

HERE FOR YOU TODAY TO ELEVATE TOMORROW

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HJ Collection's strategic business model combined with a wealth of financial and development partnerships has escalated its market status.

HJ Collection is now a dominating developer with a rooted purpose to contribute to easing the housing shortage through greener purposes.

Backed by worldwide investor support and not held levy by mainstream banking, HJ Collection is able to viably and securely take control in any market conditions.

PORTFOLIO OVERVIEW

The purpose of this document is to highlight and showcase how we have implemented our vision of adding value to assets within the HJ Collection portfolio. We aim to be informative, transparent and insightful to ensure that you not only know where we invest but also how we do it. Providing in-depth analysis on location and build specifications for all of our live projects, including a glimpse into what we have on the horizon over the next 24 months.

It is an exciting time to be involved in the property market and with rental demand growing year on year we know we are setting firm foundations for longevity and sustainable portfolio growth.



PRIME UK LOCATIONS

The UK is famous for its many small and picturesque towns located across the country that were once the engine for British industry. Yet as mines, mills and factories closed, towns across the country suffered years of neglect and under-investment as money was diverted to nearby cities. Fortunately, in recent years there have been huge efforts by the Government and local authorities to turn this situation around.

In September 2019 for example, the Government invited 100 places to develop proposals for a Town Deal, as part of the £3.6 billion Towns Fund. The purpose of which was to drive long term economic and productivity growth through investment in connectivity, land use, economic assets including cultural assets, skills and enterprise infrastructure. In the latest Budget, Chancellor Rishi Sunak finally announced 45 areas in England that would be receiving a billion pounds of investment as part of the Government's levelling up agenda, and to aid their recovery from the COVID pandemic. For forward-thinking investors, major government and local authority regeneration projects can provide lucrative opportunities over the medium to

long term. After all, kickstarting thriving business, retail, and property hubs in areas of natural beauty will always be a win-win situation for all concerned. As improved infrastructure attracts businesses, in turn, professionals will arrive seeking well-paying jobs, and of course, high-quality places to live, such as provided by BTL.

With this in mind, we have undertaken a round-up of some of the key areas around the country that are expected to take off in a big way over the next few years.

Reece Mennie
HJ Collection CEO









ST HELENS

St Helens is a large town in the metropolitan county of Merseyside. Its Borough Council recently agreed a 20-year development agreement with the aim of bringing forward opportunities to repurpose and regenerate areas in the borough. While decisions are still being made as to how the money will be spent, initial suggestions have included a £200m commercial and leisure-led investment to rejuvenate St Helens town centre, as well as new homes, revamped retail spaces, offices and a hotel.

BRAINTREE

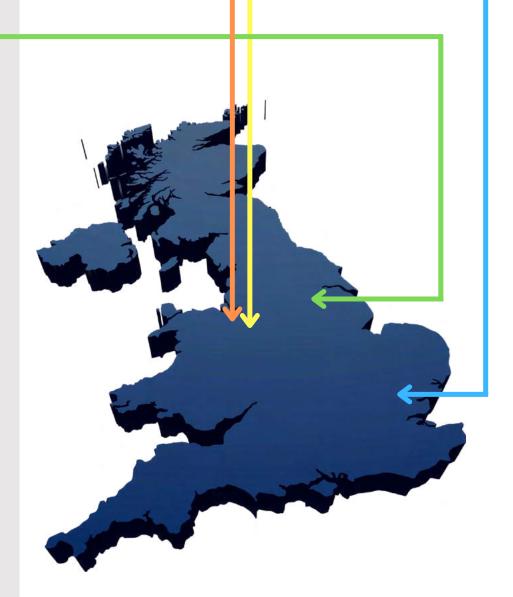
The town of Braintree situated by the River Blackwater in the North of Essex is undergoing enormous changes as its grand pedestrianisation scheme gets £2.5 underway. This million rejuvenation of the town centre will make it a more attractive and accessible residents area for businesses and visitors by restricting vehicles access. Furthermore, another £50 million is being spent overhauling Manor Street and parts of Victoria Street which will see a new 70-room hotel, 35 new apartments, bus interchange, two-storey car park, cafe and medical centre all built on land behind Braintree Town Hall.

RUNCORN

The town of Runcorn is located within the county of Cheshire and is one of a 100 of the 45 towns selected by the Government's Towns Fund for its Town Investment Plan (TIP). It has seven projects in place aimed at transforming its centre. These include the transformation of the high street, the creation of a number of mixed-use homes, as well as a creative and digital cluster. According to the Town Deal Board overseeing this, the vision is for Runcorn Town to become an attractive area for businesses to locate to, by providing a stronger local economy with a wider variety of job opportunities in the heart of the community and be more accessible to local people.

DONCASTER

Doncaster is a market town in South Yorkshire that features many assets that cities across the country would love to have including the East Coast mainline station, superb railwav motorway links, the UK's fastest-growing international airport outside London, the Yorkshire Wildlife Park. world-famous Racecourse and the National College for Advanced Transport and Infrastructure. Its city centre undergoing a huge renovation in order to develop the local economy by making it a focus for business and enterprise. The scale of the opportunity in Doncaster is significant and second phase of its council's masterplan will see the regeneration of sites north of the river and west of the railway line.





CROWN BUILDINGS







St Helens, Merseyside

CROWN BUILDINGS

Crown Buildings is situated in St Helens, a large town in Merseyside. The building is just off the town centre and only 30 minutes by train to the centre of Liverpool.

HJ Collection is working with Northern construction partner, Empire Property Concepts, capitalising on Government 'permitted development' schemes in prime Northern locations.

Once complete it will provide 55 one, and two-bed apartments finished to a high standard. The location is ideal for the rental market but also would capitalise on local housing market growth if units were to be sold individually.

LOCATION

St Helens is extremely well-positioned as a key commuter town, near Liverpool and Manchester. The town attracts a large amount of tenants because of its proximity to these cities, coupled with lower rentals in the area.

The average house price in St Helens currently sits at £148,133. This is £101,176 below the UK average of £249,309. Despite property in the town being lower than the UK average, prices have increased rapidly over the last decade with a 34.5% increase. Taking this growth in conjunction with the better yields achieved, St Helens offers investors an opportunity to buy property at a much-reduced cost with an eye to its future growth.

There are ample employers in the region already and as businesses continue to relocate from the south to north in search of savings, St Helens is in a prime location for future prosperity.



PROJECT STATS

Purchase Price: £1.74m

Development Costs: £2m

Total Project Costs: £3.74m

Valuation 8% Yield: £5.5m

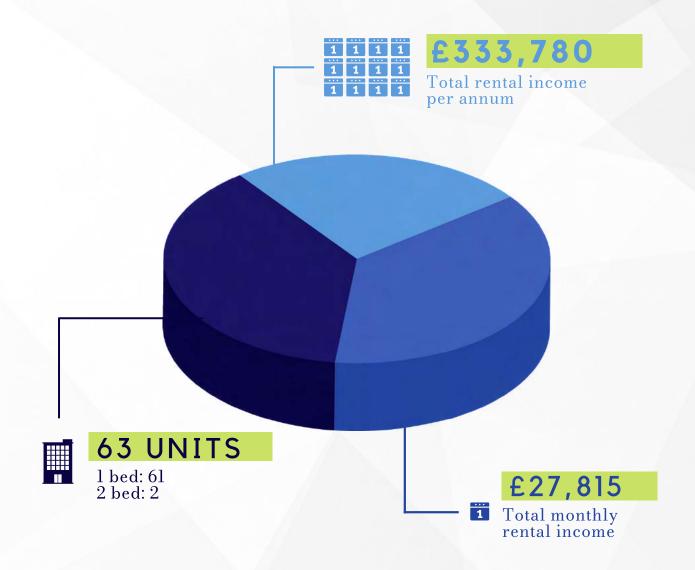
PROJECT PROGRESS

- Plasterboard 1st fix to walls
- 1st fix electrics commenced
- Drainage to ground floor area complete
- 1st fix plumbing & mechanical works 65% complete
- Obtain quotes to renew windows
- Complete metsec wall/ceilings.
- Continue 1st fix M & E installation
- Plasterboard 2nd fix
- lst fix joinery
- Provide & fix acoustic seals & fireproofing

