



**PROSPERITY  
HOMES**

ENGLAND

# Broad Oaks

SECURED LOAN NOTE

<b>Contents</b>	<b>Page</b>
<b>Why invest with Prosperity</b>	<b>4</b>
<b>Prosperity's Developments</b>	<b>5</b>
<b>It's all about the Location</b>	<b>6</b>
<b>Broad Oaks - Luxury Homes</b>	<b>7</b>
<b>Why invest in Norfolk</b>	<b>8</b>
<b>Development Summary</b>	<b>9</b>
<b>House Types</b>	<b>10</b>
<b>Location</b>	<b>12</b>
<b>Financial Summary</b>	<b>13</b>
<b>Secured Loan Terms</b>	<b>14</b>
<b>The Project Team</b>	<b>15</b>
<b>Our Professional Partners</b>	<b>16</b>

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Since the inception of our partnership in early 2017, Prosperity and PIP have collectively raised an impressive £151m across 25 projects. We are proud to report that over 1,000 PIP clients have invested in one or more of the Prosperity Loan Notes.

To date, we have successfully redeemed capital amounting to £59.6m, maintaining an average retention rate of 75%. Since the commencement of our first project, we have now distributed in excess of £15m in timely interest payments to our valued clients.

# Why invest with Prosperity

Founded in 2007, the Prosperity family of companies was born out of a passion to deliver affordable, buy-to-let opportunities to a global audience. Energised by the sheer wealth of opportunity within the property sector, Prosperity has already made its mark throughout the UK, with developments built and sold across key locations and dedicated to offering investors an opportunity to invest in the UK's number one asset class.



## WHO WE ARE

A Birmingham based developer, building and delivering desirable apartments and offering an innovative buy-to-let proposition to the private investor.



## OUR TEAM

Over 40 strong\* and all passionate about property; working with the very best industry professionals and funders to deliver our projects.



## PROJECT PORTFOLIO

A residential and commercial portfolio including 40 new build and conversion projects.



## OFFICE LOCATIONS

With the majority of the team based at our Birmingham office HQ, we also have offices in Dubai, Hong Kong and Malaysia.



## OUR DEVELOPMENTS

Located throughout the UK where rental demand and yields are high, within areas of sustained high employment, with a focus on Birmingham and the Midlands.



## FACILITATION BUSINESSES WITHIN THE PROSPERITY GROUP

Our in-house mortgage broker, Verve, provides residential investment mortgage solutions to our clients. We also have a sales, letting and management agency, Lamont Estates, who offer our owners a full lettings and management solution.





## UK Developments

- |                       |                           |
|-----------------------|---------------------------|
| 1 - Broad Oak         | 23 - Castle Court         |
| 2 - JQ Rise           | 24 - Cathedral House      |
| 3 - Holme House       | 25 - St Georges           |
| 4 - The Hive          | 26 - Bentley Court        |
| 5 - Park View         | 27 - Prestigate House     |
| 6 - Lombard House,    | 28 - The Coach House      |
| 7 - Seven House       | 29 - Southside            |
| 8 - Keighley          | 30 - Station House        |
| 9 - Market Court      | 31 - The Pinnacle         |
| 10 - Moseley Gardens  | 32 - Trent House          |
| 11 - Orton Square     | 33 - The Parade           |
| 12 - Sherwood Square  | 34 - Victoria Mill        |
| 13 - Stenson Mews     | 35 - B5 Kent Street       |
| 14 - Varity House     | 36 - Broadway Gardens     |
| 15 - St Marys Square  | 37 - Smithfield Place     |
| 16 - Tameway Plaza    | 38 - Prosperity House     |
| 17 - B1 Edward Street | 39 - Key Hill             |
| 18- Chartwell Plaza   | 40 - Sherwood Square      |
| 19 - H1 Halifax       | Phase 2                   |
| 20 - H2 Halifax       | 41 - Southside Residencie |
| 21 - Bakewell Mews    | 42 - Fargate House        |
| 22 - Beckett House    | 43 - The Neighbourhood    |



# Broad Oaks - It's all about the location.



On the banks of the River Great Ouse, and dating back to Saxon times, Downham Market is one of Norfolk's oldest market towns. The attractive marketplace is immediately identifiable by the splendidly unusual and majestic black and white clock.

The town retains an intimate feel, characterized by many fine historic buildings, craft and collectibles markets.

The town hosts a bustling market on many Fridays and Saturdays where you can buy a variety of goods from clothes, to carpets, to fresh produce, and a host of local independent shops.





# Broad Oaks - Luxury Homes



Located in the East of England, Broad Oaks is a brand-new collection of 300 houses for stylish family living. Our houses are designed for modern day life, energy efficient with open plan spaces, masses of natural light and plenty of storage.



Each property has been intelligently planned to create the best accommodation flow possible in which to socialise and relax, and an individual specification selected to maximise the appearance and long term-term enjoyment of each newly created home.

