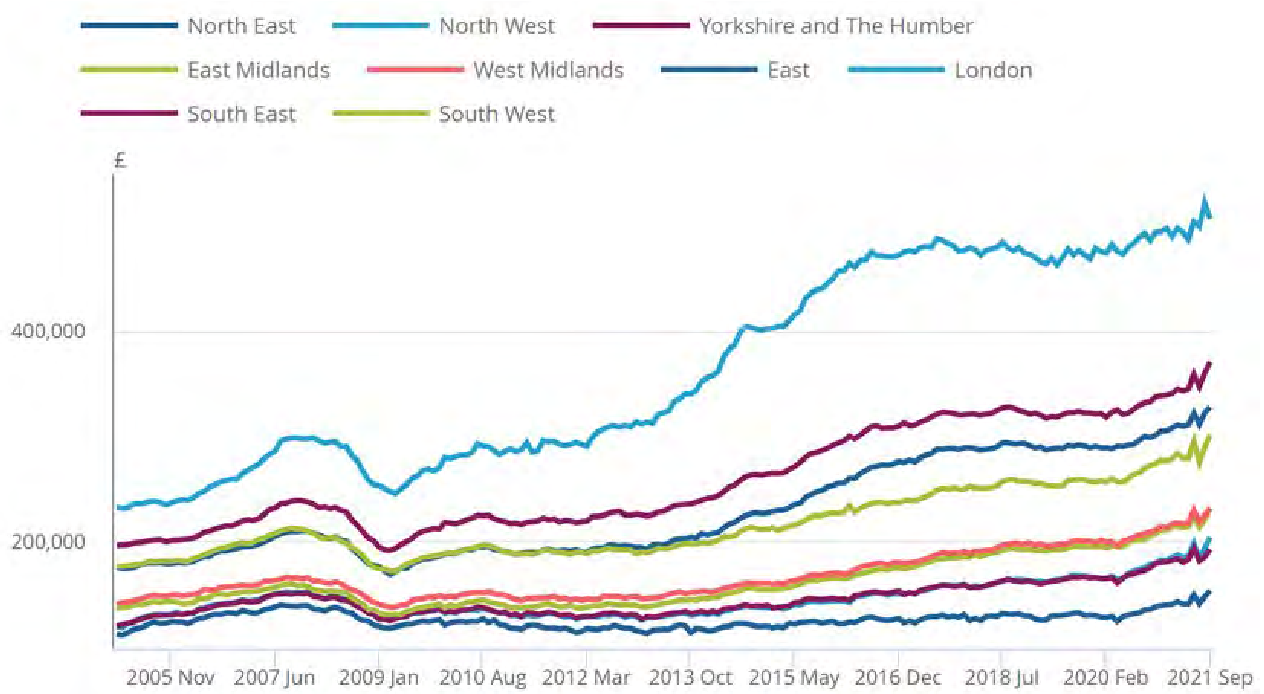
The findings and statistics highlight the growing property market and the area's experiencing the most success. In particular, as shown in the graph below, the North West, which is where our developments are predominately located.

As a company, HJ Collection is data-driven. We target the area's earmarked for high returns and high yields. The Office for National Statistics findings are in line with our own and go to validate our successful business model.

- UK average house prices increased by 11.8% over the year to September 2021, up from 10.2% in August.
- The average UK house price was at a record high of £270,000 in September 2021, which is £28,000 higher than this time last year.
- London continues to be the region with the lowest annual growth (2.8%) for the tenth consecutive month.
- Average house prices increased over the year in England to £288,000 (11.5%), in Wales to £196,000 (15.4%), in Scotland to £180,000 (12.3%) and in Northern Ireland to £159,000 (10.7%).

DIVING INTO DETAILS

Average house price, by England region: January 2005 to September 2021



Source: www.ons.gov.uk/economy/inflationandpriceindices/bulletins/housepriceindex/september2021

OUR LIVE DEVELOPMENTS

OUR GROWING PORTFOLIO & STRATEGIC BUSINESS MODEL

It is an exciting time to be involved in the property market and with rental demand growing year on year we know we are setting firm foundations for longevity and sustainable portfolio growth. Through the use of our strategic business model, we target specific areas of the property market but allow the flexibility to be agile when realising capital from its developments. Being more dynamic provides greater security for itself as a business and investors.

