



EXIT PLAN

YOUR PROPERTY SOLUTIONS

The Hampshire Investment Guide

Your guide to hands-free property investment

An architectural drawing of a building floor plan is visible in the top-left corner of the page. It shows various rooms, corridors, and structural lines in black ink on a white background.

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WELCOME TO EXIT PLAN PROPERTY GROUP

YOUR PROPERTY EXPERTS



We are a small, family run business helping people to secure their financial future with property in Portsmouth & Southampton. We are dedicated to delivering hands-free property investments for clients across the world, in what we believe is the BEST place for property investment.

At Exit Plan, we make property investing as simple as possible and accessible to everyone. Many people are eager to get into property investment having seen the wealth others have gained through this asset class. Through all of our experience in property, we've heard hundreds say they wish that they had invested sooner, not later.

However, we understand that property investment can be challenging. It requires time, expertise, a network of people and often the right area for the right return isn't on your immediate doorstep. These factors mean that many people don't take the necessary steps towards achieving their investment goals.

At Exit Plan Property Group we help many investors, like you, overcome these challenges to successfully, reliably and profitably invest in property. We have put together this guide to give some insight into what we do and how we can help you to grow your wealth through property investment.

From all the team here, we look forward to working with you!



WORDS OF WISDOM

**The only bad
time to buy
property is
later**

Steve Bolton





Roots of Exit Plan Property Solutions

WHO WE ARE

We started Exit Plan as a simple idea to help serve people who want to establish successful property portfolios to secure their financial future.

We firmly believe strong communication and close relationships help us to stand out with any successful venture. Our mission is to provide an exceptional, transparent service and ensure positive outcomes for our family of clients. We continuously invest in education to keep our knowledge and expertise up to date in this fast moving market and go above and beyond to help our clients reach their financial goals.

What makes property a great investment?

▶ PROPERTY IS ONE OF THE OLDEST ESTABLISHED ASSET CLASSES

In 1086, the Domesday Book recorded the value of all the land in England at £75,000. Today, that value is over £5.45 trillion. In 1950, the average house price was £1,891. Today, it's £231,185 just shy of doubling 7X per decade.

▶ PROPERTY VALUES CONTINUE TO RISE

Property value increased by 58% over the last 10 years in Portsmouth. In 2007, just before the property peak, Halifax estimated that the UK's housing stock was worth £4,077 billion. Over the past 10 years that figure has risen to £6,015 billion.

▶ PROPERTY IS WHAT THE WEALTHY CHOOSE TO INVEST IN

Real estate is the world's largest store of wealth and residential property makes up the vast majority of this (over \$220 trillion). Forbes say real estate builds wealth more consistently than any other asset class. The wealthy grow their wealth significantly through well considered, passive property investment.

▶ YOU MAKE MONEY 4 WAYS

These four key ways are:

- Rental Income
- Capital Appreciation
- Added Value
- Rental Increases

What we do

OUR COMPLETE HANDS FREE APPROACH FOR INVESTORS

WE DO ALL THE HARD WORK

We consistently research the best areas, build relationships with agents, identify & view the right properties for you

ACCESS OUR POWER TEAM

We have a select & curated team of trusted solicitors, conveyancers, builders & accountants helping us to make the magic happen

WE HAVE IT COVERED

Everything from talking to vendors, dealing with solicitors, conveyancing and management of renovation is all done by us

A COMPLETE END TO END PROCESS

We manage the property through to completion, find the right lettings agent and tenant the property. We even look after the property & management on an on-going basis

WHAT MAKES US STAND OUT

Price is what you pay and **VALUE** is what you get. Every property we provide must be an excellent investment for our clients. Through our experience, we've identified the six key areas that are the most important factors to have in every property investment purchase, whether it's an HMO or BTL property.



THE VALUE CHECKLIST

Value of Property

The property must be within a certain range to be ripe for investment; not too expensive that the capital needed is too great, but not too cheap that the area is undesirable.

Growth Ability


Property we package for clients must be in an area with strong capital growth prospects, with strong transport links, proximity to infrastructure projects and a high SOLD STC rate is also a must. guaranteeing exponential growth in the value of your investment

Tenant Lifestyle & Demand

Tenant demand is key, and we need to make sure we have not only an abundance of tenants, but tenants who will look after your investment. We target properties that attract families and professional couples & aim to have several applications per property.


THE VALUE CHECKLIST

Area




Sometimes, a deal looks like the numbers work but the area isn't quite right. The area must be in a prime investment range and also sufficiently urbanised and supplied to support consistent rental demand.

Established Properties



We only source properties that are established as we know these are solid investments in well developed areas. We do not partake in off-plan speculation so you will always be able to see and touch your investment.

