



# CROWN DEVELOPMENTS

EMPOWERING VISION

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[WWW.CROWN-DEVELOPMENTS.CO.UK](http://WWW.CROWN-DEVELOPMENTS.CO.UK)



## A NOTE FROM THE CROWN DEVELOPMENTS TEAM . . .

Our dedicated property team works with our in house developers to identify a range of opportunities for our investors. Whilst we are generally unbiased towards investment sectors, most of our acquisitions are in residential and commercial property, where we have successfully led a number of projects from concept, through development, to sale, achieving profitable outcomes for all stakeholders in the process.

We hope to welcome you as part of the Crown Developments family.

### DEAL SOURCED

An opportunity has been secured and potential investors have been brought on board. A comprehensive financial analysis has been conducted, examining all aspects of the deal's financial health and future prospects. This includes, but is not limited to, reviewing the balance sheets, income statements, cash flow statements, and financial ratios.

In addition, potential growth opportunities and risks have been evaluated. This could involve studying market trends, competitive landscape, regulatory environment, and other factors that could impact the deal's future performance.

After this rigorous examination, a consensus has been reached about the deal's viability and potential returns. This agreement is based on the understanding that all investments carry a certain level of risk, and the potential rewards of this particular deal outweigh its associated risks.

In summary, the deal has been sourced, potential investors have been engaged, and after a thorough analysis of the financials and potential growth opportunities, an agreement has been reached on the deal's prospects.

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### INVESTMENT SECURED

The investment has been successfully secured. This includes the agreed-upon percentage yield, the specified time period for the investment, and the stipulated terms and conditions.

To elaborate:

Investment Confirmation: The funds have been successfully allocated to the chosen investment vehicle. This signifies the commencement of the investment period.

Terms and Conditions: These are the rules by which the investment operates. They outline the obligations of both the investor and the investment provider. This can include details about penalties for early withdrawal, the procedure for claiming returns, and the responsibilities of each party.

Percentage Return: This refers to the rate of return on the investment. It is the gain or loss made on the investment over a specified period, expressed as a percentage increase over the initial investment cost.

Investment Duration: This is the length of time the investor agrees to leave the funds in the investment. It can range from short-term (a few months) to long-term (several years or decades).



## INVESTMENT MONITORING

Consistently monitor and evaluate the progress of the investment project. This involves a systematic and regular review of the project's status, which includes tracking the project's performance, identifying any potential risks or issues, and making necessary adjustments to ensure the project stays on track. This continuous monitoring process is crucial for making informed decisions about the investment and ensuring its success."

This process can also be referred to as "ongoing investment project oversight" or "continuous investment project appraisal". It's all about staying informed and making proactive decisions to maximise the return on investment.

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## RETURN OF INVESTMENT

Once the project/investment has come to an end, the process where the initial capital that was put into an investment is given back to the investor. This could be in the form of profits, dividends, or even the sale of the investment itself. The return on investment (ROI) is a measure that indicates the gain or loss made on an investment relative to the amount of money invested.

On the other hand, if an investment is re-invested then the returns (profits, dividends, etc.) generated from the initial investment are used to buy additional shares or units of the same investment, or even a different investment. The idea behind reinvestment is to increase the potential for compounding returns, which can lead to exponential growth over time.

In summary, a returned investment is about getting your initial capital back along with any gains it may have generated, while a re-invested investment is about using those gains to further increase your potential returns. Both strategies have their own benefits, and the choice between the two often depends on the investor's financial goals, risk tolerance, and investment horizon.



# INVESTMENT OPTIONS

## 1. LOAN INVESTOR

Crown Developments purchases an asset using funds from an investor which are secured against the property. The investors receive a fixed rate of return that is determined by the interest rate on the loan and how much they have invested.

The initial capital from the investor will be returned either via sale or re-finance of the original asset.



## 2. EQUITY INVESTOR

Most property acquisitions that crown developments deal with, involve investment from the equity investor. The investor is a shareholder in a specific property, and their stake is proportionate to the amount they have invested. Returns are realised in the form of a share of the rental income the property generates. At the point of sale, proceeds will be split in proportion to the percentage equity held by each party.



## 3. SOURCING OF PROPERTY

Crown Developments works alongside a multitude of developers and investors who are confident and financially able to purchase an asset on their own. A key service we offer is sourcing appropriate land and property, often with already obtained planning permission, and not available on the open market. Crown Developments will charge a finder's fee for this service.



## CASE STUDIES

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### CROWN PARK, READING

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DATE OF INVESTMENT: MAY 2022

PURCHASE: £940,000

BUILD: £1.2 MILLION

GDV: £3.2 MILLION

ROI: £1.060 MILLION



A potential client approached crown developments in May 2021 in order to assist him with his maiden project. He required help in the sourcing and acquisition of a property in a particular area.

