

Profitable property



Simon and Anna Mackaness have built up a property portfolio worth almost £1.35 million with a [Platinum Property Partners](#) franchise, generating a gross profit of around £100,000 a year

INVESTMENT LEVEL: £300,000

Platinum Property Partners (PPP), one of the UK's most successful property companies and the world's first investment franchise of its kind, believes property remains one of the most secure wealth creation and retention vehicles available to us.

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Property has long been a key investment choice of the wealthy. Even where it hasn't been their primary business, most millionaires and multi-millionaires have significant portfolios, because they understand that – unlike many other forms of investment – property always retains some intrinsic value.

PPP has refined systems and proven strategies for building a property portfolio that delivers both cash flow and an asset base that will almost certainly appreciate significantly. The uptake of both its hands-on franchise business and passive investment opportunities certainly suggests property is the solution to long-term wealth and pension provision that people have been looking for.

Northampton-based Simon and Anna Mackaness (pictured above) joined PPP in July 2007 and have since bought seven UK buy-to-let properties, with 43 rental units, generating a gross yield of more than 15 per cent – 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 more than 33 per cent.

The couple joined PPP because they wanted a business they could run together and one that would quickly generate enough

cash flow to pay for their children's education. They had looked at a number of franchise opportunities, but found most of the businesses uninspiring. Simon, a former insurance broker, explains: “Most of the opportunities we looked at seemed to involve huge numbers but a relatively tiny profit. I just couldn't see a long-term future that I'd be happy with.

“PPP was the only one we looked at that really caught our interest. Most of my family are involved in property in some way, and it seems a very logical, sensible basis for a business, with tangible short and long-term profitability and excellent pension provision.”

Simon and Anna's plan for the next 12 months is to consolidate the portfolio and make it more efficient. Simon says: “I know we're making good profit, but I also know there are areas where we can still minimise the outgoings. Running this business properly takes time and effort and Anna and I are aware that with our busy lives we haven't been doing everything we could to really maximise the profitability. By following the franchise system and with PPP's ongoing support I have no doubt we will see increased profits this year.” ■

PLATINUM PROPERTY PARTNERS

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