# Why invest in Norfolk

## CONNECTIVITY



**300 million**

Consultation launched for £300 million Norfolk dual carriageway<sup>1</sup>



## DEMOGRAPHICS

Norfolk has a growing population of 907,760<sup>3</sup>

## CITY LIVING

**51%**

Cost of living 50% lower than London<sup>5</sup>



## BUSINESS HUB

**Top 20**

West Norfolk features in the top 20 key locations in the UK for operating a business<sup>4</sup>



## INVESTMENT

**1.7 million**

West Norfolk council, UK Government and European Union all invested in the multi-million pound scheme to regenerate the market<sup>2</sup>

## TALENT POOL

**90%**

of the workforce hold a professional or trade qualification<sup>3</sup>

## NORTH NORFOLK COAST

**42 miles**

Just over half an hour by car the stunning North Norfolk coastline stretches 42 miles from Holkham in the west to Horsey in the south-east

## INITIATIVES

**22 million**

East of England businesses to benefit from £22m funding for low carbon initiatives<sup>7</sup>

<sup>1</sup> [www.newcivilengineer.com/latest/consultation-launched-for-300m-norfolk-dual-carriageway-27-02-2020/](http://www.newcivilengineer.com/latest/consultation-launched-for-300m-norfolk-dual-carriageway-27-02-2020/) <sup>2</sup> [www.edp24.co.uk/news/was-1-7m-regeneration-money-well-spent-for-downham-market-1-6489073](http://www.edp24.co.uk/news/was-1-7m-regeneration-money-well-spent-for-downham-market-1-6489073) <sup>3</sup> [www.norfolkinsight.org.uk/population/](http://www.norfolkinsight.org.uk/population/) <sup>4</sup> [www.investwestnorfolk.com/](http://www.investwestnorfolk.com/) <sup>5</sup> [www.numbeo.com/cost-of-living/in/Norfolk-United-Kingdom](http://www.numbeo.com/cost-of-living/in/Norfolk-United-Kingdom) <sup>6</sup> [www.gov.uk/government/publications/uk-house-price-index-england-february-2020/uk-house-price-index-england-february-2020](http://www.gov.uk/government/publications/uk-house-price-index-england-february-2020/uk-house-price-index-england-february-2020) <sup>7</sup> [www.norfolk.gov.uk/news/2019/07/east-of-england-businesses-to-benefit-from-funding-for-low-carbon-initiatives](http://www.norfolk.gov.uk/news/2019/07/east-of-england-businesses-to-benefit-from-funding-for-low-carbon-initiatives)





# Downham Market

Norfolk

**A contemporary selection of one, two, three and four bed luxury family homes on the south east fringes of Downham Market**

# 300

homes

INDICATIVE IMAGES ONLY



# Downham Market House Types

## The Croft

The opportunity to own your first 'starter home' – a freehold maisonette comprising of living/kitchen/dining room, bedroom and bathroom. A high quality specification which includes oversized windows and self-contained gardens.



## The Acorn

The aesthetically pleasing Acorn benefits from a high specification kitchen and spacious living/dining area - with double doors to the garden. First floor comprises of a spacious master suite a further bedroom and family bathroom.



## The Ash

The ground floor design of The Ash allows for large, bright, living spaces to include the kitchen, dining and living areas. With double doors to the rear of the property creating a seamless transition into the garden, maximising the flow from inside to out. First floor comprises of a master suite with ensuite, two further bedrooms and family bathroom.



## The Sycamore

The Sycamore allows for large, bright, living spaces to include the kitchen, dining and living areas heading out to the garden, maximising the flow from inside to out. First floor comprises of two bedrooms and family bathroom. Second floor houses a master suite.





## The Beech

Benefiting from a spacious layout, each Beech home features a large combined kitchen/living/dining area enabling a flow of natural light. Further accentuating the space available the living room enjoys double doors out the garden. On the first floor you will find a master suite with ensuite, two further sizeable bedrooms and family bathroom.



## The Willow

Benefiting from a spacious layout, each Willow home features a large combined kitchen/living/dining area enabling a flow of natural light. Further accentuating the space available the living room enjoys double doors out the garden. On the first floor you will find a master suite with ensuite, three further sizeable bedrooms and family bathroom.



## The Royal Oak

There's no shortage of light in this detached four-bedroom home. Large windows create bright interiors with natural light flowing through the kitchen breakfast/family room, out to the garden via bi-folding doors at the rear - whilst the separate dining and living rooms allow for relaxing and entertaining. The first floor comprises of a master suite with ensuite, three further double bedrooms and family bathroom.



Option for a separate or integral garage.





