



FAIRHOLM

The content of this promotion has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this promotion for the purpose of engaging in any investment activity may expose an individual to a significant risk of losing all of the property or other assets invested.

SETTING THE STANDARD IN THE INDUSTRY

Our mission is to create exceptional places for people to live. Whether it be co-living spaces or new homes, we take great pride in our projects and have a meticulous approach to site acquisition, design and construction. We want our homes to be characterful, expertly designed and comfortable places for our customers to live.



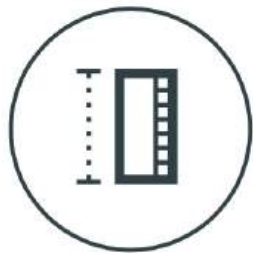
ABOUT FAIRHOLM

Having started investing in 2014, we have gone on to complete numerous successful HMO conversions which provide high quality shared homes for professionals and students. In 2021, we successfully diversified our investment strategy into the development of new homes.

We continue to focus on our two core development strategies: high-quality shared accommodation (HMOs) and new homes, whether they be new build or commercial conversions. We continue to invest in Manchester but our primary focus is on sites within one hour of Bristol.



**AFFORDABLE
LUXURY**



**QUALITY
DESIGN**



**EXCELLENT
SERVICE**



FOREWORD FROM OUR FOUNDER

"HOW YOU DO ONE THING IS
HOW YOU DO EVERYTHING"

"I am a strong believer that how you do anything is how you do everything, and this is an approach that I apply to all projects we commit to.

Fairholm is more than a business to me. It's my passion, and when Fairholm was established, I wanted it to be underpinned by the family values which drive me, which is why the business is named after the home I grew up in."

-James Adams



OUR VALUES

DEDICATION AND HARD WORK

We pride ourselves on the work ethic and attention to detail we apply to all our projects

01

EXCELLENCE & INTEGRITY

We set high standards and want the best for all our stakeholders

02

INNOVATION

We want to do things differently and continually improve what we do

03

RELATIONSHIPS

Our business isn't about bricks and mortar, it's about people

04



JAMES ADAMS

Fairholm Group
Founder

MEET THE TEAM

Coming from a background in economics, I possess sharp attention to detail and an aptitude for numbers. Having studied at the London School of Economics, I eventually became a teacher of the subject and worked in a number of top schools as a Director of Studies, Head of Sixth Form and Head of Department. My academic background is useful in my role as Managing Director as I take a keen interest in macroeconomic events and how these are likely to impact markets and our business. This allows me to assess and mitigate risks and ensure that our capital and that of our investors is protected.

Our key strengths lie in our ability to find properties and land to which we can add value, to thoroughly appraise the schemes we plan to execute and also to work in an organised and diligent way to ensure that projects are delivered on time, on budget and with a healthy margin. It's a team effort and we make sure we surround ourselves with highly skilled professionals to deliver the quality that is the hallmark of our work.



SALMA MAQSOOD

Thrings
Lawyer



WES DAVIDSON

Fox Davidson
Finance Broker



PAUL JOBSON

Three Magnets Planning
Planning Consultant



JOE WARD

Williamson & Croft Accountancy &
Tax Advisory



OLI AGER

Sagers Construction Ltd
Main Contractor



JAMES PETTIFIER

Strategic Financial
Adviser



CJ HOLE

Land & New Homes Agent



PIB

Insurance Broker



Williamson & Croft

Accountancy & Tax Advisory

OUR BUSINESS GOALS

• TO ELEVATE STANDARDS IN THE INDUSTRY,
• CREATING HOMES THAT ALLOW PEOPLE TO
• LIVE IN 'AFFORDABLE LUXURY'.

1

• TO EXPAND OUR INVESTMENT
• PARTNERSHIPS AND GROW OUR WEALTH
• TOGETHER

3

2

• TO GROW OUR PIPELINE OF PROJECTS TO
• A GROSS DEVELOPMENT VALUE OF £5M IN
• THE NEXT 12 MONTHS.