Using our extensive network of connections a site was discovered in the desired area on a road, where on investigation it was found similar properties were granted with multiple units. The client purchased this site in cash for £940,000 pounds.

crown developments further assisted the client on obtaining planning permission and consent to build four new detached houses on the existing site.

Lenders were found and sourced by crown developments in order to assist the client in financing the project. The client continued on to construct four houses on the site with the continued help and expertise provided by crown developments. the properties on the site are currently valued at a total of 3.2 million pounds.

### CROWN COURT, WINDSOR

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DATE OF INVESTMENT: MAY 2019

PURCHASE: £1.1 MILLION

BUILD: £1.15 MILLION

GDV: £3.1 MILLION

ROI: £850,000



In May 2019 crown developments were approached by a potential client with disposable income that he wished to invest in property.

Crown developments were asked to assist in the procurement of a site in a particular area where similar properties had previously been granted with multiple units.

This was successfully achieved. The client purchased this site for 1 million pounds whilst only personally investing £400,000 the remainder being funded by a commercial mortgage.

Our team further continued to assist with planning and obtained consent to build. Planning permission for six new 2 bedroom apartments and three 1 bedroom apartments was granted.

The 9 apartments sold for a total value of 3 million pounds.



# ELIZABETH HOUSE, STAINES UPON THAMES

DATE OF INVESTMENT: MARCH 2024

PURCHASE: £4.1 MILLION

BUILD: £4 MILLION

GDV: £13 MILLION

ROI: £4.9 MILLION



Recently, this office block has gained approved permission under permitted development rights to undergo a significant transformation. The plan is to convert the existing structure into a residential building comprising 36 flats.

This will be achieved by adding an additional two storeys to the existing structure, bringing the total to five storeys. The proposed flats will offer a mix of one, two, and three-bedroom units, catering to a variety of lifestyle needs. This project represents a significant step towards addressing the housing needs of the area, while also breathing new life into an existing structure.

Once completed, the building will not only provide much-needed housing but also contribute to the vibrancy and diversity of the local community. The property is turn-key ready.

# LANGDALE HOUSE, WENTWORTH ESTATE

DATE OF INVESTMENT: MARCH 2023

PURCHASE: £1.8 MILLION

BUILD: £3 MILLION

GDV: £8 MILLION

ROI: £3.2 MILLION



The property had been successfully acquired and planning permission secured for the construction of a lavish 12,000 square foot residence in one of the most prestigious estates in the United Kingdom.

This project is a collaborative effort with crown developments. The acquisition of the property and the approval of the planning are critical milestones in this project, which allowed for the commencement of construction.

The completion of this luxurious home will not only enhance the grandeur of the estate but also promises a substantial return on investment.

This venture underscores the successful partnership with crown developments and the shared vision for creating a remarkable property.

## IMPORTANT INFORMATION (DISCLAIMER)

This document is not a financial promotion nor an invitation to invest and the information contained herein should not be relied on as the basis of an investment decision. An investment directly into an unquoted or private company or into property carries a higher degree of risk than many other forms of investment and may be difficult to realise, as shares in private companies are not publicly traded. The value of shares in a private company, and the level of income derived from them, may fall as well as rise and investors may not get back the money originally invested. Past performance is not a guide to future performance.

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# CROWN QUARTER, THE MIDLANDS

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DATE OF INVESTMENT: APRIL 2024

PURCHASE: £2.1 MILLION

BUILD: £7.2 MILLION

GDV: £13.5 MILLION

ROI: £4.2 MILLION



A new residential project is set to commence, involving the construction of 48 apartments from scratch. This development is not just about creating homes, but also about fostering a community and revitalising the local economy.

Each apartment will be built from the ground up, ensuring a high standard of quality and modern design. The architectural plan focuses on open-plan living, providing residents with spacious, flexible spaces that can be tailored to their individual needs and lifestyles.

Moreover, these apartments are strategically located with excellent transport links, making commuting and traveling more convenient for the residents.

# DALESIDE, SOUTH LONDON

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DATE OF INVESTMENT: NOVEMBER 2023

PURCHASE: £900,000

BUILD: £2.25 MILLION

GDV: £6.075 MILLION

ROI: £2.925 MILLION



The local authorities have given the green light for a residential project in the vibrant south region of London. This project involves the construction of nine semi-detached houses, each boasting three spacious bedrooms.

The location of this development is particularly noteworthy as it was formerly occupied by an old pub, a once lively establishment that had unfortunately fallen into disrepair and stood abandoned for several years.

This derelict pub has since been demolished to make way for this exciting new development. The upcoming residential complex promises to offer a contemporary lifestyle with modern amenities, marking a significant upgrade from the previous structure.

This transformation from a neglected pub to a modern housing development signifies a positive change and rejuvenation for the local community.

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