



YOUR GUIDE TO INVESTING IN SOUTH YORKSHIRE

A Hands-Free Investment Property Guide

WELCOME TO FENLEY PROPERTY GROUP

Congratulations on taking your first step toward FINANCIAL FREEDOM!

Here at Fenley Property Group, we aim to make property investing easy and accessible to anyone wanting to invest in property.

Investing, more specifically property investing, can be intimidating to some, especially if you have little to no prior experience. And here at Fenley, we get that! That's why we help investors break into property investing and solidify their portfolios to ensure that they are able to achieve financial freedom!

We have put together this guide to provide some insights on what we do and how we can help you attain your well deserve financial freedom through property investing.



HANNAH LILLEY
MANAGING DIRECTOR



ABOUT US

Fenley Property Group was created with the goal of making property investment easy and hands-free for people wanting to get into property.

We aim to help people achieve *their* idea of Financial Freedom, because we understand that everyone is unique and they have their own goals, timelines, motivations, and willingness to invest.

Our team is composed of experts in residential property, financial, sourcing, brokers, and builders. This is to ensure that you get the best investment plan to achieve what you want.

We will help you every step of the way and make sure that you are making your hard earned money work hard for you.



WHAT MAKES PROPERTY A GREAT INVESTMENT

Here are some interesting facts you might know (and others you might not) about why buying property in England is and has always been a great investment.

Property is one of the oldest and **MOST ESTABLISHED** asset classes.

- In 1086, the Domesday Book recorded the value of all the land in England at £75,000. Today, that value is £5.45 trillion.
- In 1950, the average house price was £1,891. Today, it's £268,349 just shy of doubling 7 times, once per decade!

Property is what the wealthy choose to invest.

- Real estate is the world's largest store of wealth, and residential property makes up the vast majority of this (over \$220 trillion).
- "Real estate builds wealth more consistently than any other asset class" – Forbes. The wealthy grow their wealth significantly through well considered, passive, property investment.

Property value continues to rise.

- Property value is predicted to grow 22% in Yorkshire over the next 5 years.
- In 2007, just before the property peak, Halifax estimated that the UK's housing stock was worth a total of £4.077bn. Over the past 10 years, that figure has risen to £9.2bn.

A wooden birdhouse with a white roof and a small square window is positioned in the lower-left corner. A spiral-bound notebook with a white cover and a black wavy pattern is in the upper-left corner. A silver pen lies diagonally across the upper-right corner. The background is a light-colored wooden surface with vertical grain lines.

OUR GOAL

**HELPING YOU ACHIEVE
YOUR VERSION OF
FINANCIAL FREEDOM**



THE MODEL



THE FIVE POINT CHECKLIST

HOW DO WE QUALITY CHECK EVERY PROPERTY



PRICE is what you pay and VALUE is what you get, we've identified the 5 key areas which are the most important factors to have in every property investment

1. VALUE OF PROPERTY

The value of the property must be within a certain 'goldilocks' range to be ripe for investment; not so expensive that the capital needed is too great, and not so cheap that the area is undesirable. For Doncaster, we find that between 60,000 and 140,000 works best for the highest Return on Cash Employed

2. ABILITY TO GROW

The property we package for clients must be in an area with a strong capital prospect, strong transport links, proximity to infrastructure projects, and a high 'sold STC rate' is also a must. Targeting these areas provides for exponential growth in the value of your investment

3. URBAN AREA

Sometimes a deal can look like the numbers work, but the area isn't right. We target suburban areas with a transient population and a strong local economy to ensure all aspects of investment, including the rental, continue to grow.

4. ESTABLISHED PROPERTIES

Too often, property investment companies sell new and 'off-plan' developments. We deliberately stay away from these properties, which are often overpriced, or at risk of not being delivered if the developer goes bust! Robust properties in the established areas are what we target

5. LIFESTYLE OF TENANT

Tenant demand is key, and we need to make sure we have not only an abundance of tenants but tenants who will look after your investment. We target properties that attract family tenants, and aim to have several applications per property.



MARKET VALUE:

£ 115,000

- 3 bedroom terrace property
- Freehold
- Below Market value
- Turnkey condition

PURCHASE PRICE: **£ 100,000**

RENTAL INCOME: **£ 750 pcm**

R.O.C.E. : **11 %**

CAPITAL GROWTH:

Assuming a conservative 8% growth per annum.

NET RENTAL INCOME:

£ 1,164

- + Rental Growth over time.
- + Completely hands-free!

BIRCOTES DONCASTER



MARKET VALUE:

£ 95,000

- 3 bedroom Terrace
- Freehold
- Below Market value
- Tenanted

PURCHASE PRICE: **£ 75,000**

RENTAL INCOME: **£ 525 pcm**

R.O.C.E. : **11.6 %**

CAPITAL GROWTH:

Assuming a conservative 8.5 % growth per annum.

