

HMO HEAVEN

The logo for HMO HEAVEN features the text 'HMO HEAVEN' in a sans-serif font. 'HMO' is in blue, and 'HEAVEN' is in grey. A blue outline of a house with a chimney and a window is positioned to the right of the text, with its base integrated into the bottom line of the word 'HEAVEN'. A solid blue horizontal line runs beneath the entire text.

FOR LANDLORDS, INVESTORS AND AGENTS

Work-Eat-Sleep-Repeat





Making the
leap
became a
MUST and
not a
maybe



What's
YOUR
Dream?



What We'll Talk About Tonight

1 Investing in HMOs with little cash

2 The 3 Secrets of Rent 2 Rent Success

3 The lessons from buying a million pounds of property in the last year as a new investor

Rent 2 Rent Mini Masterclass



So what is rent to rent?

- You rent a property
- You pay the owner a guaranteed rent and you usually take on paying the bills
- You rent the property out to tenants for a higher rent than you are paying the owner

What People Say

- **It's illegal**
- **It's unethical**
- **It's immoral**



Our First Rent 2 Rent



Getting to Work



Feeling Good!



The Numbers

OUTGOING	
Rent to owner	£600
Insurance	£20
Council tax	£97
Gas	£50
Electricity	£43
Water	£56
Broadband	£36
TV	£13
Cleaning	£44
Maintenance	£5
Gardening	£-
TOTAL OUTGOING	£964

INCOME	
Rent in from tenants	£1,857
Other income	£64
TOTAL INCOME	£1,921

REFURB	
Refurb & dressing	£8,764
Furniture	£3,900
TOTAL REFURB	£12,664

CASHFLOW	
Including refurb	£605
Excluding refurb	£957

To Refurb or Not to Refurb

	WITHOUT REFURB	WITH REFURB
Rent in from Tenants	£800	£1,921
Income as a letting agent	£80	£605

Why 5 is the magic number



Where the Magic Happens

	YEAR 1
INCOME	
Rent from tenants	£1,921
OUTGOING	£964
MONTHLY CASHFLOW	£957
	£605
AFTER DEDUCTIN REFURB COSTS	1 YEAR CASHFLOW
	-£1,180











The Numbers

OUTGOING	
Rent to owner	£1,099
Insurance etc	£9
Council tax	£158
Gas	£93
Electricity	£56
Water	£55
Broadband	£39
TV	£14
Cleaning	£55
Maintenance	£66
Gardening	£17
TOTAL OUTGOING	£1,661

INCOME	
Rent in from tenants	£3,034
Other income	£10
TOTAL INCOME	£3,044

REFURB	
Dressing	£3,664
Furniture	£5,990
TOTAL REFURB	£9,654

CASHFLOW	
Including refurb	£1,222
Excluding refurb	£1,383

Where the Magic Happens

INCOME	
Rent from tenants	£3,044
OUTGOING	£1,661
MONTHLY CASHFLOW	£1,383
REFURB COST	£9,654

Let's Stop for a Second

- On those 2 properties alone we'll make over £114k over 5 years (£73k + £41k)
- Over £22k per year - that's an average UK salary!
- That's the power of Rent 2 Rent



The 3 Secrets to Rent 2 Rent Success

MM + KN + SS =

A systemised, successful and
profitable rent to rent business

1 Magnetic Marketing

- People buy with emotions and justify with logic
- To be successful you need to tap into what your customers are REALLY looking for
- And that's when your customers become attracted to you

Your Secret Sauce



THE Best Strategy for Getting Direct to Landlord Deals

- Great way to speak direct to your perfect customer
- **Phenomenal return on investment. Costs less than a first class stamp for each one and has brought in revenue of £200k per year**

What Not To Do

Dear Landlord

*We are a husband and wife private landlord team based in Imagineland. We are looking to acquire **HMO/multi-let properties** in the area. We are aware that some landlords are looking to get out of the business and we were wondering if you were considering, or would consider, selling any of your **HMO/multi-let properties**.*

*We are looking to buy a number of **HMO/multi-let properties** over the next thirty-six months but can tailor the purchase and it's timing to suit the seller and minimise any capital gains tax. We will consider any location or condition.*

*We can also offer a long-term lease with a guaranteed rental option **for those who are interested**.*

If you are interested in any of the above, we would be happy to discuss this in person or over the phone, so please feel free to get in touch. Call Ben or Sarah on 01234 567890. Or alternatively email us at emailaddress@email.com.

We can offer a quick decision, without the need for you to pay any agents fees. We are also cash buyers where necessary.

