



# WILTSHIRE INVESTOR'S GUIDE

YOUR GUIDE TO SMARTER, AND STRATEGIC PROPERTY INVESTING IN WILTSHIRE.





# WHY WILTSHIRE?

QUIET REGION. STRONG FUNDAMENTALS.

## CONSISTENT DEMAND

Professionals & families drive full occupancy year-round.

## SUSTAINABLE GROWTH

Steady, fundamentals-led appreciation.

## STABLE ECONOMY

Defence, tech & logistics keep employment strong.

## COMMUTER CONNECTIVITY

London, Bath & Bristol within easy reach.

## LOCAL INSIGHT

We're based here, seeing opportunities before they surface.

“WE CALL IT THE WILTSHIRE WINDOW — WHERE SMART CAPITAL MEETS QUIET OPPORTUNITY.”



# WHY LOCATION MATTERS: THE PRICING ARBITRAGE



WILTSHIRE DELIVERS SOUTH OF ENGLAND  
CONNECTIVITY AT MIDLANDS PRICING.

Surrey: £593,000 average

Hertfordshire: £533,000 average

Essex: £404,000 average

Kent: £382,000 average

**WILTSHIRE: £333,000 AVERAGE**

**45%**

less capital required vs. Surrey

**15%**

less capital required vs. Kent/Essex

Same motorway access. Same mainline rail to London.  
Same employment opportunities.



# TRANSPORT INFRASTRUCTURE:

## CONNECTIVITY WITHOUT PREMIUM PRICING



### MAINLINE RAIL NETWORK

Chippenham: 75 minutes to London Paddington  
Salisbury: 90 minutes to London Waterloo  
Swindon: Great Western Railway hub serving multiple routes

### STRATEGIC ROAD NETWORKS

A303 corridor provides connectivity to the South West and M3. A350 spine road links Chippenham to Warminster, connecting major employment zones.

### M4 CORRIDOR ACCESS

Direct motorway access to London, Bristol, and Bath via Junctions 16 (Swindon) and 17 (Chippenham). 90 minutes to London by road.





# LIFESTYLE & QUALITY OF LIFE

A COUNTY BUILT FOR BALANCED LIVING.

## WILTSHIRE OFFERS A WEALTH OF AMENITIES AND ATTRACTIONS FOR ALL AGES.

From world-famous landmarks like Stonehenge and Wilton House to family adventures at Longleat Safari Park and outdoor escapes across the Pewsey Vale, Wiltshire blends heritage, leisure, and countryside living. Its market towns, local dining, and cultural hubs make it one of the South's most balanced places to live and invest.



# WILTSHIRE FUTURE GROWTH & DEVELOPMENT DRIVERS



## REGENERATION & INFRASTRUCTURE INVESTMENT

Strategic developments such as **Swindon's Eastern Villages project** and **Chippenham's Future High Streets programme** are transforming key economic corridors.



## EMPLOYMENT AND ECONOMIC RESILIENCE

Wiltshire's employment rate of **80.4%** is one of the strongest in the South West, with unemployment at just **2.3%**.





# THE WILTSHIRE OPPORTUNITY

**WHILE MOST INVESTORS CHASE SATURATED CITY MARKETS, WILTSHIRE'S FUNDAMENTALS QUIETLY OUTPERFORM.**

The fundamentals that drive long-term property returns are already in place:

- Strategic location between major economic centres
- Permanent supply constraints protecting asset values
- Guaranteed institutional demand (10,000+ military personnel)
- Transport infrastructure connecting to national hubs
- 20-30% pricing advantage over adjacent Home Counties



# THE WILTSHIRE OPPORTUNITY

*Wiltshire delivers property investment returns where the numbers actually work — but only if you buy right.*

## EXAMPLE FLIP (BUY & SELL)

Purchase Price	£160,250
Cash Needed	£127,760
Target End Value	£285,000
Refurb Period	8 MONTHS
Profit	£32,383

RETURN ON PROJECT 12.82%  
ROCE (Raw) 25.35%  
ROCE (Annualised) 38.02%

## EXAMPLE BRR (BUY & HOLD)

Purchase Price	£135,250
Cash Needed	£111,959
Estimated End Value	£250,000
Monthly Cashflow	£239

ROCE Annualised (Yr 1 Cashflow) 11.06%  
Estimated Annual Growth Return 49.68%  
(4% p.a. conservative)

All examples use actual auction properties from October 2025 Wiltshire pipeline. Returns shown reflect realistic purchase prices (guide + 10-15% auction premium) and conservative market-average sale values.