NET RENTAL INCOME:

£ 1,164

- + Rental Growth over time.
- + Completely hands-free!

ASKERN DONCASTER

WHY INVEST IN

SOUTH YORKSHIRE



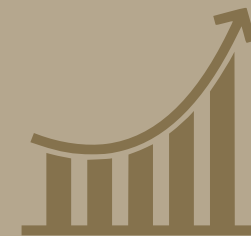
WHY INVEST IN SHEFFIELD



Award-winning
Doncaster/Sheffield airport



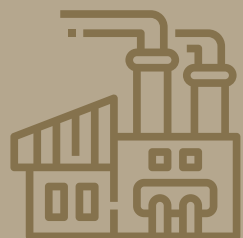
740,532 population
0.72 % population growth



With over 17.2 million day
visitors and more than two
(2) million staying overnight,
Sheffield is a tourist hotspot.



Transport Links
Sheffield to M1 - 16 min (6.1 mi.)
Sheffield to M18-19 mins (9.7 mi)
Sheffield to Doncaster 33 mins
(23 miles)



Worth well over £7 billion a
year, its economy is well
supplied by companies such
as: Amazon, Tesco, HSBC,
Capita, Primark, and ASDA.



Property in Sheffield has a
growth rate of 14.3% as of
the latest survey. The
National rate is at 6.2%



Sheffield has a population
ration of 4 trees per person with
80 parks and 650 designated
green spaces making it one of
the greenest cities in New York



Although known as the "Steel
City", Sheffield's economy has
a very diverse economic
resource promoting investors
into the city in

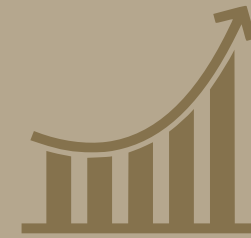
WHY INVEST IN DONCASTER



Award-winning
Doncaster/Sheffield airport



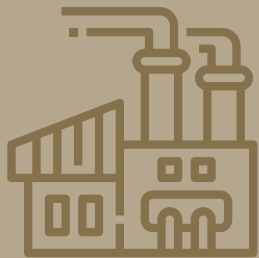
760k population
8.6% population growth



Over 6.4 million day visitors,
the tourism sector is worth
£223 million per annum



Transport Links
Doncaster to M1 - 24 min (19.1 mi.)
Doncaster to M18-12 mins (6.4 mi)
Doncaster to Sheffield 33 mins
(23 miles)



Companies in Doncaster
Amazon, IKEA, Compleat
software, Mayoral Combined
& Iport



Property prices in Doncaster
achieved 10.2% annual
growth in 2021.
National average is 4%



Doncaster is in the Top 10 for
renewable energy
installations in the UK.
Doncaster to be carbon
neutral by 2040



£25 Million regeneration for
Doncaster town center

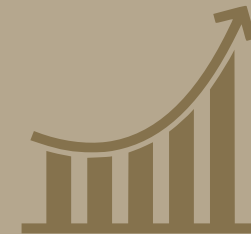
WHY INVEST IN ROTHERHAM



Rotherham has 5 nearby airports:
Doncaster/Sheffield (DSA) Airport
Leeds Bradford Airport (LBA)
Manchester Airport
East Midlands, and Birmingham



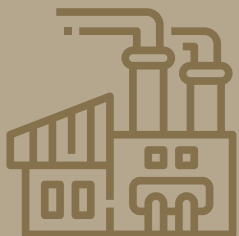
264,411 population
2.8% annual population
growth rate



With over 17.2 million day
visitors and more than two
(2) million staying overnight,
Sheffield is a tourist hotspot.



Easy access to the M1 and M18 is a
sure thing in Rotherham partnered
with excellent high-speed links to
major cities across the region and
the country as a whole.



Rotherham is the fastest-growing
economy in the UK with over
125,800 jobs and more than 100
oversees companies like: Foundry
Works, Central Recruitment, etc.



Property in Rotherham has a
growth rate of 14% as of the
latest survey. The National
rate is at 6.2%



Rotherham has the Rotherham
Biomass Plant that provides
clean energy to power 78,000
households, offsetting 150,000t
of carbon dioxide emissions
(CO2) a year



Rotherham is a notable coal-
mining town with a significant
steel industry which is why
companies like Rolls Royce
manufacture in the city.

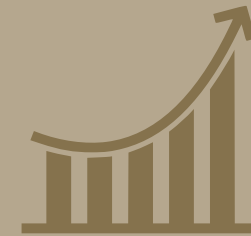
WHY INVEST IN BARNSELEY



Nearest airport in Barnsley is in Doncaster/Sheffield Airport (DSA) which is 20.1 miles away



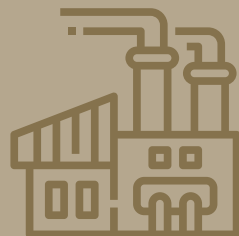
Current population: 227,000
Projected population by 2025: 257,000



Barnsley is well known for its historical sites such as the Cooper Gallery, Experience Barnsley, Elsecar Heritage Center, and Cannon Hall.



