

franchising

Assets from **the outset**

BUSINESS BOOM IN A RECESSION WITH A PROPERTY INVESTING FRANCHISE



There's an old adage that if you want to get somewhere quickly, find someone who's already been there and follow them. It's no surprise, then, that franchising is one business sector that traditionally flourishes in a recession as people look for lower-risk, proven business models, and the Platinum Property Partners property investing franchise is not only a prime example, but a market leader, growing faster now than ever before.

Despite the continuing correction in the UK property market and an economic downturn, PPP and its Franchise Partners (franchisees) are thriving, following tried-and-tested business models and systems for maximising both return on capital and monthly gross and net profits.

Unlike almost all other forms of buy-to-let investment, the PPP model generates such high levels of rental income that Franchise Partners can live off the proceeds and don't have to rely on capital growth. This means their investments truly are assets from the outset - servicing their own debt and providing profit on top - which will then bring additional, lump-sum returns and rewards in the medium to long term.

A UNIQUE BUSINESS PROPOSITION

The PPP franchise was launched in 2007 by multi-millionaire property investors and entrepreneurs, Steve Bolton and Nick Carlile, who wanted to expand their successful and proven business model and realised the best route to do so was through franchising. They both had personal passion and experience in training and mentoring, and believed it would be far more satisfying - and ultimately profitable - to grow their business through teaching and supporting other people, rather than simply expanding their own portfolios.

There was, and still is, no other comparable business in the franchising world, and PPP stands as the world's first buy-to-let property investing franchise, accredited as an Associate Member of the British Franchise Association.

Franchise Partners are given personal, intensive initial one-to-one mentoring; ongoing support, provided through one or two-day training workshops, held at least once every two months; direct contact with a business development manager; and access to an exceptional team of property, legal, financial and tax experts who are familiar with the PPP franchise strategies and goals.

PPP's exclusive, invitation-only network of Franchise Partners now extends to more than 33 towns and cities across the UK. As a sign of how far the business has come since its launch, and the quality of the proposition, the former worldwide Finance Director for the Norwich Union group has recently joined as a Franchise Partner. He intends to follow PPP's franchise model to build a business that will generate substantial monthly profits and give him a multi-million pound underlying asset base that will rise in value over time, creating a legacy he can pass onto his children.

THE PERFECT TIME TO BE INVESTING IN A PROPERTY BUSINESS

House values may still be falling, but 2009 is going to be the year for laying the foundations to make record profits from property, and it's unlikely we'll see again in our lifetime a series of circumstances that have made the market so attractive to professional investors. For a decade from the mid-nineties, anyone could make money from property - you just had to buy it, wait for it to go up in value and then either sell or remortgage. But only a small proportion of people actually possess the skills, flexibility, drive

and determination to run a successful property business that can withstand market corrections and interest rate fluctuations.

PPP's foundation business model is a refined system for sourcing, buying, refurbishing and letting out individual UK residential properties, which are normally purchased for between £150,000 and £350,000 and then let out to multiple working professional people. A house of this type would typically generate £1,000 a month if rented to a single family. However, using the PPP franchised model to maximise income, Franchise Partners typically achieve monthly rents of between £2,500 and £3,300.

The PPP franchised system is so robust that it is unaffected by falls in capital values, such as we have seen over the past couple of years. As testament to the system, PPP's most established Franchise Partner - Neil Mansell, based in Chelmsford, Essex - generates over £130,000 gross profit (after paying the mortgage, bills, maintenance and other running costs) from only 10 PPP properties, which currently have a combined value of £2.9 million. Even if that value falls, or interests rates and other costs increase, the cash flow from the portfolio is so significant that Neil is insulated and therefore able to ride out the storm without having to dispose of any assets.

PPP has also recently addressed and overcome some major changes in planning policy, which could easily have threatened the whole business model, after local authorities around the UK became concerned that an increasing number of properties rented out to multiple tenants were being poorly managed and impacting negatively on local communities. PPP met directly with several authorities and instructed the most respected planning consultants in the UK to work on behalf of the franchise and its Franchise Partners. Taking this positive action and working within planning policy, addressing all the concerns, has resulted in every PPP planning application thus far having been approved, whereas non-franchised and unprofessional operators regularly have theirs refused.

Kevin Lucyszyn, based in Derby, joined PPP nearly 18 months ago. "Having let a student house for 10 years back in the 1990s, I thought I could get straight back into property as a 'pension plan,'" he says. "However, my research showed the market had changed dramatically and fear of failure had stopped me in my tracks, until I came across PPP. Becoming a Franchise Partner allowed me to tap into a proven formula, which gave me the confidence to invest again. Not only that, but the growing network of experience that we are all willing to share means that the system is dynamically evolving to keep ahead of market trends."

BUILDING SOLID FOUNDATIONS FOR THE FUTURE

In addition to its core business model, PPP has a range of spin-off income generators and passive investment opportunities that make Franchise Partners' businesses and financial futures more robust. The franchise itself offers investment options that provide returns in different ways and at different times, and the business model leads Franchise Partners towards working on their business, rather than in it, enabling them to grow their portfolio incrementally more quickly and profitably.

Successful entrepreneurs build their current and future security on multiple streams of income. And with today's lifestyle, where lots of people have dual roles - parent and provider or more than one job - flexibility is key. The PPP franchise has been designed



Neil Mansell generates over £130,000 gross profit from only 10 PPP properties

to be flexible and non-exclusive, so Franchise Partners can operate their business from home, part-time or full-time, and are not only allowed to have other income streams, but are encouraged to do so.

And the company's mission statement - 'Be more, Do more, Have more, Give more' - is truly an ethos it expects Franchise Partners to adopt themselves. PPP is building a community of like-minded, high net worth individuals who want to create wealth, not only for their own financial security, but in order to share it with others and make a difference in the world by giving something back.

Alex Ferretti is a nutritional therapist, based in Stratford-upon-Avon, who joined PPP as a

foundation Franchise Partner. "The reason I joined the franchise was so that I could benefit from not only the great strategies and support provided on the property investment front, but also the continuous personal development opportunities offered to Franchise Partners and the focus on health, balance and happiness," he says. "This holistic attitude to achieving freedom and success in life is something I had not come across before in any other company, and I can honestly say I am proud to be a part of this group of truly inspirational people." **MM**



FOR MORE INFORMATION

■ For more information call **0845 293 2877**, email **info@platinumpropertypartners.net** or visit **www.platinumpropertypartners.net**

FREE INFO NO: 4673



Steve Bolton is a founding partner of Platinum Property Partners