SCHEDULE OF ACCOMMODATION

Completion: Q4 2021





SCHEDULE OF ACCOMMODATION: Completion: Q4 2021

Unit	No.	Unit Size	Apartment	Price per	Monthly	Rental	Values	
Unit	Beds	M2	size Sqft	SQM	Rental income	Income PA	values	
Ground Floor								
001	1	38.0	409.0	£1,842.11	£425	£5,100	£70,000	
002	1	37.0	398.3	£1,891.89	£425	£5,100	£70,000	
003	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000	
004	1	39.0	419.8	£1,794.87	£425	£5,100	£70,000	
005	1	35.0	376.7	£2,000.00	£425	£5,100	£70,000	
006	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000	
007	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000	
800	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000	
009	1	46.0	495.1	£1,739.13	£450	£5,400	£80,000	
010	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000	
011	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000	
012	-	44.0	473.6	£1,704.55	£450	£5,400	£75,000	
013	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000	
014	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000	
015	1	37.0	398.3	£1,891.89	£425	£5,100	£70,000	
016	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000	
017	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000	
018	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000	
019	2	55.0	592.0	£1,636.36	£495	£5,940	£90,000	
020	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000	
021	1	43.0	462.8	£1,744.19	£450	£5,400	£75,000	
022	2	53.0	570.5	£1,698.11	£495	£5,940	£90,000	
				First Flo	oor			
101	1	38.0	409.0	£1,842.11	£425	£5,100	£70,000	
102	1	37.0	398.3	£1,891.89	£425	£5,100	£70,000	
103	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000	
104	1	39.0	419.8	£1,794.87	£425	£5,100	£70,000	
105	1	35.0	376.7	£2,000.00	£425	£5,100	£70,000	
106	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000	
107	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000	
108	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000	
109	1	46.0	495.1	£1,739.13	£450	£5,400	£80,000	
110	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000	
m	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000	
112	1	48.0	516.7	£1,666.67	£450	£5,400	£80,000	
113	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000	
114	1	42	452.1	£1,785.71	£450	£5,400	£75,000	
115	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000	
116	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000	
117	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000	

Unit	No. Beds	Unit Size M2	Apartment size Sqft	Price per SQM	Monthly Rental income	Rental Income PA	Values
				Second	Floor		
201	1	38.0	409.0	£1,842.11	£425	£5,100	£70,000
202	1	37.0	398.3	£1,891.89	£425	£5,100	£70,000
203	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000
204	1	39.0	419.8	£1,794.87	£425	£5,100	£70,000
205	1	35.0	376.7	£2,000.00	£425	£5,100	£70,000
206	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000
207	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000
208	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000
209	1	46.0	495.1	£1,739.13	£450	£5,400	£80,000
210	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000
211	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000
212	1	48.0	516.7	£1,666.67	£450	£5,400	£80,000
213	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000
214	1	42	452.1	£1,785.71	£450	£5,400	£75,000
215	1	41.0	441.3	£1,829.27	£450	£5,400	£75,000
216	1	42.0	452.1	£1,785.71	£450	£5,400	£75,000
217	1	47.0	505.9	£1,702.13	£450	£5,400	£80,000

				Third F	loor		
301	1	36.0	387.5	£1,944.44	£425	£5,100	£70,000
302	1	37.0	398.3	£1,891.89	£425	£5,100	£70,000
303	1	45.0	484.4	£1,777.78	£450	£5,400	£80,000
304	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000
305	1	35.0	376.7	£2,000.00	£425	£5,100	£70,000
306	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000
307	1	40.0	430.6	£1,750.00	£425	£5,100	£70,000
				- /	£27,815	£333,780	£4,730,000

INTERNAL SPECIFICATIONS



WALL & CEILING FINISHES

- Off white walls in Covaplus Vinyl Matt Emulsion
- Brilliant white ceilings in Covaplus Vinyl Matt Emulsion

LIVING/DINING AREAS

<u>Flooring</u>

• Carpet liberty twist on 10 mm thick underlay

Furniture/Appliances

- Drop pendant lighting
- White light switches
- White switch plates/ plug sockets
- White extractor fan
- Electric heaters
- White phone point
- Wireless access internet point
- Satellite TV point
- 4 no. double white switch sockets, one of which shall be equipped with 2 no. USB changing ports

KITCHENS

Flooring

• Heavy-duty vinyl flooring

Furniture/Appliances

- Drop pendant lighting
- White light switches, switch plates and plug sockets

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- 1 drawer pack
- Fan assisted single electric oven
- 600mm electric ceramic hob
- Stainless steel sink
- Chrome monoblock mixer tap
- Brushed chrome extractor fan
- Concealed under wall cabinet lighting
- Matt laminate worktop
- 3 no. sockets for fridge, dishwasher & washing machine below worktop
- 3 no. white sockets above worktop upstand & splashback behind hob
- Washing machine to be house in the kitchen or storage cupboard (subject to individual flat's kitchen design)
- Freestanding washer/dryer
- Freestanding tall fridge freezer

BATHROOMS

- Ceramic wall tiles
- Tiling to the shower & splashbacks to vanity unit

Flooring

• Heavy vinyl

Furniture/Appliances

- Drop pendant lighting
- White light switches & extractor fan
- Fully tiled floors
- Electric chrome heated towel rail, wall mounted
- Monoblock chrome square shower mixer and riser
- Monoblock chrome square taps
- Floor standing or floating square hand wash basin
- Cistern toilet
- Double door shower tray
- Bathroom mirror light
- Starter white sockets
- Quadrant Shower tray with low level upstand (subject to individual flat's bathroom design)