We hope to hear from you soon.

Become Irresistible

Write Letters that Get Results

- Start with your customer!
- Talk your customer's language
- Explain how you solve their problem
- **The number one aim of your letter is to cause your reader to want to find out more about how what you do can help them**

The 5 P Formula

- 1. Pain Point or Solution Statement**
Show you understand
- 2. Pain relief**
Show that your solution delivers total relief
- 3. Proof**
Show your testimonials or social proof
- 4. Photos**
Show who you are or what you deliver
- 5. Phone call**
Give your reader a reason to call you

Letter 1a

1 Are You Losing Money? Do You Have Empty Rooms in Your HMOs?

We speak to HMO landlords every week who are losing money on their property investments. One owner we spoke to had only 3 tenants in his 8-bed HMO meaning his property was losing between £800 - £1,000 every month as the heating was set to 24/7 Tropical. His investment was losing money instead of making money. **He was paying for people to live in his house!**

Can You Relate?

Have you been told by agents that "There's no demand for HMO rooms now" "You can't expect high occupancy" * "You need to change to family lets"

2 There is Another Way

HMO Heaven will pay you guaranteed rent every single month for your HMO. We'll refurbish your property, if needed and we'll undertake all property management on your behalf so you can sit back, relax and reap the rewards of property investment. Leaving you free to worry about more pleasant things like where to go on holiday!

With HMO Heaven you know your investment is protected, your rent is guaranteed and your property is looked after and fully compliant.

How Can You Let Rooms While Some Agents Can't?

We are HMO specialists. We know what will work. We'll refresh your property and we know exactly how to run an HMO to deliver your rent while also delivering a great service to tenants too. We're fully Rent Smart Wales licenced for your peace of mind.



3
4

Just sit back and see your rent come in every single month.

4

Robbie Falconer – HMO Landlord



"I found HMO Heaven about a year ago ... and thought 'this sounds too good to be true'

so we immediately had our suspicions about how things would be working out.

I think because we were just so exasperated with the way the property was being managed we decided that if it was half true then it would be worth pursuing.

I feel now we can relax about the properties. **We know they'll be looked after. Know they're** cared for. Know the tenants are looked after

The guaranteed rent will be MORE than the rent I was getting from the mainstream letting agents.

With HMO Heaven we have got 100% commitment"

3

See **Robbie's full story online** at www.hmoheaven.co.uk/blog

Call us now on 01633 449 200 to find out how much guaranteed rent we'd pay you for your HMO.

5

Kind regards

Stephanie & Nicky Taylor
Property Angels

PS: If your enquiry is urgent please call Stephanie's **personal** mobile on 07881 900 251



Letter 1b



Letter 2a

1 **Has Your HMO Become a Liability Instead of an Asset?**
If managing your HMO is taking up too much time and bringing in too little money. Maybe it's time for a change. If you are

- Struggling to fill your rooms
- Paying sky high utility bills
- Chasing late rent payments

2 **Would You Like to Earn More Rent for Less Work?**
Join other landlords and make your HMO a passive investment which takes up *none* of your time and delivers you *guaranteed rent every month*.

Guarantee your rent. Every. Single. Month

This is where the magic happens. No voids. Ever. Just sit back and watch the rent roll in.

Total freedom from tenant management

We are fully Rent Smart Wales licenced and will manage *all* aspects of your HMO from labelling kitchen cupboards to HMO licencing visits. You'll never hear from us that recycling is 'not part of our role'. We will manage everything so that you don't have to.

No more utility bills!

As we head into Winter, you'll really appreciate this one. We pay all the bills.

4



Letter 2b

Sceptical? Sound too good to be true?

Some landlords were sceptical ~~when they first heard about our service as they've been let down by letting agents in the past.~~ We are different. We will invest in your property. This may involve paying for refurbishment or buying furniture. It means we are as committed to your property as you are.

We are also landlords and care about delivering you an exceptional service.

Give us a call to find out what we can offer you

~~Pick up the phone and find out what we can do for you. There's no obligation, we'll let you know how we can help.~~ In most cases we can offer you more rent for less work.

Let us do the hard work so you don't have to

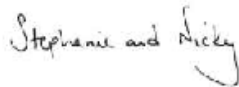
3 See what we do at www.hmoheaven.co.uk/case-studies
See reviews from local landlords who are working with us and are delighted by the guaranteed rent they receive and the way tenants and their property are looked after.