Transport Links
Barnsley to M1 - 15 min (7.5mi.)
Barnsley to M18-25 mins (17.6 mi)



Barnsley has an increase of 21% in jobs in the city. Companies like Hermes, GBAC Ltd, Brook Corporate, and Bigfoot Digitals paved the way for the said increase



Property in Barnsley has a growth rate of 110.% as of the latest survey. The National rate is at 6.2%



Energise Barnsley has been setup with Barnsley Metropolitan Borough Council to deliver community owned renewable energy and heating projects across the borough



Barnsley has a long tradition of glass-making, however Barnsley is most famous for its coal mines.

HANDS-FREE INVESTMENT HOW IT WORKS

Years of experience have helped us refine our signature product into a 5 step process. Our clients enjoy all of the benefits of property investment with little to no effort at all. From initial consultation to owning an income-generating asset, our flagship hands-free service allows you to invest in property from the comfort of your living room.





CONSULTATION

We want to get to know you and for you to know us. Whether it be a one-on-one chat or joining one of our investment tour days, we like to begin every relationship with an in-depth consultation.

WHAT WE DO:

- Assess your needs to ensure we achieve them.
- Create a time-line for your purchases so we can work towards meeting your deadlines and achieve all your goals.
- Set you up in the right way making sure you are tax efficient.
- Connect you with our expert brokers to begin financial arrangements.
- Send you our welcome pack

We find the right property for you. We look at dozens of opportunities before our acquisitions team presents them to you. Every property is rigorously checked against our T.A.R.G.E.T criteria and we conduct all due diligence to ensure it meets our standards.

WHAT WE DO:

- Source the right property for you via our direct marketing team, our brokers, our trusted agents or industry contacts.
- Assign a dedicated acquisitions manager to oversee and guide you through the whole process.
- Ensure EVERY property meets our strict T.A.R.G.E.T criteria.
- Put forward the right property for your consideration in an easy to digest manner, an easy to understand format and stamped by one of our directors.
- Negotiate with the seller, agree a purchase time-line and move forward with the acquisition.



PROPERTY SEARCH

Our in-house case manager has one goal — to get your property purchase to completion.

WHAT WE DO:

- Our dedicated case manager chases your purchase on your behalf every day to ensure it goes through as smoothly as possible.
- Introduce you to our award-winning solicitors, who work exclusively on investment properties, and get you moving through searches and resolve enquires as quickly as possible.
- Work with the broker to submit the application. Our average purchase time is significantly lower than the national average as we:
 - a) Are prepared for every stage of the process.
 - b) Use the right contacts to source the finance.

CASE PROGRESSION


REFURBISHMENT


Most properties bought as rental investments need some level of refurbishment and working with trades is often cited as one of the biggest challenges faced by all buyers. This can be exacerbated when buying remotely. Don't worry, our team will take care of it for you.

WHAT WE DO:



- We completely manage the refurbishment process for you. Everything. Having been provided with a thorough report at the purchasing stage, our project manager will be expertly equipped to oversee your property's refurbishment.
- It is so important to get value for money in a refurb, and knowing the standard to do the work to can be a challenge.
- We regularly check on the process of your refurb and keep you up to date with photos & even 3D tours.


PROPERTY SUCCESS


 **Matthew Slater**
5 reviews · GB

 Nov 18, 2022



Professional Service
I have completed 3 property sales with Hannah in 2022 and have others going through at the moment. Always very easy to deal with, communicates quickly and accurately.
Obviously, no house sale or purchase is ever guaranteed until completion, but Hannah always does everything she can to push things through promptly.
I look forward to continuing to work with her on future property deals.
Date of experience: November 18, 2022


 Useful  Share


 **Leslie**
3 reviews · GB

 Nov 18, 2022



Get up and go Great personality
Hannah is a great person with a great personality and attention to detail is second to none, Always polite and understanding Very professional and a determined young lady, Upwards and onwards young lady look forward to doing more business with you.
Leslie Barrington
Date of experience: October 04, 2022

 Useful  Share

 **Jamie York**
2 reviews · GB

 Apr 28, 2022

What an inspiration!
Hannah has been a great inspiration since knowing her, pushing through everything with determination. If you're looking for someone that's going to see things through to the end, this is the company for you!
Date of experience: April 28, 2022

 Useful  Share



What's Next?

We Believe **TODAY** is the best time to invest in property.

Book a strategy call today with one of our team members.

✉ info@fenleypropertygroup.com

📷 @fenleypropertygroup

📘 Fenley Property Group

☎ 07532781203

We look forward to working with you.