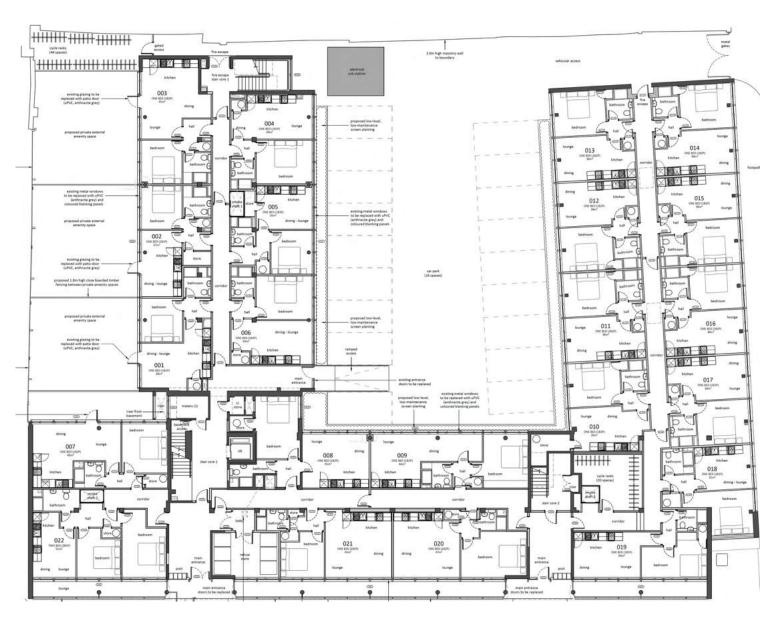


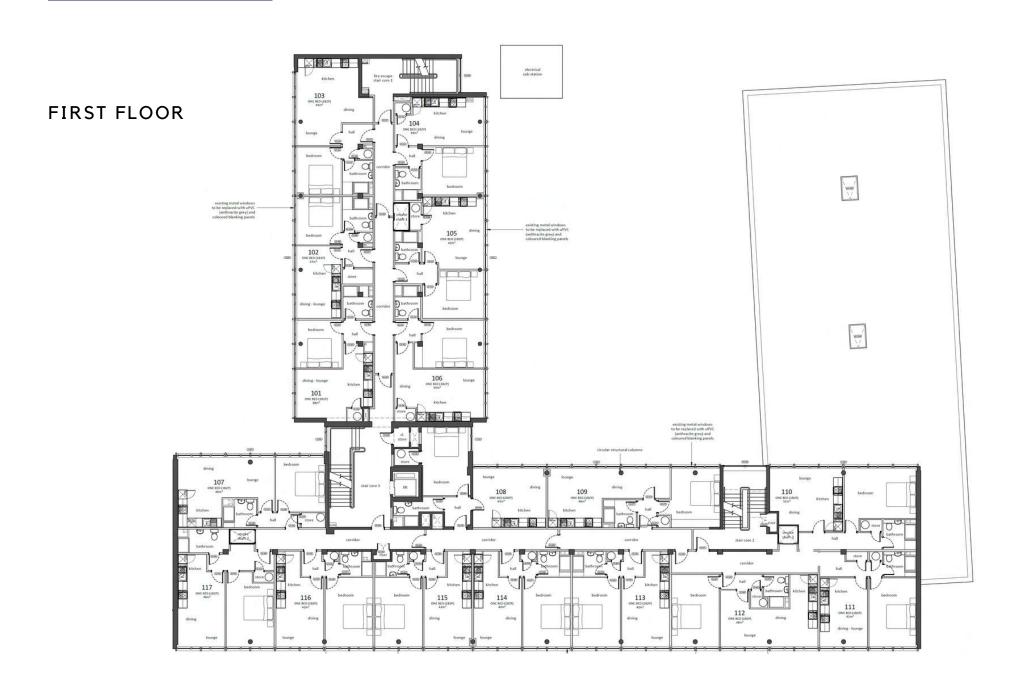


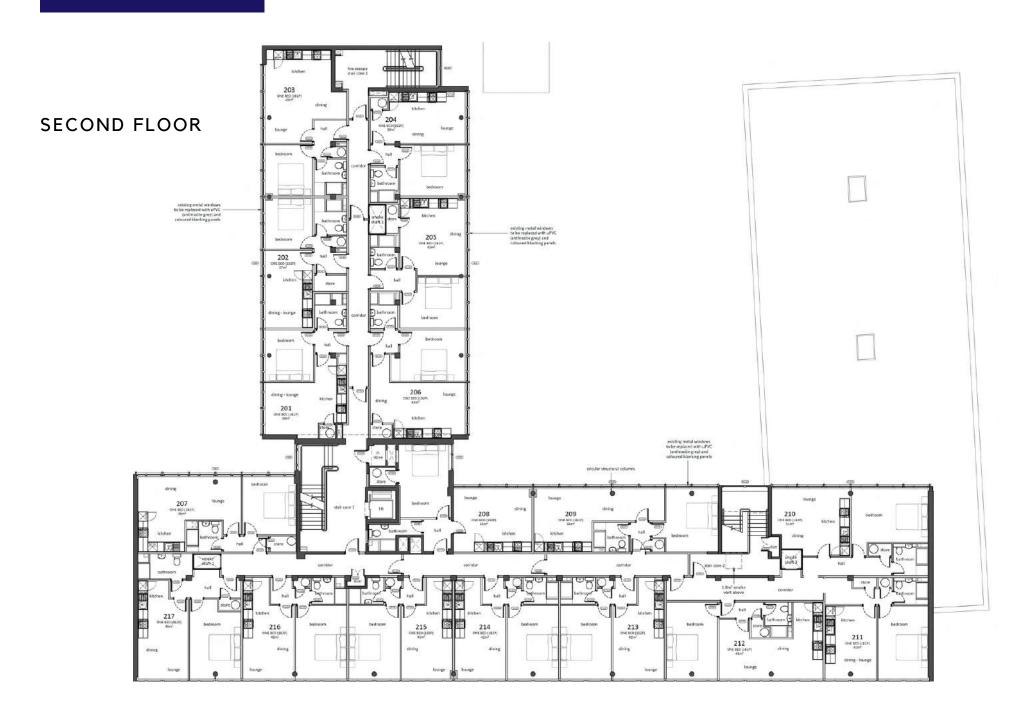


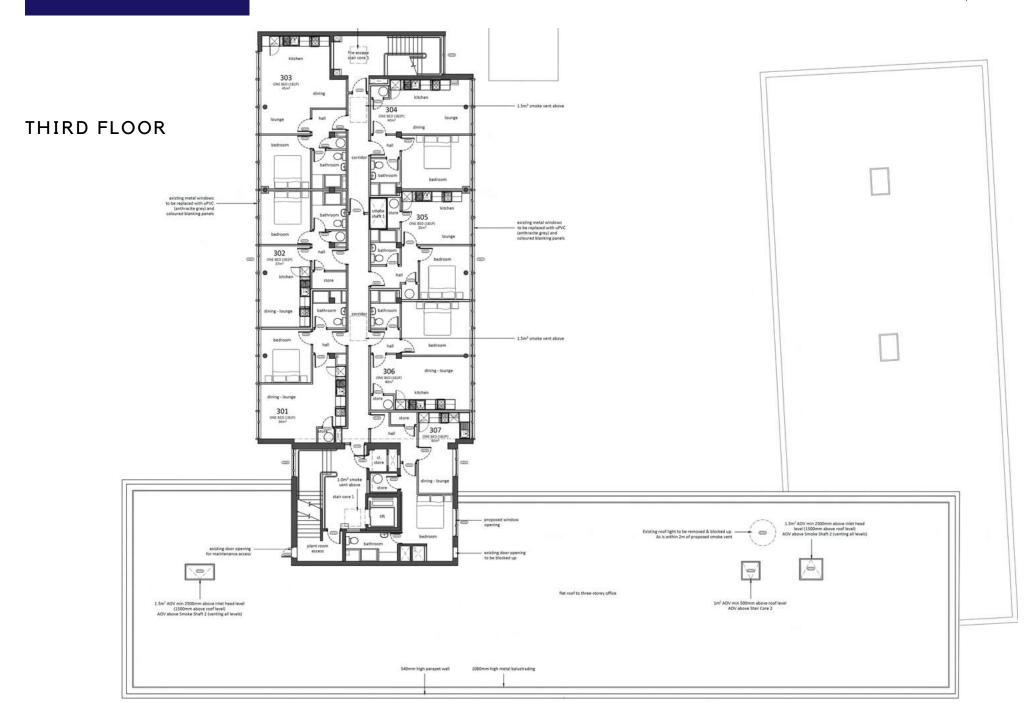
DETAILED FLOOR PLANS

GROUND FLOOR









ATTEY'S HOUSE







Doncaster

ATTEY'S HOUSE

Attey's House on Cleveland Street is situated in Doncaster town centre. The Development is only a short distance to the new Civic and Cultural Quarter.

This quick turn around income-producing feature development based on Cleveland Street in the North of England was not only on schedule but also on budget.

Residents of the area will benefit from the substantial regeneration taking place in Doncaster along with the record levels of inward investment that have been driven into the town in the last three years (approximately £460 million) and creating around 4000 new jobs.

Now completed, the property contains 14 one-bedroom apartments finished to an exceptionally high standard on the upper floors. The ground floor space consists of two modernised commercial units.

LOCATION

Doncaster is one of the largest towns in the UK with a metropolitan population of 311,890 people. This large workforce has helped the town's economy thrive in recent years with enormous steps being made to regenerate the city from its industrial past. This is in no small part due to Doncaster's proximity to other large urban centres. A mere 25-minute train journey to Sheffield and 30 minutes to Leeds, it offers commuters a possibility of cheaper rents and businesses lower set up costs. Furthermore, you can be at Kings Cross Station in central London within only 1:45 hours. It also benefits from access to Doncaster Sheffield International Airport, which connects the region with numerous national and international destinations.

In terms of property prices and growth in the town, Doncaster has fared very well. Over the last decade, property prices have soared by 34.23% which is an indication of the progress made in the town. With other regeneration efforts underway including the construction of an Education City campus, currently the largest education investment of its kind in the UK, property prices and rentals look set to increase further. Average flat prices do remain low at only £116,636. This ensures rental yields in the town are high and gives considerable scope for growth.



PROJECT STATS

Purchase Price: £670k

Development Costs: £420k

Total Project Costs: £1.1m

Valuation 8% Yield: £1.4m

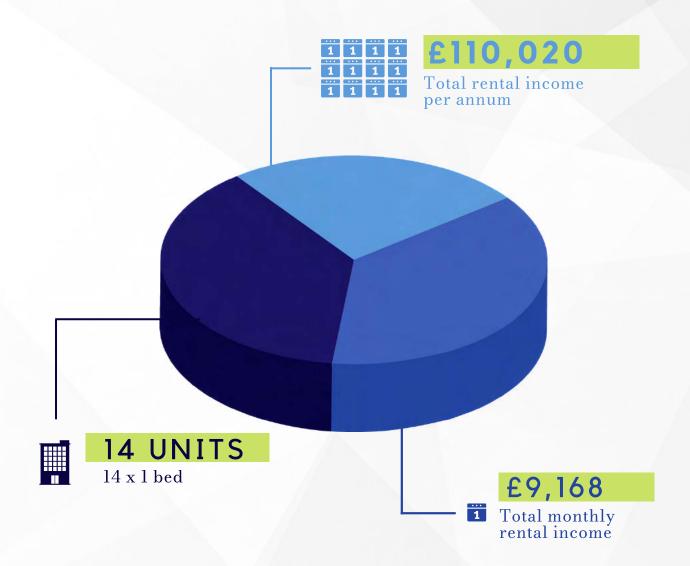
PROJECT COMPLETED

A quick turn around incomeproducing feature development based on Cleveland Street in Doncaster was completed on schedule and budget.