Our main goal as a developer is to increase GDV, retain the completed asset and refinance with commercial lending. This strategy realises capital back into the loan note retains equity in the asset and produces a passive income. For this ideal strategy to work, we resource developments with permitted development (PD) in tier two regeneration areas. Being in popular locations and close to good amenities and transport is key to ensuring high occupancy rates and thus generating a higher GDV.

With developments across the UK, from Braintree to Hull, HJ Collection is primed to take advantage of the current growing markets.

Explore our live developments, on the next page. We have more lined up in the new year that we can't wait to share with you.

SITE UPDATES

WILBERFORCE COURT

PROJECT BREAKDOWN

151
149 one and 2 two-bed apartments

£2.26m
Purchase price

£6.64m
Development costs

£9.26m
Total project costs

£15.4m
Valuation

Wilberforce Court is a remarkable redevelopment situated at the heart of the city's Museum Quarter that will soon house a number of new residential apartments while encircling a private courtyard.

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.

SITE UPDATES

SITE UPDATES

HIGHLIGHTS

- The site is currently undergoing an M&E redesign and revision to update everything to the latest building regulations.
- Incoming power redesign including a new location of the proposed substation.
- There are various backroom works underway to allow designs of apartments to comply with the latest fire regulations.

CROWN BUILDINGS

SITE UPDATES

PROJECT BREAKDOWN

63

*61+2 one and two-bed apartments**

£1.74m

Purchase price

£2m

Development costs

£3.74m

Total project costs

£5.5m

Valuation

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 63 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 120 new homes when complete.

SITE UPDATES

HIGHLIGHTS

- The new steel design for the window frames is currently being designed by a specialist.
- Power upgrade design approved.
- Various demolition works are nearing completion although there have been some delays due to Covid and materials.

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.

SITE UPDATES

HIGHLIGHTS

- Final works are currently being completed to stairwells decorating and signage.
- Furniture has been installed in all flats.
- Intercom and magnetic locks have been installed.
- Tenants occupying in December.

SITE UPDATES

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.

SITE UPDATES

HIGHLIGHTS

- Tenants secured for both commercial units at an agreed price of £27,000 PA.
- 70% of the units are in the second fix stage.
- Kitchens, bathrooms & finishing touches to be completed throughout December.
- The housing market is extremely buoyant and our selling agent partners have advised that there has been a 5.5% increase in the value of the assets.
- Full steam ahead aiming for an early Q1 completion.
- Landscaping is due by early January.