Regeneration



To encourage capital appreciation, we find properties in areas with an abundance of development and new infrastructure schemes nearby. This also includes new employment opportunities.

The Formula

Property investment is a powerful wealth generation vehicle. When done right, property can provide incremental cashflow and long term growth capital appreciation.

Our investment model is based on the core principle that there are three key ways to grow your wealth through property. With the addition of leverage, these provide a very high return on investment. With this long term outlook, we work with clients to build a hands-off portfolio that will provide a source of wealth for generations to come.

CAPITAL APPRECIATION

On average, property prices have doubled every decade for the last 70 years. Growth rates tend to sit between 4% and 8%. As these increments compound, property investment easily outpaces most other asset classes.

+

RENTAL INCOME

Even after taking into consideration maintenance costs, rental income at a high rate consistently generates cashflow to the property.

+

RENTAL GROWTH

Frequently forgotten, rental growth is substantial. Rental rates grow significantly faster than inflation and generally outpace increases in mortgage costs. As your investment matures, it becomes ever more profitable.

×

LEVERAGE

Property is the ONLY asset class that can be reliably leveraged. A 5% growth in property value represents a 20% growth on your investment. This makes investing in property truly valuable.

=

SUCCESSFUL
CASH
FLOWING
WEALTH FOR
GENERATIONS

BTL Hotspot

Portsmouth has consistently ranked in the top 10 buy-to-let hotspots by rental yield and tenant demand in the past few years.

Economic Growth

Portsmouth consistently ranks in the top 10 spots on the Good Growth for Cities Index year after year. It's a popular location within the commuter belt of London.

High Rental Yields

With rental yields as high as 7% on standard buy to lets it's easy to see why so many people look to buy investment properties in this amazing city.

Capital Appreciation

Over the last decade, property prices have increased by over 58% in and around Portsmouth. This is due to increase even further over the next few years.

Average Prices Cheaper Than The North

Average property prices are very low for the South, in particular Portsmouth being one of the lowest. By comparison, it is now cheaper than many of the big cities in the North.

PORTSMOUTH

THE BEST CITY IN THE SOUTH TO INVEST?



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PORTSMOUTH CITY

Portsmouth is an island city located on Portsea Island. It sits between Portsmouth Harbour and Langstone Harbour looking out over the Solent towards the English Channel. It is located in the county of Hampshire and is connected to the mainland by the A3 and M275 roads. With its strong transport links and southern location, it is popular with commuters travelling to London in as little as 90 minutes.

After London, Portsmouth is the most densely populated city in the UK. The city has a population of approximately 207,000 people with over half of the population in rental accommodation. Due to its island location, land to build on is in short supply which helps support the property market.

The Solent based Maritime sector and Portsmouth Naval Base alone supported over £12 billion in turnover, £5.8 billion in Gross Value Added (GVA) and over 152,000 jobs making the city a strong contender in the country's economy.



UNIVERSITY OF PORTSMOUTH

With its inauguration in 1992, The University of Portsmouth is a relatively new university to the city. Despite this, it has grown incredibly quickly and has around 25,000 students in attendance every year. The university offers a wide range of degrees across areas of science, technology, humanities, creative and cultural industries alongside degrees in business and law.

The university is spending over £400 million over the next ten years to further develop and expand its facilities.

Popular areas for student accommodation are Southsea and Fratton as they are close to the city centre and within walking distance of the main campus. Southsea has a distinct vibe that is popular with both residents, students and tourists and is well known for its beachside setting, shops and eateries.

Area Development in Portsmouth

Billions of pounds are being spent on development projects that will create the thousands of new homes and jobs Portsmouth needs.

▶ TIPNER WEST

Portsmouth's once in-in-a-generation opportunity creating 35000+ New Homes. It will also include a 1 million square foot employment hub over 140 acres of land and 2250 metres of waterfront.

▶ CITY CENTRE REGENERATION

The long term future of the city centre is being secured through a vast programme of regeneration initiatives that will be nationally recognised as exemplary for innovation, inclusivity and environmental responsibility. The health and needs of residents, businesses and communities within the city centre will be the heartbeat for regeneration.

▶ DUNSBURY PARK

A new business gateway to the South consisting of an award-winning business park next to junction 3 of the A39M) on the London-Solent corridor.

▶ SOUTHSEA COASTAL SCHEME

The Southsea Coastal Scheme is the UK's largest local authority-led coastal defence project and more than £100 million is being invested. It will stretch along the Southsea coast 4.5km from Old Portsmouth to Eastney and help to reduce the risk of flooding to more than 10,000 homes and 700 businesses within the city.



THE PORTSMOUTH PROPERTY MARKET

Property in Portsmouth on average has risen in value from £165,400 to £240,900 in the last 10 years. This means each Portsmouth homeowner has seen a profit of over £145 each week for the last decade.