SCHEDULE OF ACCOMMODATION

Completion: Completed

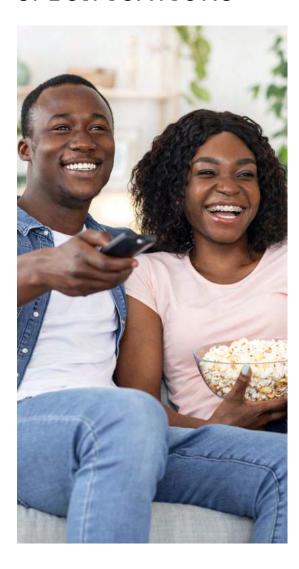




SCHEDULE OF ACCOMMODATION: Completing Imminently

Unit	No.	Unit Size	Monthly	Rental
Unit	Beds	M2	Rental income	Income PA
			irst Floor	
101	1	38.2	£490	£5,880
102	1	35.7	£475	£5,700
103	1	38.8	£500	£6,000
104	1	32.4	£460	£5,520
105	1	39.4	£500	£6,000
106	1	36.8	£475	£5,700
107	1	38.3	£490	£5,880
		Se	cond Floor	
201	1	38.8	£500	£6,000
201	1	37.0	£475	£5,700
203	1	38.6	£500	£6,000
204	1	32.3	£460	£5,520
205	1	39.3	£500	£6,000
206	1	35.56	£475	£5,700
207	1	38.3	£490	£5,880
		C	ommercial	
Unit 1	N/A	99.3	£891	£10,690
Unit 2	N/A	165.9	£1,488	£17,850
			£9,168	£110,020

INTERNAL SPECIFICATIONS



WALL & CEILING FINISHES

- Off white walls in Covaplus Vinyl Matt Emulsion
- Brilliant white ceilings in Covaplus Vinyl Matt Emulsion

LIVING/DINING AREAS

Flooring

• Carpet liberty twist on 10 mm thick underlay

Furniture/Appliances

- Drop pendant lighting
- White light switches
- White switch plates/ plug sockets
- White extractor fan
- Electric heaters
- White phone point
- Wireless access internet point
- Satellite TV point
- 4 no. double white switch sockets, one of which shall be equipped with 2 no. USB changing ports

KITCHENS

Flooring

• Heavy-duty vinyl flooring

Furniture/Appliances

- Drop pendant lighting
- White light switches, switch plates and plug sockets
- 1 drawer pack
- Fan assisted single electric oven
- 600mm electric ceramic hob
- Stainless steel sink
- Chrome monoblock mixer tap
- Brushed chrome extractor fan
- Concealed under wall cabinet lighting
- Matt laminate worktop
- 3 no. sockets for fridge, dishwasher & washing machine below worktop
- 3 no. white sockets above worktop upstand & splashback behind hob
- Washing machine to be house in the kitchen or storage cupboard (subject to individual flat's kitchen design)
- Freestanding washer/dryer
- Freestanding tall fridge freezer

BATHROOMS

- Ceramic wall tiles
- Tiling to the shower & splashbacks to vanity unit

Flooring

• Heavy vinyl

Furniture/Appliances

- Drop pendant lighting
- White light switches & extractor fan
- Fully tiled floors
- Electric chrome heated towel rail, wall mounted
- Monoblock chrome square shower mixer and riser
- Monoblock chrome square taps
- Floor standing or floating square hand wash basin
- Cistern toilet
- Double door shower tray
- Bathroom mirror light
- Starter white sockets
- Quadrant Shower tray with low level upstand (subject to individual flat's bathroom design)

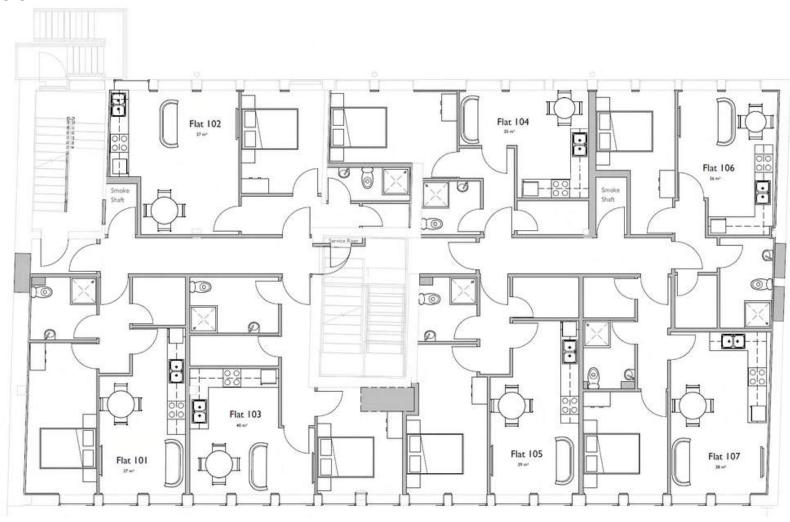




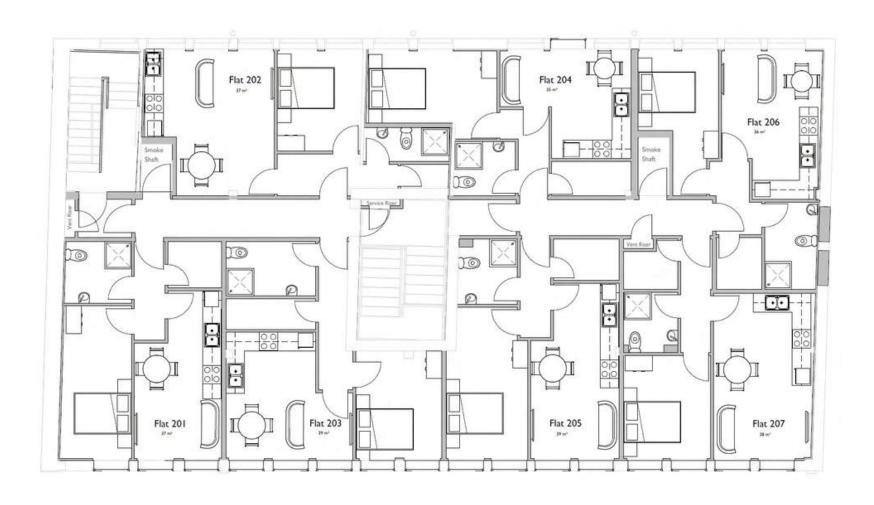


DETAILED FLOOR PLANS

FIRST FLOOR



SECOND FLOOR



YORKSHIRE HOUSE







Barnsley

YORKSHIRE HOUSE

Yorkshire House is prominently located on Shambles Street in Barnsley town centre, a busy shopping area with numerous Retail Units.

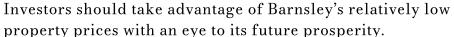
It is a key building in Barnsley town centre and approximately a 10-minute walk from the Railway Station. HJ Collection is working with Northern construction partner, Empire Property Concepts, capitalising on Government 'permitted development' schemes in prime Northern locations.

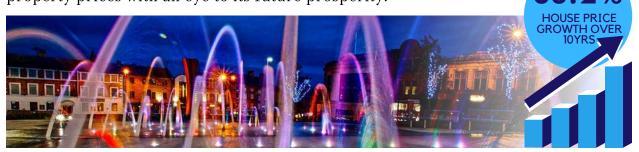
The property comprises of three storeys with Commercial Units on the Ground Floor and vacant office space on the two upper floors. This property will bring 19 new one-bed apartments to the newly regenerated area of Barnsley.

LOCATION

With roots in the coal mining, glassmaking and textiles industries, Barnsley has been transformed in recent years into a strong service economy. The UK governments huge public investment in the north of England has benefitted many towns and cities in the region. Larger cities such as Leeds and Sheffield are particularly noteworthy in their economic development over the last decade. Barnsley, however, has also prospered enormously in recent times with £178 million been spent on transforming it into one of the best market towns in the UK. Amongst these regeneration programmes, the council revamped the Barnsley Interchange which has helped connect it to the rest of the north and wider UK.

The larger Sheffield City Region is investing in Barnsley, creating development opportunities that will enhance the employment aspirations in the borough. Part of their business plan is to attract 1,600 new businesses, whilst creating 39,000 jobs by 2033. The plan expects to achieve this through investment in infrastructure, improving the town centre and attracting inward investment. Over the last 10 years, property prices in Barnsley have risen 35.26% and further investment will ensure rents and property prices in Barnsley continue to increase rapidly.