INVESTMENT OPPORTUNITIES

We offer three approaches to investors who work with us:

01 FIXED INTEREST LOANS

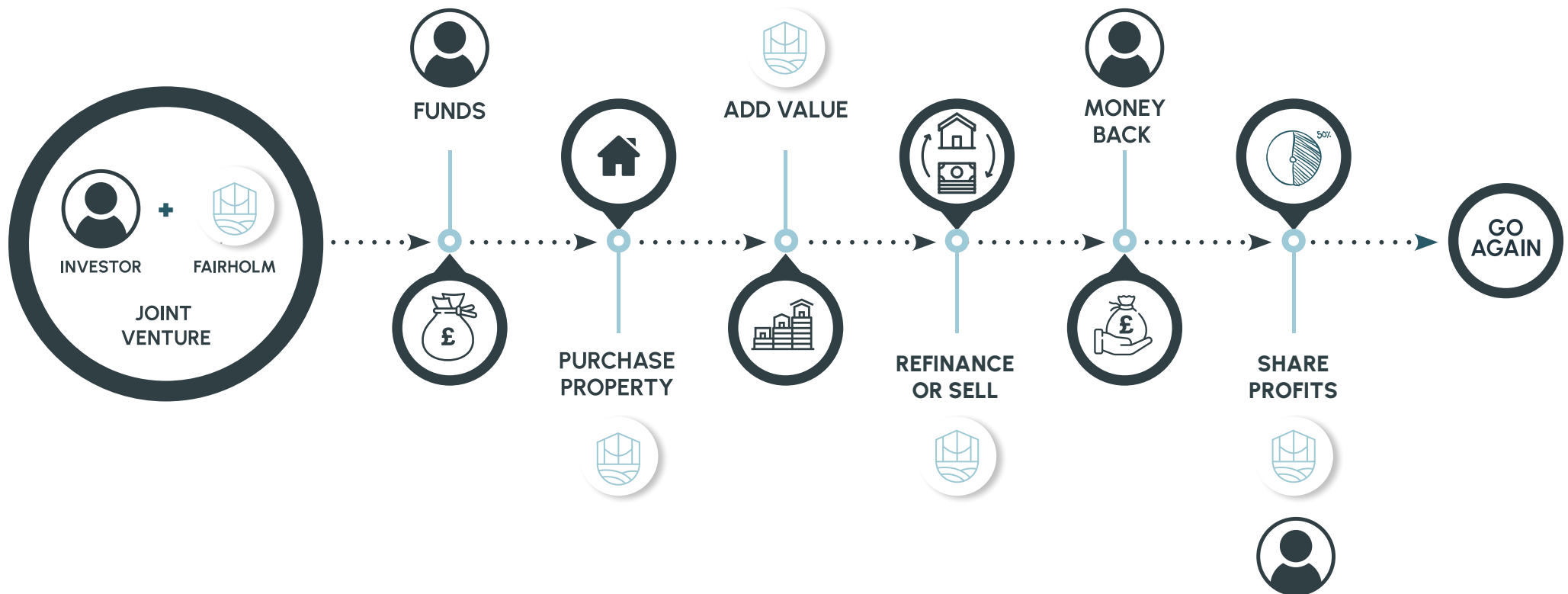
Investing your capital with us for a fixed return over a set period is a profitable and hands off approach to property investment. Our inflation-beating fixed rate return investments allow you to grow your wealth while you focus on your business, spend time with family or explore other investment options. No work or involvement is needed from you, but we'll keep you regularly updated throughout the duration of your loan term.

02 EARN & LEARN INVESTMENTS

With this option, we give you the opportunity to be involved throughout the project to understand the life-cycle of a development from acquisition to exit. We will share our detailed understanding of the development process through regular meetings, updates and site visits. In this way, you also gain valuable knowledge and experience as well as a healthy financial return on your investment with us. This option will be attractive for individuals who aspire to become property developers in the future but have limited or no experience of the development process.

