



BE MORE – DO MORE – HAVE MORE – GIVE MORE ®

A FRANCHISE THAT PROVIDES YOU WITH INCOME FOR TODAY AND ASSETS FOR YOUR FUTURE FINANCIAL SECURITY

Platinum Property Partners (PPP) is a property investment franchise that produces not only market-beating rental returns and excellent monthly cash flow, but also – unlike the vast majority of franchises – is a business where you own the underlying asset base.

Steve Bolton, one of the founding partners of PPP, made his first million by the age of 30, having started and run two very successful management and training businesses, with clients including Center Parcs, the RAF, Microsoft and KPMG. However, in the economic fallout that followed the terrorist attacks in America on 11th September 2001, Steve's businesses were all but wiped out, and the only thing that saved him from bankruptcy was selling his own home to realise the equity.

In being taken back to virtually nothing, he was shown the power of owning underlying assets. If he had bought his business premises at the outset rather than renting them, they would have grown into a substantial asset base and he probably could have ridden out the storm. Steve decided to rebuild his fortune on the solid foundation of property and now owns a multi-million pound, income-producing UK portfolio.

Steve's methods for buying, refurbishing, renting and managing buy to let properties that deliver market-leading returns were refined and systemised over a number of years to become the core franchise business model. His co-founding partner, **Nick Carlile**, is a qualified Quantity Surveyor with over 15 years' experience of developing, self-building, renovating and buying substantially below market value. Together, they and their team of property, financial, legal and tax experts mentor and

support PPP franchise partners (franchisees) in building their own highly profitable portfolios.

Simon and Anna Mackaness are PPP franchise partners, based in Northampton. Since they joined in July 2007, the couple have bought 7 UK buy to let properties, which generate a gross yield of over 15%, an industry-leading level for residential buy to let. The annual gross profit from this portfolio – after they have paid the mortgage, all utility and other bills, and allowing for maintenance and void periods – is around £100,000 and the gross return on their own capital invested is over 33%.

Their motivation for joining PPP was a desire to find a business they could run together and one which would quickly generate enough cashflow to pay for their children's education. They had looked at a number of franchise opportunities, but found most of the businesses uninspiring. *"Most of the opportunities we looked at seemed to involve huge numbers but a relatively tiny profit"*, says Simon, a former insurance broking director. *"I just couldn't see a long-term future that I'd be happy with. PPP's was the only one we looked at that really caught our interest. It seems a very logical, sensible basis for a business, with tangible short and long term profitability and excellent pension provision."*

Their plan for the next 12 months is to consolidate the portfolio and make it even more efficient. Says Simon, *"I know we're making good profit, but I also know there are areas where we can still minimise the outgoings. By following the franchise system and with PPP's ongoing support I have no doubt we will see increased profits this year."*



PPP founders, Nick Carlile & Steve Bolton



Anna & Simon Mackaness



One of Simon & Anna's properties in Northampton

For more details:

Visit www.platinumpropertypartners.net, email info@platinumpropertypartners.net or call the office on **0845 293 2877** and speak to the Investment Team.