PROJECT STATS

Purchase Price: £850k

Development Costs: £550k

Total Project Costs: £1.4m

Valuation 8% Yield: £2.2m

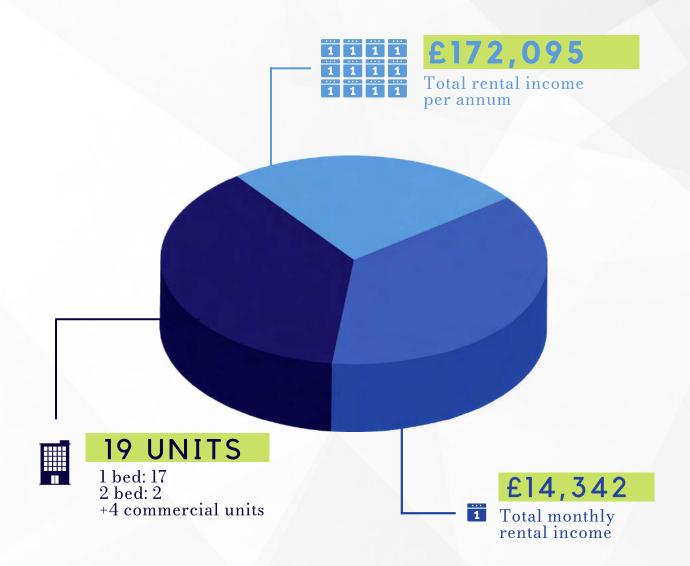
PROJECT COMPLETED

- All works for completion of fire strategy have been completed
- Kitchens are well underway on all levels
- lst-floor corridor being closed in
- Painting advancing to program
- 2nd fixing plumbing and heating advancing on all levels
- Carpentry and ironmongery progressing well on all levels
- Floor coverings on 2nd floor going well

SCHEDULE OF ACCOMMODATION

Completion: Q2 2021





SCHEDULE OF ACCOMMODATION: Completing Imminently

Unit	No. Beds	Unit Size M2	Monthly Rental Income	Rental Income PA
			First Floor	
101	1	41.76 m ²	£525	£6,300
102	1	39.56 m ²	£525	£6,300
103	1	47.25 m ²	£550	£6,600
104	1	44.39 m ²	£525	£6,300
105	1	47.45 m ²	£560	£6,720
106	1	44.14 m ²	£540	£6,480
107	1	39.76 m ²	£500	£6,000
108	1	37.67 m ²	£500	£6,000
109	1	39.24 m ²	£525	£6,300
110	1	50.55 m ²	£550	£6,600
		Se	cond Floor	
201	1	41.59 m ²	£525	£6,300
202	1	40.12 m ²	£525	£6,300
203	1	47.23 m ²	£550	£6,600
204	1	42.99 m ²	£525	£6,300
205	1	47.43 m ²	£560	£6,720
206	2	58.56 m ²	£650	£7,800
207	1	39.58 m ²	£525	£6,300
208	1	39.07 m ²	£525	£6,300
209	2	73.43 m ²	£700	£8,400
		C	ommercial	
1	-	63.18 m ²	£567	£6,800
2	-	61.21 m ²	£550	£6,600
3	-	61.06 m ²	£548	£6,575
4		255.13 m ²	£2,292	£27,500
			£14,342	£172,095

INTERNAL SPECIFICATIONS



WALL & CEILING FINISHES

- Off white walls in Covaplus Vinyl Matt Emulsion
- Brilliant white ceilings in Covaplus Vinyl Matt Emulsion

LIVING/DINING AREAS

<u>Flooring</u>

• Carpet liberty twist on 10 mm thick underlay

Furniture/Appliances

- Drop pendant lighting
- White light switches
- White switch plates/ plug sockets
- White extractor fan
- Electric heaters
- White phone point
- Wireless access internet point
- Satellite TV point
- 4 no. double white switch sockets, one of which shall be equipped with 2 no. USB changing ports

KITCHENS

Flooring

• Heavy-duty vinyl flooring

Furniture/Appliances

- Drop pendant lighting
- White light switches, switch plates and plug sockets
- 1 drawer pack
- Fan assisted single electric oven
- 600mm electric ceramic hob
- Stainless steel sink
- Chrome monoblock mixer tap
- Brushed chrome extractor fan
- Concealed under wall cabinet lighting
- Matt laminate worktop
- 3 no. sockets for fridge, dishwasher & washing machine below worktop
- 3 no. white sockets above worktop upstand & splashback behind hob
- Washing machine to be house in the kitchen or storage cupboard (subject to individual flat's kitchen design)
- Freestanding washer/dryer
- Freestanding tall fridge freezer

BATHROOMS

- Ceramic wall tiles
- Tiling to the shower & splashbacks to vanity unit

Flooring

• Heavy vinyl

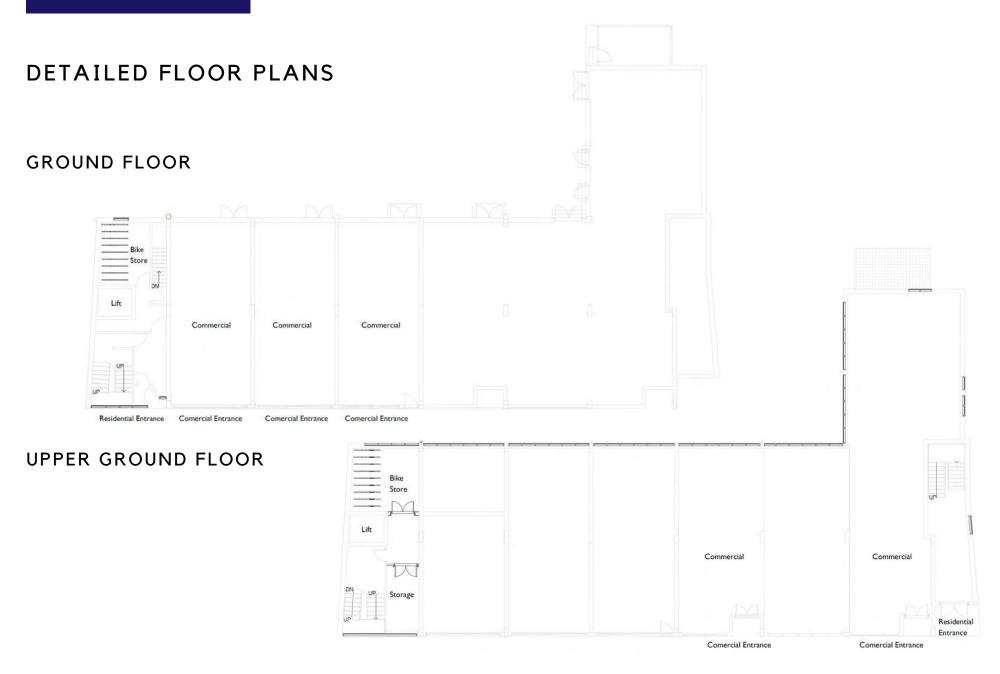
Furniture/Appliances

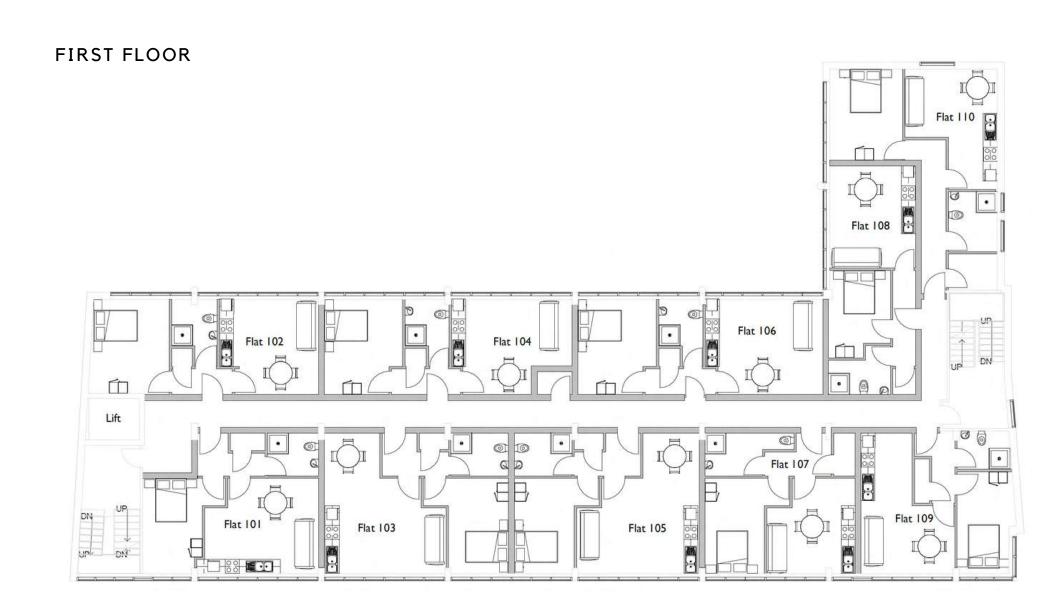
- Drop pendant lighting
- White light switches & extractor fan
- Fully tiled floors
- Electric chrome heated towel rail, wall mounted
- Monoblock chrome square shower mixer and riser
- Monoblock chrome square taps
- Floor standing or floating square hand wash basin
- Cistern toilet
- Double door shower tray
- Bathroom mirror light
- Starter white sockets
- Quadrant Shower tray with low level upstand (subject to individual flat's bathroom design)