03 JOINT VENTURE (EQUITY INVESTMENT/ PROFIT SHARE)

A joint venture or equity split/profit share is where you partner with Fairholm on one of our development projects. We typically seek investors who are able to fund site acquisition and are more willing to take on the risks associated with the project in order to gain a higher return. Equity investors can be involved in the decision making process or take a more passive role in the development. We are always looking for joint venture partners who bring more than just money to the table and can add value through their professional skills, experience, energy and connections. Aside from financial investors, we also look to form joint venture partnerships with land and property owners looking to develop assets they own.



KNOWN & TRUSTED

We have a track record of success across numerous property projects alongside positive testimonials from clients who invested their capital with us.



"It's been a pleasure to invest in Fairholm and work with James. He consistently delivers great returns with clear communication throughout the project. His detailed understanding of the development process and finance gives him an edge, and I look forward to partnering on future projects"

-JAMES, CORPORATE CFO

CASE STUDIES

CARLTON PARK	13
FILTON	15
MOSELEY	16
BRAEMAR	17
WALLACE	18

CARLTON PARK

NEW BUILD DEVELOPMENT BRISTOL

Work on this exclusive new build development began in April 2022 and we achieved practical completion in February 2023.

Our vision for this project was to deliver innovative and efficient homes, designed to echo the Edwardian style of the locality whilst remaining ultra modern and practical. We wanted the houses to be characterful and offer something you wouldn't typically expect from new build homes of this sort.



CARLTON PARK

THE DETAILS

The four houses boast three bedrooms, two of which are en-suite. To the ground floor there is a stunning open plan living area with bi-fold doors opening out onto ample gardens. The downstairs study and fibre broadband connectivity offers a practical working from home option.

The homes are full of smart features and offer cutting edge heating solutions.



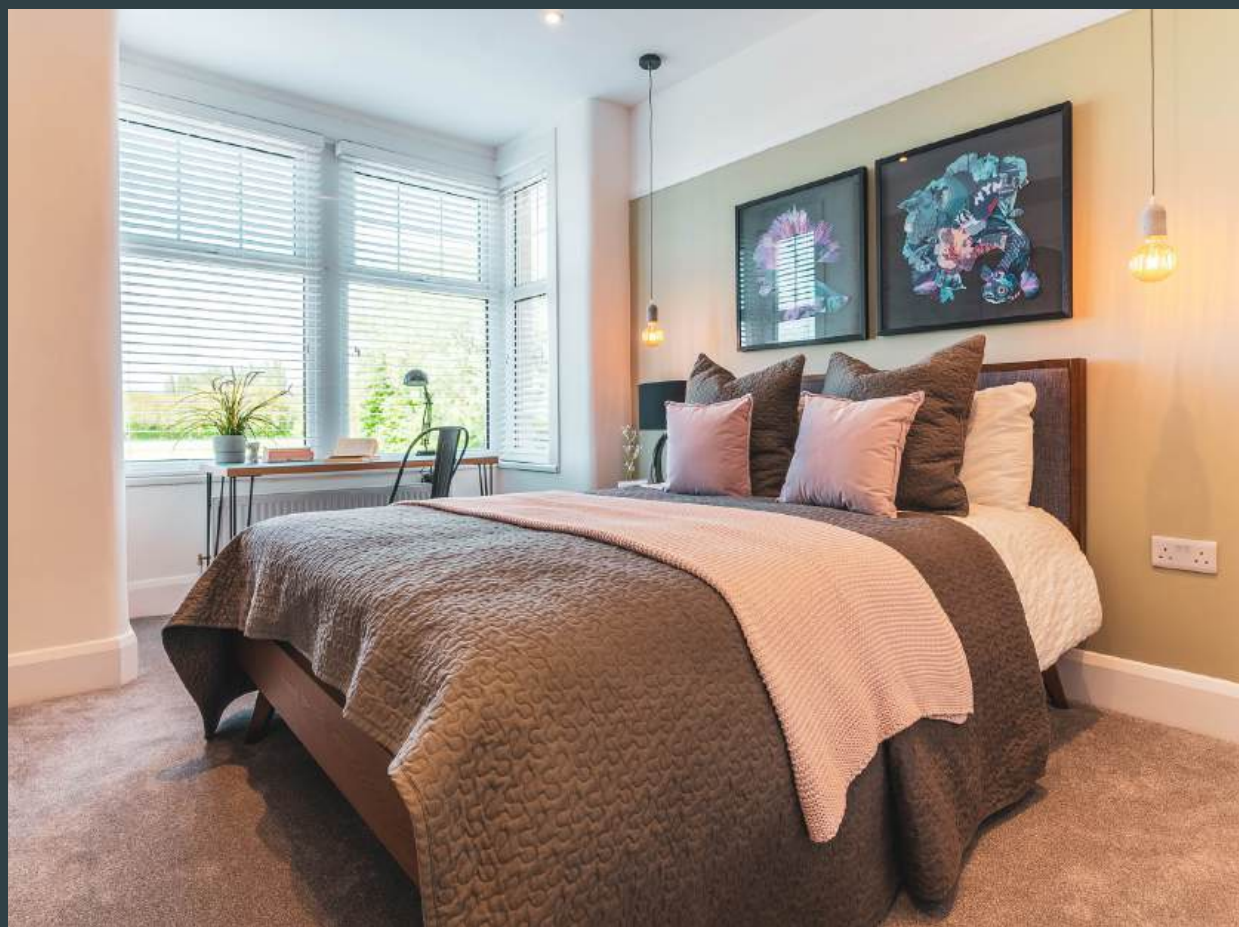
GROSS DEVELOPMENT VALUE:	£1.892M
LAND PRICE:	£420,000
DEVELOPMENT COSTS:	£900,000
PROFESSIONAL FEES:	£50,000
FINANCE COSTS:	£90,000
TOTAL PROJECT COST:	£1.463M
PRE-TAX PROFIT:	£429,000
PROFIT MARGIN:	23% ON GDV