ROCE - RETURN ON CASH EMPLOYED





# THE PROPERTY CONSULTECON APPROACH

## OUR COMPETITIVE ADVANTAGE

20+ years of construction and infrastructure project  
experience applied to residential property investment:



Architecture  
background



Capital business case  
development



Client-side consultant



# HOW WE WORK WITH INVESTORS

WE OFFER THREE MODELS. CHOOSE THE ONE THAT FITS YOUR INVESTMENT APPROACH AND RISK TOLERANCE.

1

## HANDS-FREE INVESTMENT

### BEST FOR:

Investors who want predictable costs, no complicated profit splits, and full profit retention for a transparent service fee.

2

## PERFORMANCE PARTNERSHIP

### BEST FOR:

Experienced investors who understand aligned incentives and prefer their capital partner to have performance-based skin in the game. You pay a modest premium vs the upfront fee (Option 1) in exchange for pay-on-delivery flexibility.

3

## DEAL SOURCING FEE

### BEST FOR:

Experienced investors who have their own project teams and contractor relationships. You want quality deal flow, not project management. Perfect for portfolio builders with existing infrastructure.

ALTERNATIVE: FOR DEEPER PARTNERSHIP WITH FULL PROJECT DELIVERY FROM SOURCING THROUGH SALE, 50/50 PROFIT SPLIT AVAILABLE. CONTACT TO DISCUSS JOINT VENTURE STRUCTURES.



# HANDS-FREE INVESTMENT IN 5 STEPS

1



## CONSULTATION

A relaxed, confidential call to understand your goals, timeline, and appetite for involvement.

2



## STRATEGY

We map out your personalised investment plan, including ideal property type, target yield, location, and exit horizon.

3



## ACQUISITION

Our team sources, negotiates, and secures the property, using data, due diligence, and local expertise to protect your downside and maximise return.

4



## REFURBISHMENT & SET-UP

We handle the full transformation, from renovation to furnishing, compliance, and letting.

You receive updates and performance projections as your asset takes shape.

5



## MANAGEMENT & GROWTH

Enjoy passive income and steady portfolio growth. Whether holding or selling, we manage everything through to completion and secure your returns.



# WHY INVESTORS CHOOSE US

## CONSTRUCTION-INFORMED COST ESTIMATES

refurbishment budgets don't blow out. We understand scope, can read contracts, and know what questions to ask contractors.

## BUSINESS CASE DISCIPLINE

we model realistic timelines, stress test returns, and present investment-grade analysis that sophisticated capital expects.

## WILTSHIRE MARKET KNOWLEDGE

means we know where opportunities emerge and how to structure deals that deliver returns.

**"OUR COMPETITIVE ADVANTAGE IS YOUR INVESTMENT PROTECTION."**





# TESTIMONIALS

## **MAJ. GEN RM CLEMENTS CBE**

DIRECTOR, ARMY BASING & INFRASTRUCTURE (2022-2025)

“Pam brings strong leadership to any project, with a real focus and energy concentrated on identifying and addressing issues. I trust and value her advice completely.”

## **BRIGADIER R BROWN C ENG FINSTRE**

HEAD, ARMY INFRASTRUCTURE PLANS (2020-2023)

“Pam took the lead for our Single Living Accommodation programme. Initially funded at £0.5bn, it is the Chief of the General Staff’s (Head of the Army) highest infrastructure priority. I commend her outstanding competence, incredible energy and drive, and outcome focused performance.”

## **AMELIA BRIDGES**

DEPUTY HEAD, MAJOR PROGRAMMES, DEFENCE  
INFRASTRUCTURE ORGANISATION

“Pam’s eye for detail and exacting standards were key to the development of a standard design for single living accommodation that is now being rolled out across the Defence sector.”

## **COLONEL TW PENNETT BSC (HONS) DIPARCH TD**

AH RESERVE FORCES AND CADETS ESTATE OPTIMISATION,  
ARMY BASING AND INFRASTRUCTURE

“Her clarity of thought and ability to get to the nub of the issues, and bring collaborative resolve has resulted in efficiencies in both time and cost.”





# LET'S GROW YOUR PORTFOLIO

If you're an investor seeking Wiltshire property opportunities with construction-validated analysis and business case discipline, let's discuss fit.

## PHONE NUMBER

07706 115 396

## EMAIL ADDRESS

[info@consultecon.co.uk](mailto:info@consultecon.co.uk)

## WEBSITE

[www.consultecon.co.uk](http://www.consultecon.co.uk)







# PAMELA CHITOLIE

## DIRECTOR & FOUNDER

---

With over two decades of experience in construction, spanning architecture, project management, development monitoring, defence infrastructure and capital business case development, I founded Property Consultecon Ltd in 2025 to bring construction rigour and investor discipline to residential property investment.

I now help people to invest hands-free in property, by combining real-world experience, data and discipline to deliver returns built on clarity, not guesswork.