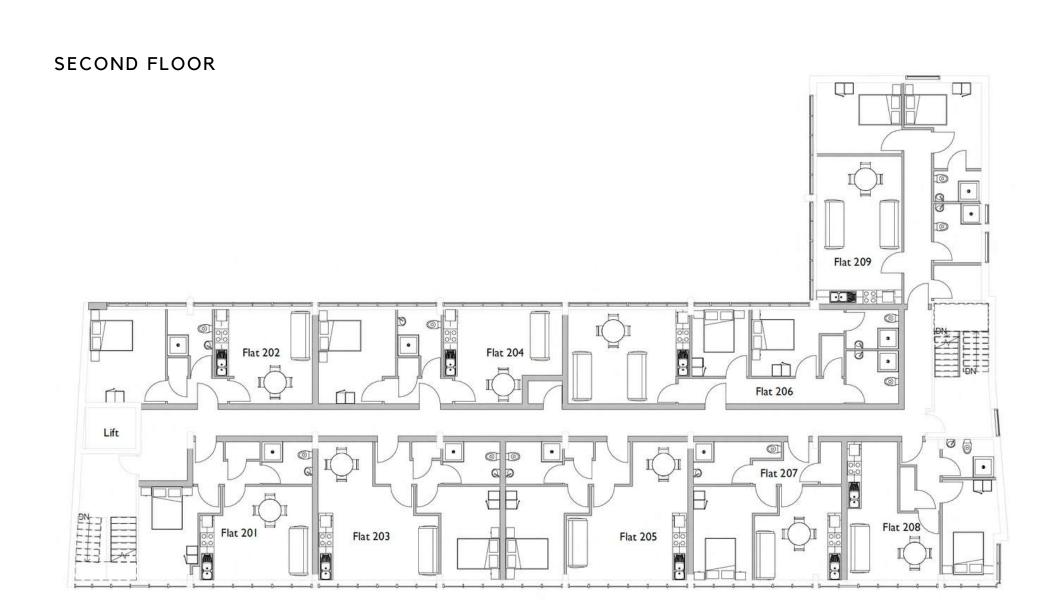












HJ COLLECTION TIMELINE





5 PHELION RAISED

The loan note reached a milestone of five million raised from investors.



Development under review to assess suitability for the loan note.



'YORK H' 50% COMPLETE

HALTON 5 REVIEWED

'ATTEY'S H' 50% COMPLETE





INVESTORS PAID BACK ST |

ST MICHAEL'S HOUSE PURCHASED



7 MILLION RAISED

Initial investors received their first annual returns.





'CROWN B' 50% COMPLETE

'ATTEY'S H' COMPLETED



2 PROJECTS REFINANCED



Attey's House and Yorkshire House developments refinanced.



A new development is being reviewed, and due diligence is undertaken.



'ST MICHAEL'S H' 65% COMPLETE

NEW ACQUISITION REVIEWED

10 MILLION RAISED



'YORK H' COMPLETED



JV ACQUISITION HULL



'CROWN B' 75% COMPLETE



TENANTS OCCUPY 'ATTEY'S H'



'HALTON 5' JV ACQUISITION



LEEDS SITE IN REVIEW







'CROWN B' COMPLETED

'CROWN B' REFINANCED

'ST MICHAEL'S H' SOLD/REFINANCED

ST MICHAEL'S HOUSE







Braintree, Essex

ST MICHAEL'S HOUSE

St Michael's House is situated in the idyllic location of Braintree, Essex. The town and its surrounding areas offer great links to London and a wide variety of entertainment.

These exquisite contemporary apartments have been designed with a real eye for detail, the central setting allows great access for professionals needing to utilise the train links or anyone wanting to benefit from this superb high street position.

Once completed the property will contain two commercial properties as well as seven flats. Six flats will be one bedroom and one flat will have two bedrooms.

LOCATION

Braintree and the surrounding areas offer a wide variety of entertainment including a vast array of eateries, Braintree Freeport Village Shopping Outlet, Chelmsford City Racecourse, a wide range of schools, steam railways and listed windmills, as well as being within one hour of central London, so it really has everything to offer.

The development itself is perfectly positioned within a quarter of a mile of Braintree railway station, which offers direct links to Stratford Underground, Westfield Shopping Centre and London Liverpool Street.

The popular town of Braintree is one of the top 10 Essex town's for rental hotspots in the UK and is on the doorstep of the newly named Braintree Village Shopping Centre, previously know as Freeport Designer Outlet, which is due for further expansion, further increasing Braintree's popularity. Braintree also is set to become carbon neutral by 2030 and has over £100 million set aside from the Braintree Council for an investment plan for residents and businesses.



PROJECT STATS

Purchase Price: £475k

Development Costs: £498k

Total Project Costs: £1.1m

Valuation 8% Yield: £1.53m

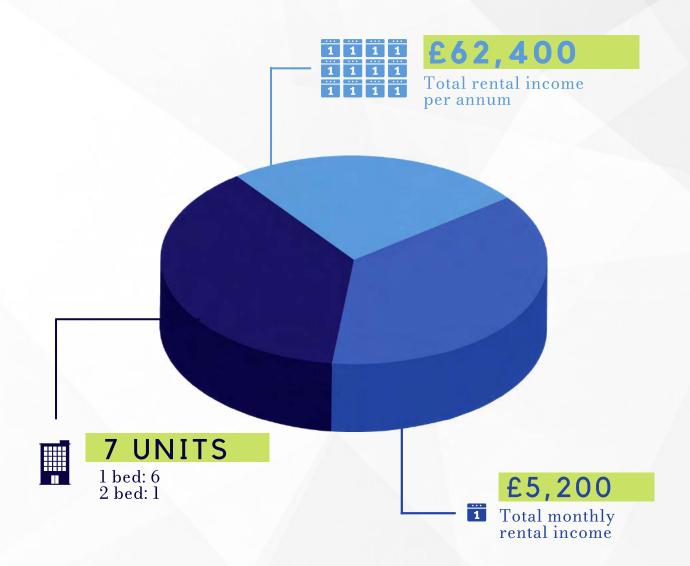
PROJECT COMPLETED

- 60% complete
- First fix on all 7 flats completed
- Commercial units in process of being pre-let with previous lease enquiries
- Awaiting sign off from listed building officer to continue further landscaping
- Completion set for Summer 2021

SCHEDULE OF ACCOMMODATION

Completion: Q3 2021





SCHEDULE OF ACCOMMODATION: Completion: Q3 2021

Unit	No. Beds		Apartment size Saft	Price per SQM	Monthly Rental income	Rental Income PA	Values
				Second	d Floor		
1	1	37.4	443.0	£344.00	£700	£8,400	£152,500
2	1	47.4	502.0	£308.00	£750	£9,000	£155,000
3	1	38.7	441.0	£351.00	£700	£8,400	£155,000
4	1	45.3	491.0	£325.00	£700	£8,400	£160,000
5	1	49.5	538.0	£306.00	£750	£9,000	£165,000
6	1	52.8	595. 0	£285.00	£750	£9,000	£170,000
7	2	73.3	904.0	£265.00	£850	£10,200	£240,000
					£5,200	£62,400	£1,197,50

INTERNAL SPECIFICATIONS



GENERAL

- 10 Year NHBC warranty
- Electric boilers
- Fitted carpets to lounge and bedrooms
- Mains operated smoke alarm
- Down lighters through all rooms
- Oak internal doors with chrome fittings
- Character/ sash style windows

KITCHENS

- Contemporary kitchen units and worktops (Howdens)
- Fan oven and hob
- Extractor fan
- Integrated fridge freezer
- Integrated washer/dryer
- Stainless steel inset sink
- Laminated flooring
- Integrated dishwasher (plot dependant)