If we look back over the last decade to the start of January 2010, the UK's economy was recovering from the worldwide financial crisis caused by the credit crunch during the late 2000's. Fast forward to a decade later and things are very different - if you bought a home in Portsmouth over the last 10 years, the market has certainly changed.

Property values in Portsmouth have risen on average by a huge 58% over the last decade, which is higher than the national average across the country. At Exit Plan, we don't like to wait so we look to increase quicker capital appreciation by adding value to properties whilst also targeting properties with high monthly cashflow opportunities.

HANDSFREE INVESTMENT

How it Works

Our experience has helped us to refine our signature product into a 5-step process. Our clients enjoy all of the benefits of property investment with little to no effort at all. From initial consultation to owning an income generating asset, our flagship handsfree service allows you to invest in property from the comfort of your own home.

The Process

Step 1

Consultation

Step 2

Search

Step 3

Case Progression

Step 4

Refurbishment

Step 5

Income



THE STEPS

1. Consultation

▶ We want to get to know you and for you to know us. Whether it be a one-to-one chat or joining one of our investment tour days, we like to begin every relationship with an in-depth consultation. We will assess your goals and ensure we can meet them, create a timeline of your purchases so we can work towards your deadlines and goals. We then set you up in the right way to ensure you're tax efficient and connect you with our expert brokers to begin financial arrangements.

2. Property Search

▶ We are committed to finding the right property for you. We look at dozens of opportunities before we present them to you. Every property is rigorously checked against your criteria and we conduct all due diligence to ensure it meets our standards. We do this by sourcing the right property for you and assign a dedicated acquisitions manager to oversee and guide you through the process. We ensure every property meets our strict criteria and put forward the right property for your consideration in an easy to read manner. We will then negotiate with the seller, agree a purchase timeline and move forward with the acquisition.

3. Case Progression

▶ At Exit Plan, we have one goal - to get your property purchase to completion. We chase your purchase on your behalf every day to ensure it goes through as smoothly as possible. We introduce you to our trusted solicitors to get you moving through searches and resolve enquiries as quickly as possible. We also work with the broker to submit the application. Our average purchase time is significantly quicker than the average as we are prepared for every stage of the process and we use the right contacts to source the finances.


THE STEPS

4. Refurbishment



Most properties bought as rental investments need some level of refurbishment. We also want to gain as much value as possible with every property. We understand that working with trades is often one of the biggest challenges faced by all buyers, especially when buying remotely. This is why our team at Exit Plan will take care of it all for you. Not only do we manage the whole process, our experience means our team knows the exact balance to get the most value from your investment. We will be checking the process of the refurb regularly and will send you photographic updates throughout.

5. Income



Other companies will consider their job done once the refurbishment is complete. Here at Exit Plan, we believe your goal is our goal, and our job is not complete until you are getting money into your account. We ensure the CP12s, electrical certificates and any other safety features needed are professionally installed and in place. We handover the property to one of our trusted letting agents and ensure all matters related to deposit protection schemes are thoroughly carried out. We also ensure your tenant is properly referenced to protect your interest and oversee their move into your property. We will then provide you with a completion pack summarising your deal.

COMPLETED PROJECTS

Langstone Road, Portsmouth

Purchase Price: £235,000

Full Renovation: £25,000

Value: £305,000

Rental: £1,300pcm

Gross Yield: 6.1%

ROI:



Client Testimonials

**Graeme
Johnston**

Property Investor

I have found it a pleasure developing property investment ideas with Dave. He's so easy to talk with and full of innovative ideas to help solve the challenges property investors often face. It's a credit to him how willing he is to share his knowledge.

**James
Jackson**

Property Investor

Having worked alongside David, the things that have impressed me are his extensive knowledge on property investing, his honesty and willingness to help. I would recommend his services to anyone.

**Sanz Willow
Property LTD**

Property Services

It's been an absolute pleasure knowing David.
He's reliable, trustworthy and genuinely wants to help other people succeed.
I would highly recommend his services; you won't be disappointed!

**Steven
Bennet**

Property Investor

David is always willing to share his vast knowledge of property with others and help them as much as he can with a great sense of humour throw in for good measure. He is always great to work with and finds a solution to your property investment needs.



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LET'S TALK

Are you ready to grow your portfolio or want to learn more about our services?

Click the link below and select a time that suits you for a free investment consultation.

Let's explore how we can help you achieve your financial success.

[BOOK AN APPOINTMENT](#)

Investing involves risk, including loss of capital and liquidity and should only be done as part of a diversified portfolio. We assume no responsibility for any statement that is made in this document. This document does not form part of any offer or contract and must not be relied upon as statements or representations of fact. Any areas, measurements or distances are approximate. The text, photographs and plans are for guidance only and are not necessarily comprehensive..t

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