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Giving back to the community is key for Platinum Property Partners

Property investment franchise Platinum Property Partners is looking to recruit franchise owners who share the company's ethos of Be More, Do More, Have More, Give More. Platinum Property Partners views that putting something back into society is part of its corporate DNA, deliberately built into the way the franchise operates and markets itself. As a result the company is building a network 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.

Steve Bolton, founder of Platinum Property Partners, said: "Never before has so much been expected of the nation's true wealth-generators. Growing companies like my own have a responsibility to profitably provide incomes and work opportunities, but we must ultimately have a positive impact on the communities we live and operate in. In our case this means giving our franchise partners the skills and know-how to operate profitably and the wisdom to choose how they use that profit. This way both business and community benefit."

Directors of the company Steve Bolton, Nick Carlile and Richard Davis founded Platinum Property Partners using their combined their experience of property investing with a passion for mentoring and training. The business franchise model enables franchise owners to learn and develop their business skills, manage their portfolios profitably, share their knowledge and experience and then to participate in charitable or active citizenship. All three directors have taken the lead and are Patrons of Peace One Day, the UN-ratified international campaign to make 21st September a focus for the cessation of conflict, and the Platinum Partners Foundation channels support to projects in Uganda, India and Tosteth.

Steve Bolton added: "I would like to know whether 'smart altruism' is alive and well in the UK. Judging by the conversations I am having, there is a growing desire for 'more to life than business' and people are realising that this very ethos can help their businesses. It's now up to us as corporate leaders to kick-start economic recovery in new and imaginative ways."

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