BATHROOMS

- Contemporary white suite
- Chrome fittings
- Part tiled walls
- Tiled floor

OUTSIDE

- Communal courtyard
- Block paved
- Outside lighting

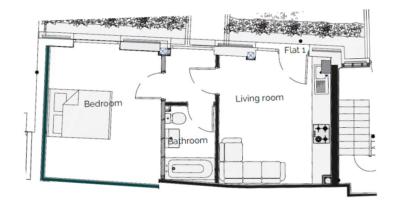




DETAILED FLOOR PLANS

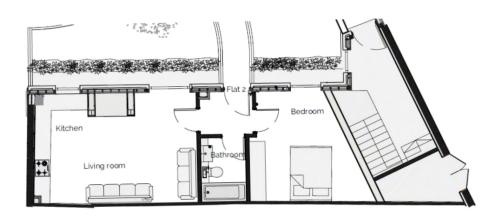
GROUND FLOOR

Rear Wing



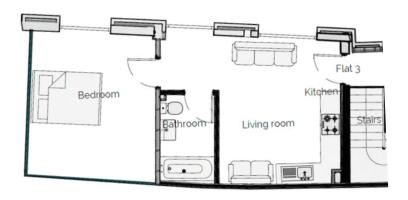
GROUND FLOOR

Rear Wing



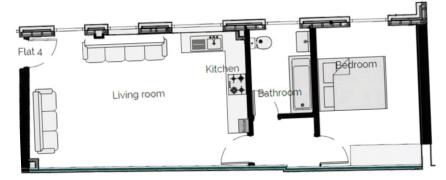
FIRST FLOOR

Rear Wing

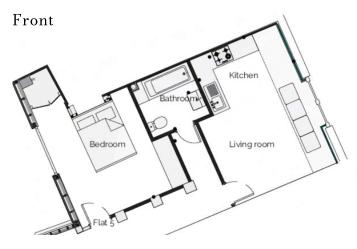


FIRST FLOOR

Rear Wing



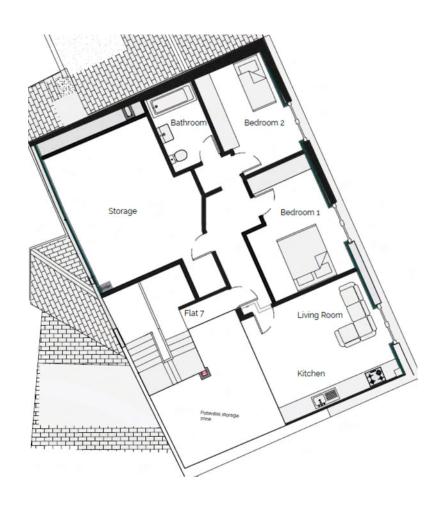
FIRST FLOOR





SECOND FLOOR

Front



RUNCORN







Runcorn, Cheshire

H5 RUNCORN

Modern, stylish apartments in a uniquely convenient location in the heart of Runcorn, H5 is an exciting new residential development aimed at discerning modern residents.

A five-storey building comprising of one and two bedroom apartments with on site parking, Runcorn occupies an enviable position within the town's vibrant commercial district. Runcorn New Town was planned and built around a central retail zone, which was always exclusively reserved for shops and offices. Recently, however, when Halton Borough Council moved to new premises, it created an opportunity to create the district's first modern residential scheme. The result is H5 and its location is truly unique.

Once H5 is complete, the building will be the only multi-storey residential block in the central retail zone, and it will offer residents a rare opportunity to live close to the town's most exciting shopping and leisure amenities.

LOCATION

Situated in the heart of Runcorn, H5 is an exciting new residential development aimed at discerning modern residents. A five-storey building, it occupies an enviable position within the town's vibrant commercial district. Located 5 minutes from the M56 motorway, providing easy access to Warrington, Birchwood, Liverpool, Chester and Manchester with 2,200 free car parking spaces are situated within a 5-minute walk of Halton 5 Office Centre.

Locally, demand for accommodation is growing fast. The town is benefiting from rapid employment growth within both Cheshire and Liverpool City Region – of which it is a key part. Collectively, the two regions are expecting to generate nearly 230,000 new jobs over the next 20 years. Runcorn's important strategic location is further emphasised by its excellent rail and motorway links, and by its role as a port town on both the Mersey and the Manchester Ship Canal. Unsurprisingly, Runcorn has given rise to a thriving logistics industry, and many important employers operate close by. Affordable prices and a buoyant regional economy mean that buyers can be confident of making an excellent long-term investment.



PROJECT STATS

Purchase Price: £1.9m

Development Costs: £4m

Total Project Costs: £5.9m

Valuation 8% Yield: £8.5m

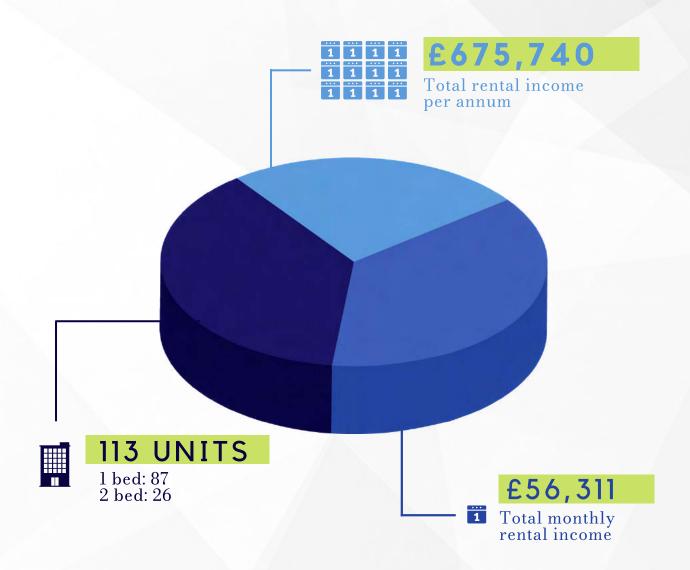
PROJECT COMPLETED

- M & E consultant appointed
- Fire strategy report issued
- Acoustic designers appointed
- Thermal Engineers appointed
- Enabling works commenced
- Ground investigations carried out relating to cut through
- Planning consultants appointed for discharge of conditions on windows alterations
- Awaiting determination of NMA planning application submitted
- Windows quotes to be obtainedpending

SCHEDULE OF ACCOMMODATION

Completion: Q4 2022





ULE OF ACCOMMODATION: Completing Phase 1 Q4 2021/Phase 2 Q4 2022 SCHEDULE

Unit	No. Beds	Unit Size M2	AVG. Weekly Rental income	Rental Income PA
1	1	40 - 55	£115	£5,980
2	1	40 - 55	£115	£5,980
3	1	40 - 55	£115	£5,980
4	1	40 - 55	£115	£5,980
5	1	40 - 55	£115	£5,980
6	1	40 - 55	£115	£5,980
7	1	40 - 55	£115	£5,980
8	1	40 - 55	£115	£5,980
9	1	40 - 55	£115	£5,980
10	1	40 - 55	£115	£5,980
n	1	40 - 55	£115	£5,980
12	1	40 - 55	£115	£5,980
13	1	40 - 55	£115	£5,980
14	1	40 - 55	£115	£5,980
15	1	40 - 55	£115	£5,980
16	1	40 - 55	£115	£5,980
17	1	40 - 55	£115	£5,980
18	1	40 - 55	£115	£5,980
19	1	40 - 55	£115	£5,980
20	1	40 - 55	£115	£5,980
21	1	40 - 55	£115	£5,980
22	1	40 - 55	£115	£5,980
23	1	40 - 55	£115	£5,980
24	1	40 - 55	£115	£5,980
25	1	40 - 55	£115	£5,980
26	1	40 - 55	£115	£5,980
27	1	40 - 55	£115	£5,980
28	1	40 - 55	£115	£5,980
29	1	40 - 55	£115	£5,980
30	1	40 - 55	£115	£5,980
31	1	40 - 55	£115	£5,980
32	1	40 - 55	£115 £115	£5,980
33 34	1	40 - 55 40 - 55	£115	£5,980 £5,980
35	1	40 - 55	£115	£5,980
36	1	40 - 55	£115	£5,980
37	1	40 - 55	£115	£5,980
38	1	40 - 55	£115	£5,980

Unit	No. Beds	Unit Size M2	AVG. Weekly Rental income	Rental Income PA
39	1	40 - 55	£115	£5,980
40	1	40 - 55	£115	£5,980
41	1	40 - 55	£115	£5,980
42	1	40 - 55	£115	£5,980
43	1	40 - 55	£115	£5,980
44	1	40 - 55	£115	£5,980
45	1	40 - 55	£115	£5,980
46	1	40 - 55	£115	£5,980
47	1	40 - 55	£115	£5,980
48	1	40 - 55	£115	£5,980
49	1	40 - 55	£115	£5,980
50	1	40 - 55	£115	£5,980
51	1	40 - 55	£115	£5,980
52	1	40 - 55	£115	£5,980
53	1	40 - 55	£115	£5,980
54	1	40 - 55	£115	£5,980
55	1	40 - 55	£115	£5,980
56	1	40 - 55	£II5	£5,980
57	1	40 - 55	£115	£5,980
58	1	40 - 55	£115	£5,980
59	1		£115	£5,980
NAME OF TAXABLE PARTY.		40 - 55 40 - 55	£115	£5,980
60				
61	1	40 - 55	£115	£5,980
62	1	40 - 55		£5,980
63	1	40 - 55	£115	£5,980
64	1	40 - 55	£115	£5,980
65	1	40 - 55	£115	£5,980
66	1	40 - 55	£115	£5,980
67	1	40 - 55 40 - 55	£115 £115	£5,980 £5,980
69	1	40 - 55	£115	£5,980
70	1	40 - 55	£115	£5,980
71	1	40 - 55	£115	£5,980
72	1	40 - 55	£115	£5,980
73	1	40 - 55	£115	£5,980
74	1	40 - 55	£115	£5,980
75	1	40 - 55	£115	£5,980
76	1	40 - 55	£115	£5,980

