# WHICH PROPERTY STRATEGY?

Understand the principles behind each property investment strategy

AEQUALIS PROPERTY Group

www.aequalispropertygroup.com

# Why Invest in Property?

Property has consistently been one of the UK's most reliable wealth-building assets.

It offers:

* Capital growth
* Monthly passive income
* Tax planning opportunities
* Leverage using mortgages
* Inflation protection
* Generational wealth creation

Unlike many investments, property allows you to add value and control returns.

# How do you decide your strategy?

Whether you're buying your first investment property or looking to scale an existing portfolio, there are numerous ways to build wealth through property.

The challenge isn't finding opportunities—it's choosing the strategy that best fits your financial goals, available time, risk appetite and lifestyle.

# What's inside this guide

This guide has been created to help you understand the principles behind each property investment strategy, to help you decide which is the best fit for you.

1. Buy-to-Let
2. Buy, Re-furbish, Re-finance, Rent (BRRR)
3. Property Flipping
4. Houses of Multiple Occupation (HMOs)
5. Commercial Properties
6. Commercial to Residential
7. Property Development
8. Title Splitting
9. Serviced Accommodation
10. Planning Gain
11. Lease Options
12. Rent-to-Rent (R2R)
13. Assisted Sales
14. Property Sourcing
15. Joint Ventures
16. Hands-free Investing

## 1
## Buy-to-Let (BTL)

Buying a residential property, usually with a mortgage, and letting it to tenants for monthly rental income plus long-term capital growth.
It's the strategy most people picture when they think "property investor" — and often the first rung on the ladder.

**Pros**

- Predictable, passive rental income
- Long-term appreciation
- Lower management than other strategies
- Easier finance

**Cons**

- Slower cash flow
- Maintenance and voids reducing headline yield
- Tenant management

## 2
## Buy, Re-furbish, Re-finance, Rent (BRRR).

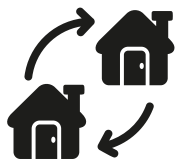
Buying a property below market value, usually with a bridging loan, refurbishing it to add value, then refinancing at the new, higher valuation to release some or all of the original capital back out — before letting it to tenants.
Done well, all of your original capital goes straight into the next project.

**Pros**

- Capital can be recycled into further purchases rather than sitting in one deal.
- Value is added through the work itself, not just left to the wider market.

**Cons**

- Refurbishment costs and timelines can — and often do — overrun.
- The refinance valuation isn't guaranteed to hit the number you planned around.



## 3
## Property Flipping

Buy a residential property below market value, usually with a bridging loan.
Renovate the property and even add an extension, through permitted developments for speed or planning permission. All to create and add value to the property. Sell for profit.

This is another strategy which is often associated with "property investing" or "property development".

**Pros**

- Can be higher returns through value added.

**Cons**

- Can be longer timescales due to selling
- Refurbishment costs and timelines can — and often do — overrun.

## 4
## Houses of Multiple Occupation (HMOs)

A single property let room-by-room to several unrelated tenants, each holding their own tenancy and either sharing a communal kitchen and bathroom space or having their own individual facilities. Rent is collected per room rather than for the whole property, which is what drives the higher yield.

**Pros**

- Higher rental income
- Better cash flow
- Greater demand in university and city locations
- Income spread across several tenants, so one void doesn't stop rent entirely.

**Cons**

- Licensing, fire safety and room-size rules add cost and compliance work.
- More tenant turnover means more day-to-day management, even with an agent.

## 5
## Commercial Property

Buy a commercial property, usually with commercial finance and lease the property, usually long-term, to a tenant, for a higher yield.

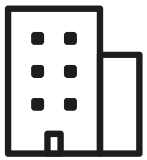
Examples include:
* Offices
* Retail
* Industrial units
* Warehouses

### Pros

- Potential for longer leases and higher yields.
- Leases include maintenance paid by tenant

### Cons

- Longer voids in finding tenants



## 6
## Commercial to Residential

Buy and convert unused commercial buildings into flats or houses, or mixed use. Usually requires Development finance.

Can significantly increase value.

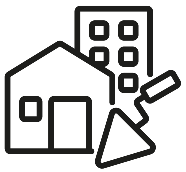
Often benefits from permitted development rights (subject to eligibility and regulations).

### Pros

- Potential for multiple tenancies or leases
- Quicker timescales under permitted development rights
- Significant uplift in value

### Cons

- Refurbishment costs and timelines can — and often do — overrun.



## 7
## Property Development

Adding value through extensions, conversions and ground up developments, including new builds.

One site can develop multiple homes from the ground up.

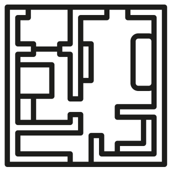
Suitable for experienced investors or joint venture partnerships. Requires development finance or releasing equity.

**Pros**

- Higher returns
- When using personal residential property, can benefit from tax relief.

**Cons**

- Higher costs
- Requires more specialist finance
- Build delays are common, and can push back your expected returns.



## 8
## Title Splitting

Buy a freehold property, usually with a bridging loan. Preferably a property already physically divided. Split it into multiple legal titles.