SITE UPDATES

HALTON 5
RUNCORN

PROJECT BREAKDOWN

113
87 x 1 bedroom & 26 x 2 bedroom apartments

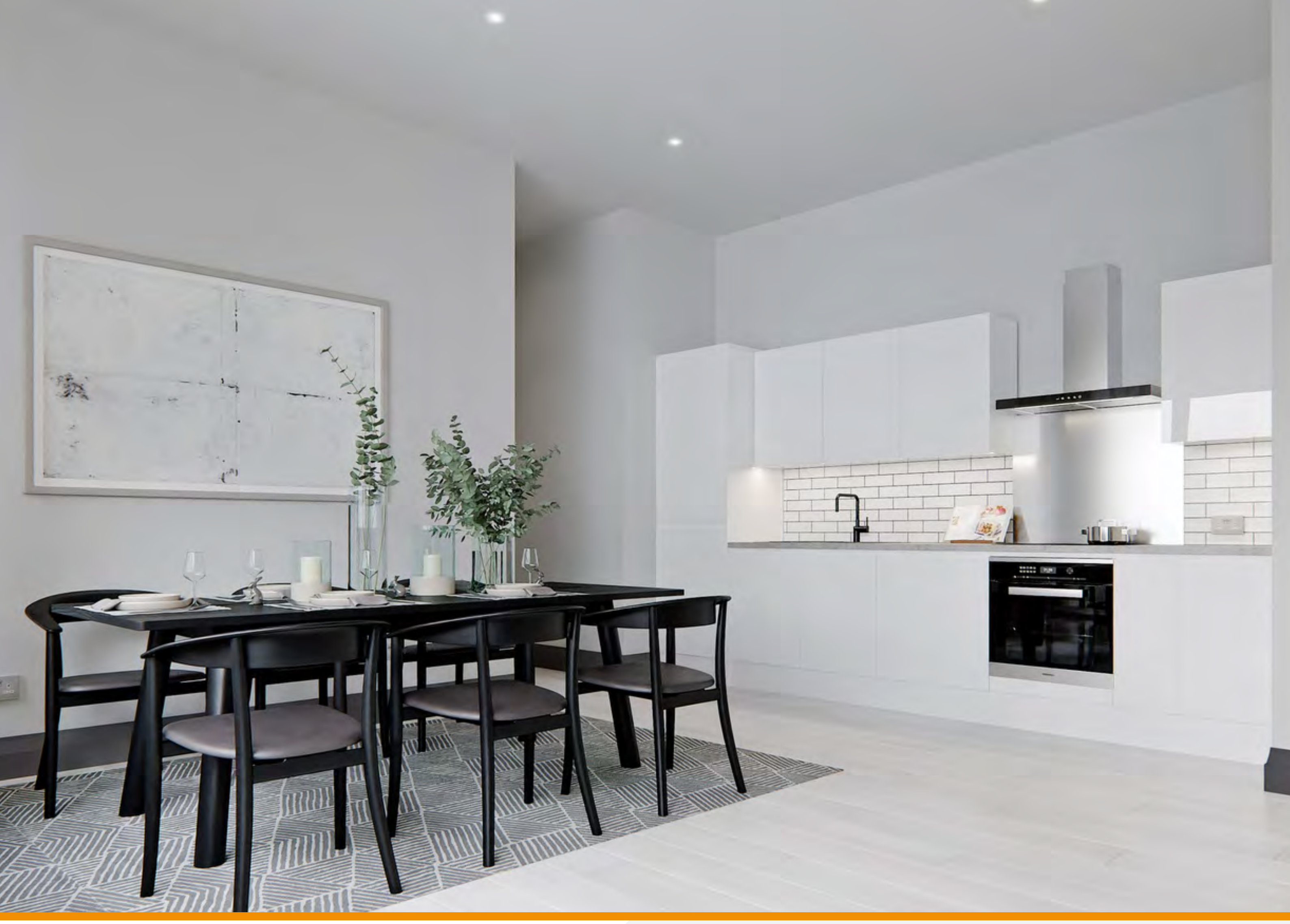
£1.9m
Purchase price

£4m
Development costs

£5.9m
Total project costs

£8.5m
Valuation

A five-storey building comprising of one and 2-bedroom apartments with on-site parking, Runcorn occupies an enviable position within the town's vibrant commercial district. Runcorn New Town was planned and built around a central retail zone, which was always exclusively reserved for shops and offices. Recently, however, when Halton Borough Council moved to new premises, it created an opportunity to create the district's first modern residential scheme. The result is H5 and its location is truly unique.



SITE UPDATES

HIGHLIGHTS

- Civil works are being worked on for Highways works.
- Sold 100% off plan.
- Electrical works are underway.
- Waterworks are underway.
- Telecom works are underway.

WHY US

A PROFESSIONALLY MANAGED PROPERTY BOND PORTFOLIO

HJ Collection's strategic business model combined with a wealth of financial and development partnerships has escalated its market status.

HJ Collection is now a dominating developer with a rooted purpose to contribute to easing the housing shortage through greener purposes.

Backed by worldwide investor support and not held levy by mainstream banking, HJ Collection is able to viably and securely take control in any market conditions.

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.

GET IN TOUCH

FOR MORE INFORMATION ON OUR FUTURE INVESTMENTS CONTACT US TODAY

GET IN TOUCH TODAY WITH A MEMBER OF OUR TEAM:

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LOOKING AHEAD

FESTIVE FUN

£50 AMAZON VOUCHER TO THE WINNER!

Share a snap of you and the HJC Magazine to Instagram with the #hjcmagazinecomp and email us a picture of your completed sudoku to info@hjcollection.co.uk. We will pick the winner at random, the winner will be announced in our March edition.

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	6			7		2		5
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9		4	2					
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5	4		7					2
1			4	6			5	
		7		5		4		6

£50 AMAZON VOUCHER

#HJCMAGAZINECOMP

From myself and all of the team at HJ Collection we wish you a very Merry Christmas and a happy New Year.

RMennie

ISSUE. 07
WINTER 2021

HJC MAGAZINE

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