"As a busy business owner with other things to worry about on a daily basis, it is a total welcome relief to know the property investments are being professionally managed by someone who really cares."
Robbie Falconer – HMO Landlord

"I was amazed by the amount they invested. My property looked like a show home"
Nigel Simmons – HMO Landlord

Call us now on 01633 449 200 to find out how much guaranteed rent we'd pay you for your HMO.

Kind regards



Stephanie & Nicky Taylor
Your Property Angels

PS: Whatever the problem with your HMO, we can help. Call **Stephanie's personal mobile** on 07881 900 251

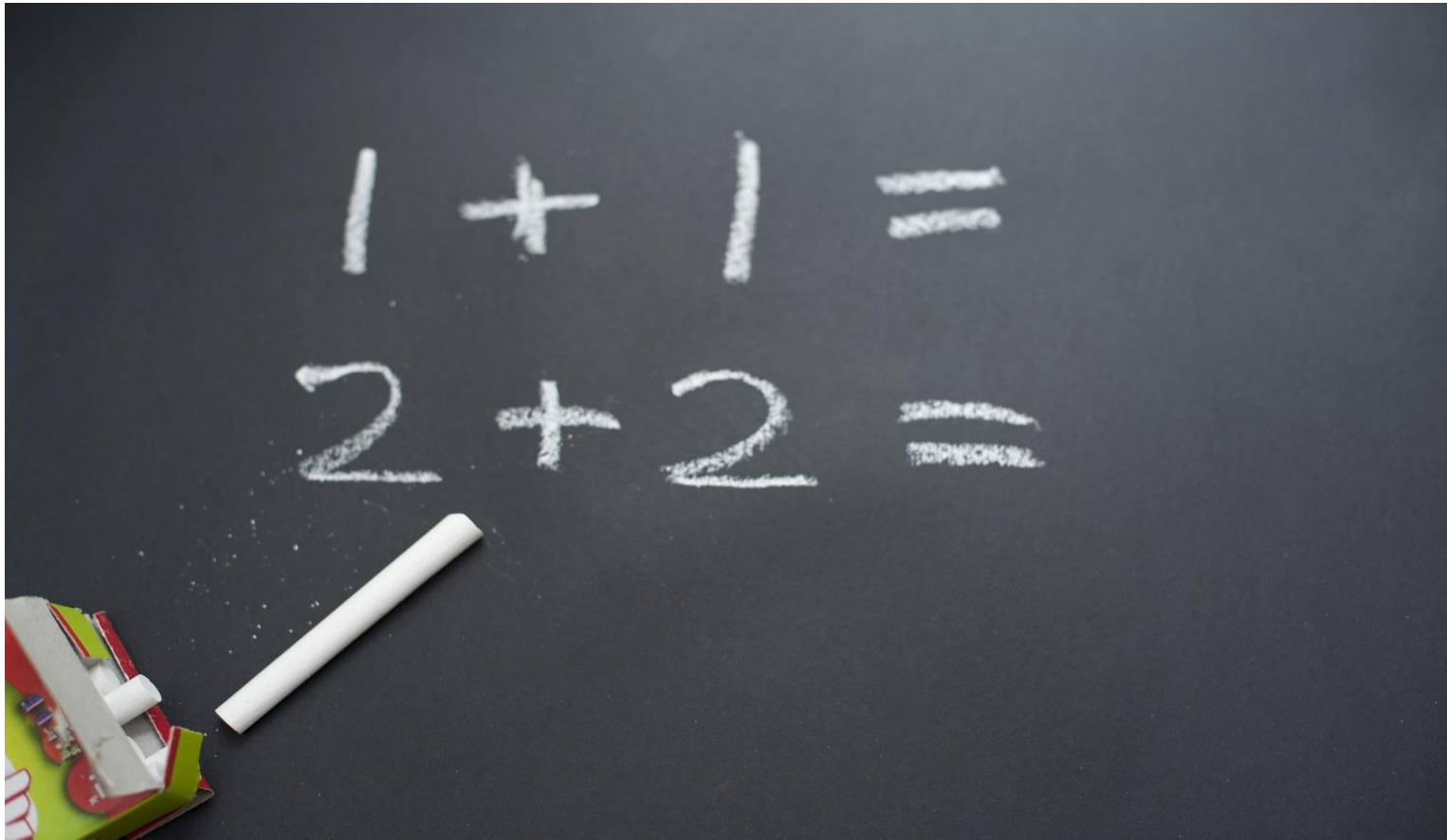


The Main Thing is...

Send them!

