

**Investment level:**

£300,000 available equity (£100,000 for passive options), franchise fee £49,970 plus VAT

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CLASSIFICATION:

Professional services



A platinum business

Platinum Property Partners franchisees have increased profits throughout the recession

THE PROPERTY investment sector has had a turbulent couple of years and many landlords and investors have been forced out of the market by a lack of cash flow and capital. Leading the field of those still flourishing is the Platinum Property Partners property investment franchise, founded in mid-2007, which has recruited 45 high net worth franchise partners to date, with more waiting to join. By following PPP's proven business models and with the support of its expert team of more than 33 professional advisers, franchise

partners are expanding their portfolios and increasing profits through the recession.

With property, not only are you investing in tangible assets that will appreciate over time, but you can also refurbish and let the properties out in such a way that the rental income covers the mortgage, utility bills and maintenance costs, and also gives a significant positive cash flow. PPP's franchise partners are seeing average returns of £1,000-plus pre-tax profit per month, per property, even allowing for void periods.

“Franchise partners are seeing average returns of £1,000-plus.”

How much profit you make in the short and long-term depends on what and how you buy, how you divide up the space inside and how you manage that space.

Anyone can buy a property and wait for its value to go up in line with the market; the skill is in 'beating' the market and bettering those returns.

One Leicester-based franchise partner bought a property in Spring 2008 for £225,000. He spent £60,000 refurbishing it to the PPP model, and it now delivers more than £4,000 a month in rental income, with more than £2,500 pre-tax profit. The property has recently been re-valued at £335,000 – that's an increase in asset value of £110,000 during a national market slump! ■

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