## PERFECTLY PLACED

**Norfolk has something for everyone, with county capital Norwich being one of the fastest-growing cities in the UK**



### AMENITIES

1. Downham Town Centre
2. University of Cambridge
3. Downham Market Station
4. Cambridge Station
5. Thetford Forest Park
6. AstraZeneca Head Office
7. Hillcrest Primary School
8. Memorial Park





# Broad Oaks

## Financial summary



**300**  
HOMES

**£79.4M**  
GDV

**31%**  
PROFIT/COST

	GBP (£)
Gross Development Value (after costs)	£79.4m
Development Costs (excluding finance)	£54.8m
Finance Costs	£5.62m
Other Fees	£3.47m
Total Delivery Costs	£63.89m
Scheme Profit	£14.91m
% Profit Margin	23.3%

# Secured loan note terms

## Parent Company

Prosperity Investments & Developments Limited

## Registered Address

Unit 1, JQ1, 32 George Street  
Birmingham B3 1QG

## Issuer

Prosperity Homes Broad Oaks Limited

## Scheme Name

Broad Oaks

## Project Summary

Residential development comprising of 300 one to four bedroom houses in Downham Market

### SUMMARY OF TERMS

Gross Loan Amount	Up to £51.5m
LTGDV	65.0% (Loan to Gross Development Value)
Return	9.0% per annum (non-compounded) payable upon redemption of the loan note 8.0% per annum, payable quarterly at 2.0% per quarter.
Purpose of Loan	Provision of development finance for the construction of 300 residential houses.
Security / Charge	First charge security over subject development asset, including all revenues from legal property completions.
Term of Loan	Up to 18 months
Repayment of loan	Following practical completion of the 300 houses valued at 79.4m



# The project team



**JOE BILLINGHAM**  
**FOUNDER & CHAIRMAN**

Founder and chairman of the Prosperity family of companies, Joe's passion for property as the No. 1 asset class has been widely documented. As Chief Executive Officer and with 25 years of living and breathing the property industry, Joe continues to drive forward the business plan.



**PETER LUMB**  
**DEVELOPMENT DIRECTOR**

Peter has over 30 years of experience across the sector, delivering a diverse range of schemes, including residential and new build. He has successfully managed multiple high-value projects, leading the development delivery process from inception through to completion.



**SAYYAM MUGHAL**  
**COMMERCIAL MANAGER**

Overseeing the financial management of Prosperity's development portfolio, Sayyam manages financial reporting and monitoring, risk management and development budgets in order to successfully deliver all of our large-scale construction projects. Sayyam ensures that all the key financial deliverables are achieved by adopting a constructive and forward-thinking approach.



**SHARON HOLLINGER**  
**DIRECTOR OF PROPERTY INVESTOR PARTNERSHIP**

One of the directors and founders of PIP, Sharon has had over 20 years of experience in Sales and Marketing, specifically in the property sector. She drives the sales and distribution arm of the Loan Note, having successfully built a network of advisers and introducers to raise the finance required across a wide range of projects with Prosperity.

# Panel of project professionals



FELDON DUNSMORE SOLICITORS

FELDON DUNSMORE

**Solicitors**

Paul Harrison  
Beth Sealey



SAVILLS

**Estate Agents**

John Griffiths  
Daniel Winters



P J P L A N N I N G

**Planning Consultants**

John Jowitt

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**MGAC**

MGAC

**Project Managers & Quality  
Surveying**

Kevin Campbell  
Joseph Vale



GLANCY NICHOLLS

**Architects**

Adam McPartland

# FCA Risk Warnings

**Due to the potential for losses, the Financial Conduct Authority (FCA) considers this investment to be high risk.**

## What are the risks?

### 1. You could lose all the money you invest

- If the business you are investing in fails, there is a high risk that you will lose your money. Most start-up and early-stage businesses fail.
- Advertised rates of return aren't guaranteed. This is not a savings account. If the borrower doesn't pay you back as agreed, you could earn less money than expected. A higher advertised rate of return means a higher risk of losing your money. If it looks too good to be true, it probably is.
- These investments are sometimes held in an Innovative Finance ISA (IFISA). An IFISA does not reduce the risk of the investment or protect you from losses, so you can still lose all your money. It only means that any potential gains from your investment will be tax free.

### 2. You are unlikely to be protected if something goes wrong

- Protection from the Financial Services Compensation Scheme (FSCS), in relation to claims against failed regulated firms, does not cover poor investment performance. Try the FSCS investment protection checker here.

<https://www.fscs.org.uk/check/investmentprotection-checker>

- Protection from the Financial Ombudsman Service (FOS) does not cover poor investment performance. If you have a complaint against an FCA regulated firm, FOS may be able to consider it. Learn more about FOS protection here.

<https://www.financialombudsman.org.uk/consumers>

### 3. You are unlikely to get your money back quickly

- Many bonds last for several years, so you should be prepared to wait for your money to be returned even if the business you're investing in repays on time.
- You are unlikely to be able to cash in your investment early by selling your bond. You are usually locked in until the business has paid you back over the period agreed.

### 4. Don't put all your eggs in one basket

- Putting all your money into a single business or type of investment for example, is risky. Spreading your money across different investments makes you less dependent on any one to do well.
- A good rule of thumb is not to invest more than 10% of your money in high-risk investments.

<https://www.fca.org.uk/investsmart/5-questions-ask-you-invest>

- If you are interested in learning more about how to protect yourself, visit the FCA's website here.

<https://www.fca.org.uk/investsmart>



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