Examples include:

* House into flats
* Freehold and leasehold structures

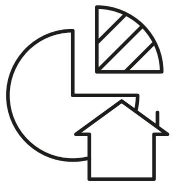
Can increase overall value significantly.

**Pros**

- Can unlock significant value uplift
- Can be a matter of paperwork only.

**Cons**

- Costly when exiting with multiple properties
- Often requires group structure



## 9
## Serviced Accommodation

Short-term holiday or business accommodation. Requiring furnishing the property. Higher nightly income than traditional rentals. Requires active management or a specialist operator.

Ideal locations include:
* Tourist hotspots
* Business hubs
* Hospitals, Airports etc.

Can be leased property as opposed to owned. Where owned, short-let mortgage is usually used.

**Pros**

- Higher nightly income than traditional rentals.

**Cons**

- Requires active management or a specialist operator.
- Income can be seasonal, and short–let rules vary by area and are tightening in many.

## 10
## Planning Gain

Purchase land or make an agreement with land owner. Obtain planning permission. Sell with planning or build yourself.

Potential for significant profits but higher risk.

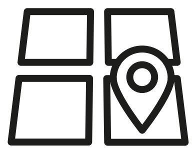
Where buying, a range of finance options are available.

**Pros**

- Significant profits

**Cons**

- Can be lengthy when waiting for or negotiating planning.



## 11
## Lease Options

Secure the right—but not the obligation—to purchase a property later.

Often used where both parties need flexibility.

Very useful but requires specialist legal advice.

**Pros**

- Can be useful to both parties in the transaction
- Allows buyer to secure a price

**Cons**

- Requires legal input
- Money may be lost if deal changes or problems arise.

## 12
## Rent-to-Rent (R2R)

Rent-to-rent means leasing a property from its owner and legally subletting it on, at a margin, with their agreement.

Minimal capital required.

Effective processes and management required.

**Pros**

- Needs relatively little capital to get started
- Can be higher returns when using as SA or HMO.

**Cons**

- Depends entirely on the owner's agreement and lease terms.
- No ownership.

## 13
## Assisted Sales

Helping homeowners sell difficult properties without purchasing them outright.

Often creates a win-win solution.

**Pros**

- Helps both parties
- No deposit required

**Cons**

- Capital can be tied up if lengthy sale.
- Requires legal input.

## 14
## Property Sourcing

Finding below-market-value opportunities for investors, for a fee.

Can include:
* Off-market deals
* Auction purchases
* Distressed sales
* Development opportunities

**Pros**

- Little to no capital required
- Can build capital quickly if successful.

**Cons**

- Membership of regulators
- Limited property involvement

## 15
## Joint Ventures

Partner with investors who provide:

* Finance
* Experience
* Time
* Skills

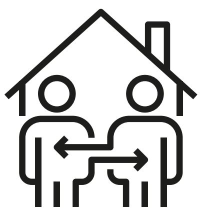
Ideal for scaling faster while sharing risk.

**Pros**

- Reduces risk
- Can reduce capital required
- Project support

**Cons**

- Dependant on performance of another
- Needs legal input



## 16
## Hands-Free Investing

Many investors want the returns from property without managing projects. Or simply just returns for their money.

A hands-free investment service typically includes:
* Finding opportunities
* Due diligence
* Project management for refurbishment/development
* Exit planning such as lettings and re-finance

Perfect for busy professionals, business owners and overseas investors.

## Which Strategy is Right for You?

| Your Goal | Best Strategy |
|---|---|
| Monthly income | HMO |
| Long-term wealth | Buy-to-Let |
| Fast growth | BRRR |
| Quick profits | Flipping |
| Low capital | Rent-to-Rent |
| Passive investing | Hands-Free Investing |
| Large developments | New Build |
| Commercial opportunities | Conversions |

## Ready to Take the Next Step?

Book a complimentary discovery call with Aequalis Property Group to discuss your goals, ask questions and explore the opportunities available to you.

## Property Strategy Comparison (top 8)

| Strategy | Capital Needed | Risk | Time Commitment | Income Potential |
|---|---|---|---|---|
| Buy-to-Let | Low-Medium | Low | Low | Low-Medium |
| BRRR | Medium | Medium | Medium | Medium-High |
| HMO | Medium-High | Medium | High | Medium-High |
| Serviced Accommodation | Medium | High | High | Medium-High |
| Property Flip | High | High | High | Medium-High |
| Commercial Conversion | High | High | High | High |
| Property Development | High | High | High | High |
| Rent-to-Rent | Low | Medium | Medium-High | Medium-High |

# How Aequalis Property Group Can Help?

Whether you're completely new to investing or looking to expand an existing portfolio, we offer tailored support to suit your goal and circumstances.

Ready when you are!

## CONTACT US:

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**+44 7738 629225**

**WWW.AEQUALISPROPERTYGROUP.COM**

## Ways we can help you

**Bespoke Property Investing**

We'll identify investment opportunities that align with your objectives.

**Project Management**

From acquisition to completion, we'll oversee your refurbishment or development.

**Investment Opportunities**

Access carefully selected projects designed for investors seeking a more hands-off approach.

**Joint Ventures**

Collaborate with an experienced property investor.

**Mentorship**

Personal guidance designed to give you the confidence and knowledge to invest independently.