

Platinum Property Partners gives couple a sparkling future

Wishing to secure their family's future, Simon and Anna Mackaness found **Platinum Property Partners** was the business opportunity they had been looking for. *Fraser McKay reports*



INITIAL INVESTMENT REQUIRED FROM **£52,970 + VAT**

Simon and Anna Mackaness were looking for a business they could run together and that would generate enough cash flow to pay for their children's education.

However, after researching a number of franchises, they found few that inspired them until they discovered the Platinum Property Partners (PPP) buy-to-let property business opportunity.

"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," explains Simon, a former insurance broking director.

"The PPP franchise 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."

Since they became PPP franchise owners in July 2007, Simon and Anna have built up a portfolio of eight UK buy-to-let properties to date and 43 rental units, which generate a gross yield of over 15 per cent – an industry-leading level for residential buy to let.

The annual gross profit from their Northampton 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 per cent.

Over the next 12 months, the Simon and Anna plan to consolidate their portfolio and make it more efficient.

"I know we're making good profit, but I also know there are areas where we can still minimise the outgoings," adds Simon.

"Running this business properly takes time and effort so 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."

Why choose Platinum Property Partners?

With a network of more than 80 franchise owners in 55 towns and cities, PPP is one of the fastest growing premium franchises in the UK.

PPP properties achieve an average gross yield of 16 per cent and, after paying all costs (mortgage, bills, maintenance and voids); an average PPP property will generate £16,000 gross profit per annum from rental income alone.

PPP franchise owners have bought more than £45 million worth of investment property in the last four years alone. The business model has been strong enough to not only withstand the global financial crisis but also prosper throughout this period and beyond. The PPP business model is unique in franchising because it combines a proven and highly profitable business model, with safe, secure and appreciating property assets that also provide for future capital growth.

A proven business system

You won't find a more tried, tested and proven way to make weekly, monthly and annual profits, irrespective of market conditions. The PPP Houses in Multiple Occupation (HMO) strategy has been described as 'bomb-proof' because you can remove all risk before you invest a penny, if you do it right and learn from those currently doing so.

HMOs are suitable for both novice and



more experienced investors/developers.

However, you cannot do this on your own – unless you want to waste a lot of money and time. This is where the PPP franchise can help. Approximately 90 per cent of new businesses fail in the first two years, yet around 90 per cent of new franchise owners succeed in the first two years!

Key benefits

- Risk avoidance – with proven systems in place, there's a higher likelihood of success
- Turn-key business – all the market research, R&D and testing has been done for you
- Strong corporate image, national brand, leverage with all suppliers and marketing
- Customers/tenants are twice as likely to buy/rent from a franchised brand
- Ongoing training, development and mentoring
- Franchisor incentivised through Management Service Fees in your success
- Easier to obtain finance from passive investors



Summary of Operation

Property investment franchise supported by a world-class team of experts. This is an opportunity for high net worth individuals using proven systems and strategies to build a highly profitable property portfolio that delivers market-beating returns and provides excellent pension provision and financial security.

PLATINUM
PROPERTY
PARTNERS

5 Reasons why this is the ultimate franchise.

- 1.** Our Franchise Partners Achieve Average **16% Gross Yields**.
- 2.** Average Annual Rental Income **Gross Profits Are £16,500** per property (after paying the mortgage interest in full (75% LTV), maintenance, bills and allowance for voids).
- 3.** Over **£45 Million** of UK Property Purchased By PPP Franchise Partners in the Last **3 Years**.
- 4.** PPP is the **Fastest Growing** Premium Franchise Brand In UK History.
- 5.** Many of The PPP Franchise Partners Are **High Net Worth Financially Astute** Individuals Including Former Global CFO of Norwich Union / Aviva.

The company and all Franchise Partners have not only withstood the financial crisis but have been one of the very few property businesses that have continued to profit and grow during 2007 to 2011 and is still proving to do so. Our PPP Franchise business is a tried, tested and proven investment strategy and one that can be managed alongside other businesses and personal commitments.

**Register for more information about Platinum Property Partners
Call Patricia Lewis on: 01603 620301 or Email: patricial@fdsltd.com**

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