FILTON

HMO CONVERSION & NEW BUILD BRISTOL

Our recently completed project in the well-known area of Filton in Bristol, included both an HMO conversion and a new build HMO to the side of the existing semi-detached property. These carefully designed homes include 11 stunning bedrooms and provide much needed high quality shared living accommodation.

GROSS DEVELOPMENT VALUE:	£1.3M
PURCHASE PRICE:	£476,000
DEVELOPMENT COSTS:	£410,000
PRE-TAX PROFIT:	£150,000 (KEPT IN DEAL)
PROFIT MARGIN:	12% ON GDV
GROSS RENT (PER ANNUM):	£110,700



MOSELEY

CO-LIVING DEVELOPMENT MANCHESTER

Moseley Road is a stunning 6 bedroom, 5 bathroom HMO conversion in the heart of Fallowfield, Manchester. Having undergone a complete back-to-brick transformation, the property now offers a group of sharers the highest quality co-living accommodation in an unrivalled location.



GROSS DEVELOPMENT VALUE:	£475,000 (AT REFINANCE)
PURCHASE PRICE:	£247,500
DEVELOPMENT COSTS:	£142,500
PRE-TAX PROFIT:	£85,000 (KEPT IN DEAL)
PROFIT MARGIN:	18% ON GDV
GROSS RENT (PER ANNUM):	£56,000 (JULY 2024)

BRAEMAR

CO-LIVING DEVELOPMENT MANCHESTER

We saw the potential in this tired mid-terrace and transformed it into a stylish 6 double bedroom, 4 bathroom HMO. Located in the heart of Fallowfield, it offers a homely and comfortable living space in an ideal location.



GROSS DEVELOPMENT VALUE:	£475,000 (AT REFINANCE)
PURCHASE PRICE:	£233,400
DEVELOPMENT COSTS:	£140,000
PRE-TAX PROFIT:	£93,400 (KEPT IN DEAL)
PROFIT MARGIN:	20% ON GDV
GROSS RENT (PER ANNUM):	£59,280 (JULY 2024)

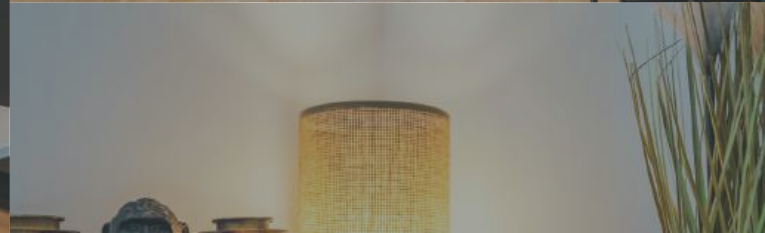
WALLACE

CO-LIVING DEVELOPMENT MANCHESTER

The 'Music House' is a stunning 6 double bedroom, 4 bathroom co-living home on a quiet cul-de-sac. It's a short stroll from the famous 'Curry Mile' and the amenities of Fallowfield and Rusholme.