One is not enough

2 Know Your Numbers



Rent 2 Rent Deal Analyser



3 Setup for Success

- Know your stuff
- Insurance
- Information Commissioner's Office
- Property Redress Scheme
- Any local landlord/licencing schemes
- Your Business Systems

The Success Formula

Magnetic Marketing +

Know Your Numbers +

Setup for Success +
=

A systemized, successful and profitable rent to rent
business

A win – win - win

Get Your Free Copy

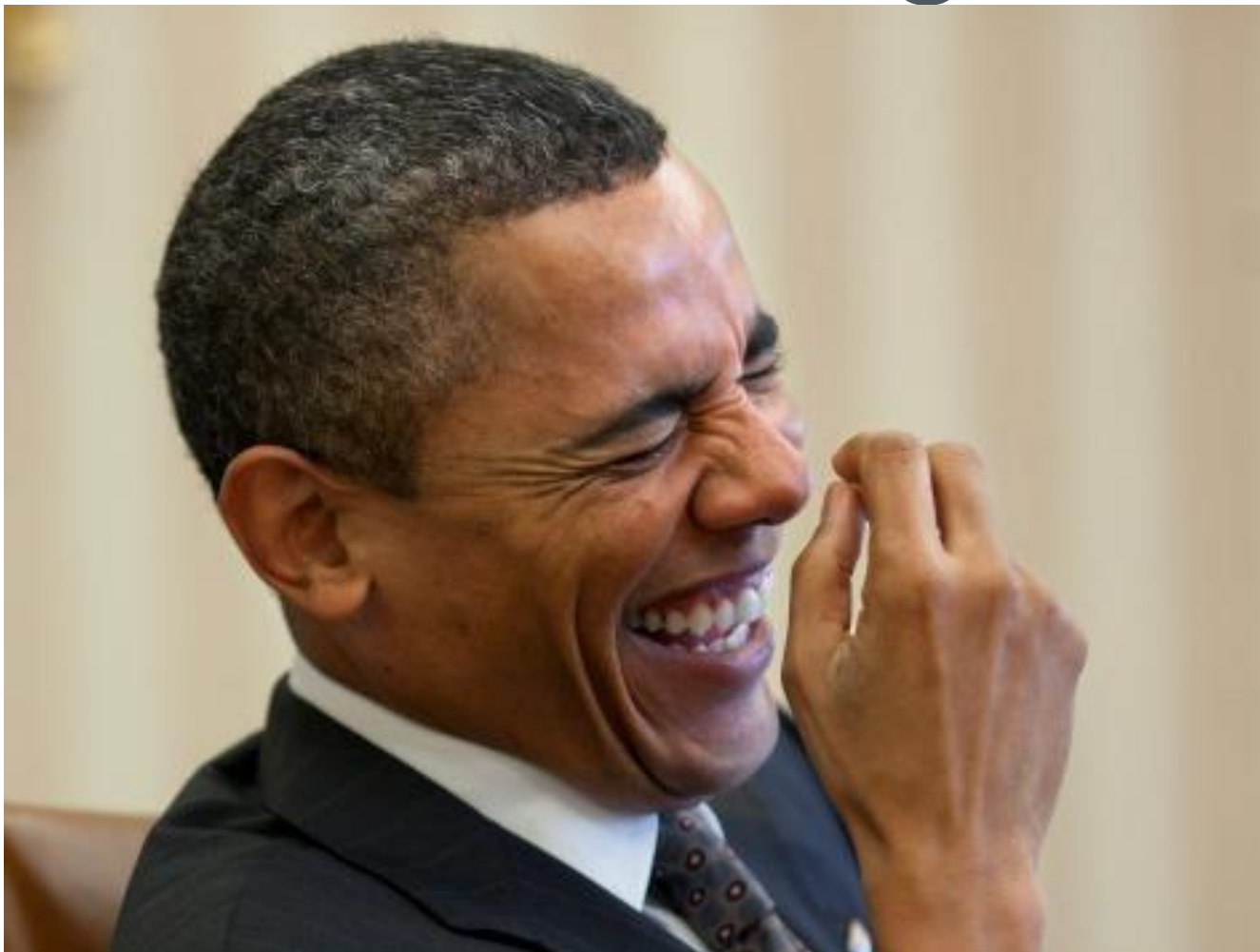


www.rent2rentsuccess.com

Buying Property



Refinancing



Lesson 1

Have a Plan B

Property 2



Lesson 2

Keep Going

Property 3



Lesson 3

This lease option
stuff is true!!!

Why 5 is STILL The Magic Number



Looking Ahead



Free Resources & Questions



HMO Heroes



Rent 2 Rent Secrets



HMO Heaven



01633 449 200

07881 900 251



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