GROSS DEVELOPMENT VALUE:	£450,000
PURCHASE PRICE:	£216,500
DEVELOPMENT COSTS:	£130,000
PRE-TAX PROFIT:	£100,000 (KEPT IN DEAL)
PROFIT MARGIN:	22% ON GDV
GROSS RENT (PER ANNUM):	£54,600 (JULY 2024)



WORK WITH US

We have an unwavering commitment to delivering high quality homes whilst achieving excellent returns for our investment partners. Our investment process is

THE INVESTMENT PROCESS

- 01 INITIAL CONSULTATION
 - 02 FOLLOWING UP MEETING TO REVIEW NEEDS
 - 03 AGREE TERMS IN PRINCIPLE
 - 04 SIGN INVESTMENT AGREEMENT
 - 05 INVESTMENT SECURED
 - 06 CAPITAL RETURNED AT THE END OF FIXED TERM
-



DISCLAIMER

Investing in private companies involves risks, including illiquidity, lack of dividends, loss of capital and dilution, and should only be undertaken as part of a diversified portfolio. All investment opportunities connected to Fairholm Estates Limited, along with group, associate and connected companies, are directed exclusively at investors able to understand these risks and make their own investment decisions. This document has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000 (FSMA), and is exempt from the general restriction in section 21 of FSMA on the communication of invitations or inducements to engage in investment activity on the grounds that it is directed only to qualifying and exempt recipients. Any individual who is in any doubt about the investment to which the communication relates should consult an authorised person specialising in advising on investments of the type described in this document. Whilst all reasonable efforts have been taken to ensure the accuracy of the information contained in this document at the date of publication, no representation or warranty, express or implied are given as to the reliability, completeness or accuracy of such information, which may be amended at any time without notice. This document is made available on the basis that the company excludes, to the extent lawfully permitted, all liability whatsoever. Recipients should seek independent professional advice before deciding to invest. This document is provided on a confidential basis and should not be reproduced or redistributed without consent.

The exempt classes of investor that this document is directed at are set out in the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, but are summarised as follows:

Investment Professionals having professional experience in matters relating to investments, such as an authorised person;

Certified High Net Worth Individuals, being somebody who has signed a certificate in a prescribed form within the past 12 months to the effect that in the financial year immediately preceding the date of the certificate that they had: (i) an annual income to the value of £100,000 or more; or (ii) net assets to the value of £250,000 or more, excluding their primary residence, qualifying contracts of insurance, pension and any other benefits payable on death or retirement;

Self-Certified Sophisticated Investors, being somebody who has signed a certificate in a prescribed form within the past 12 months to the effect that in the financial year immediately preceding the date of the certificate that at least one of the following applies: (i) they are a member of a network or syndicate of business angels and have been so for at least the last six months prior to the date of the certificate; (ii) they have made more than one investment in an unlisted company in the two years prior to the date of the certificate; (iii) they are working or have worked in the two years prior to the date of the certificate in a professional capacity in the private equity sector or in the provision of finance for small and medium enterprises; or (iv) they are currently, or have been in the two years prior to the date of the certificate, a director of a company with an annual turnover of at least £1 million.

Certified Sophisticated Investors, being somebody who has a current certificate signed by an authorised person to the effect that they are sufficiently knowledgeable to understand the risks associated with the type of investment described in this document and have signed a certificate in a prescribed form within the past 12 months that they qualify as a certified sophisticated investor able to receive exempt promotions.

For further information on investment risks visit fairholmestates.co.uk/risk-warning and on qualifying investor criteria visit fairholmestates.co.uk/investor-criteria.



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