Unit	No. Beds	Unit Size M2	AVG. Weekly Rental income	Rental Income PA
77	1	40 - 55	£115	£5,980
78	1	40 - 55	£115	£5,980
79	1	40 - 55	£115	£5,980
80	1	40 - 55	£115	£5,980
81	1	40 - 55	£115	£5,980
82	1	40 - 55	£115	£5,980
83	1	40 - 55	£115	£5,980
84	1	40 - 55	£115	£5,980
85	1	40 - 55	£115	£5,980
86	1	40 - 55	£115	£5,980
87	1	40 - 55	£115	£5,980
88	2	60 - 70	£115	£5,980
89	2	60 - 70	£115	£5,980
90	2	60 - 70	£115	£5,980
91	2	60 - 70	£115	£5,980
92	2	60 - 70	£115	£5,980
93	2	60 - 70	£115	£5,980
94	2	60 - 70	£115	£5,980
		60 - 70	£115	£5,980
95	2	Company of the last of the las		The state of the s
96	2	60 - 70	£115	£5,980
97	2	60 - 70	£115	£5,980
98	2	60 - 70	£115	£5,980
99	2	60 - 70	£115	£5,980
100	2	60 - 70	£115	£5,980
101	2	60 - 70	£115	£5,980
102	2	60 - 70	£115	£5,980
103	2	60 - 70	£115	£5,980
104	2	60 - 70	£115	£5,980
105	2	60 - 70	£115	£5,980
106	2	60 - 70	£115	£5,980
107 108	2	60 - 70 60 - 70	£115 £115	£5,980 £5,980
109	2	60 - 70	£115	£5,980
110	2	60 - 70	£115	£5,980
m	2	60 - 70	£115	£5,980
112	2	60 - 70	£115	£5,980
113	2	60 - 70	£115	£5,980
			£12,995	£675,740

INTERNAL SPECIFICATIONS



GENERAL

- Smooth plastered walls finished
- with emulsion in light grey shade
- Smooth plastered ceilings in light grey emulsion
- Modern gradient detail skirting and door frames
- Grey matt finish to skirting boards and door frames
- White doors
- Contemporary brushed chrome door handles

ELECTRICAL AND MAINTENANCE

- White light switches
- White plug sockets with USB Port to living room and bedrooms
- White downlights throughout
- Phone point to living area
- Satellite point to living area
- Bathroom to have black wall mounted heated towel rail

FLOOR COVERINGS

- Hallway, quality vinyl floor in wood effect
- Living, quality vinyl floor in wood effect
- Dining, quality vinyl floor in wood effect
- Kitchen, quality vinyl floor in wood effect
- Bedrooms & Dressing, quality carpet in grey
- Bathroom, quality grey floor tile

BATHROOMS

- Italian wall and floor tiles
- Floor standing WC with push button flush
- Floating hand basin with cabinet
- Enclosed shower with glass door
- Overhead shower with mixer and riser
- Wall mounted black heated towel rail

KITCHEN

- Quality high gloss kitchen including base units and a selection of eye level cupboards (Apartment plan dependant)
- Soft-close doors
- Concealed under wall cabinet lighting illuminating the worksurface below
- Quality complimentary laminate worksurface
- Fan assisted single electric oven
- 600mm electric hob
- Integrated tall fridge/freezer
- Integrated washing/dryer machine
- Brushed stainless steel extractor hood
- Black composite sink and black monobloc tap
- Feature tiled splashback

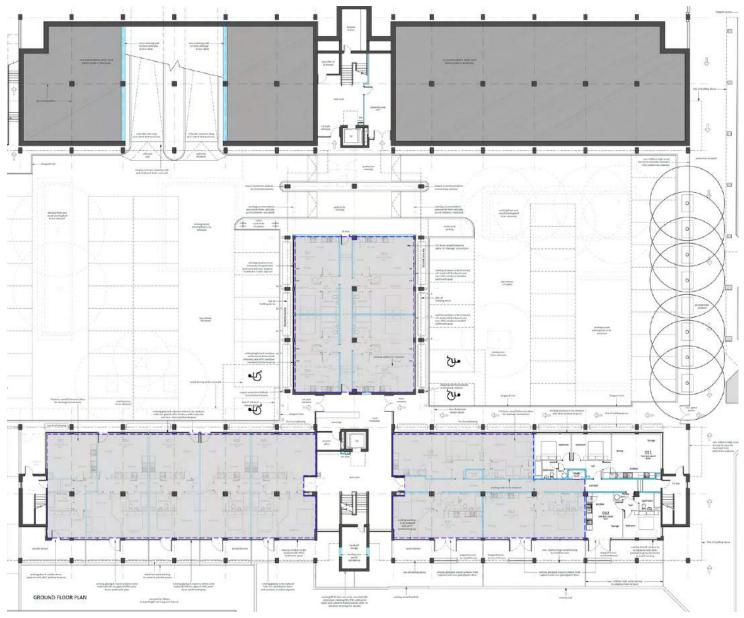




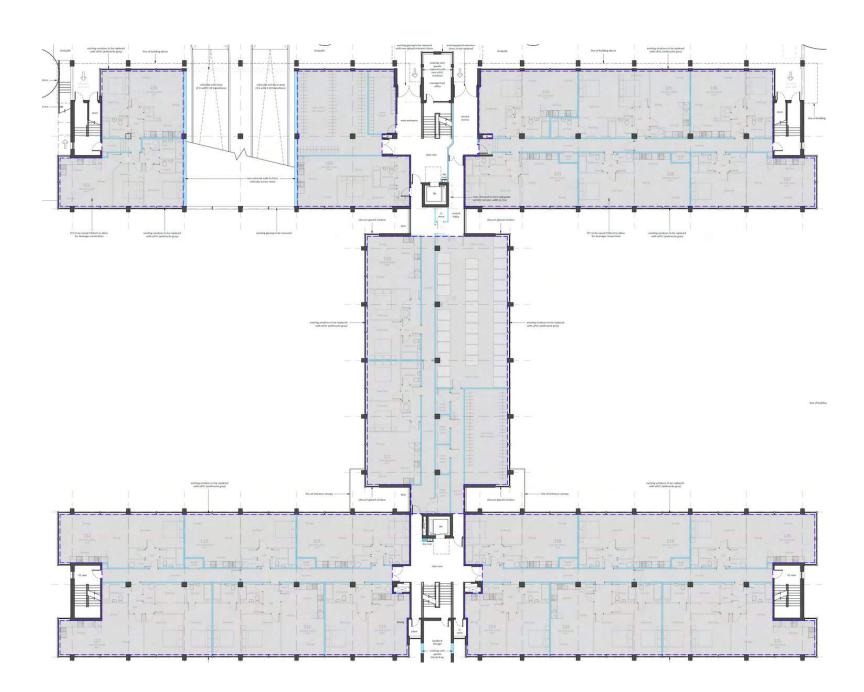


DETAILED FLOOR PLANS

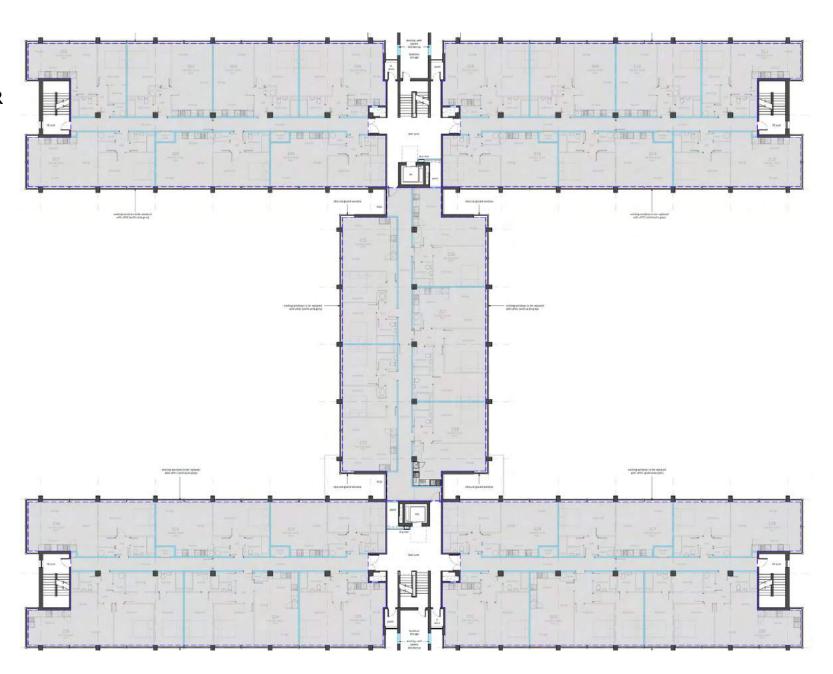
GROUND FLOOR



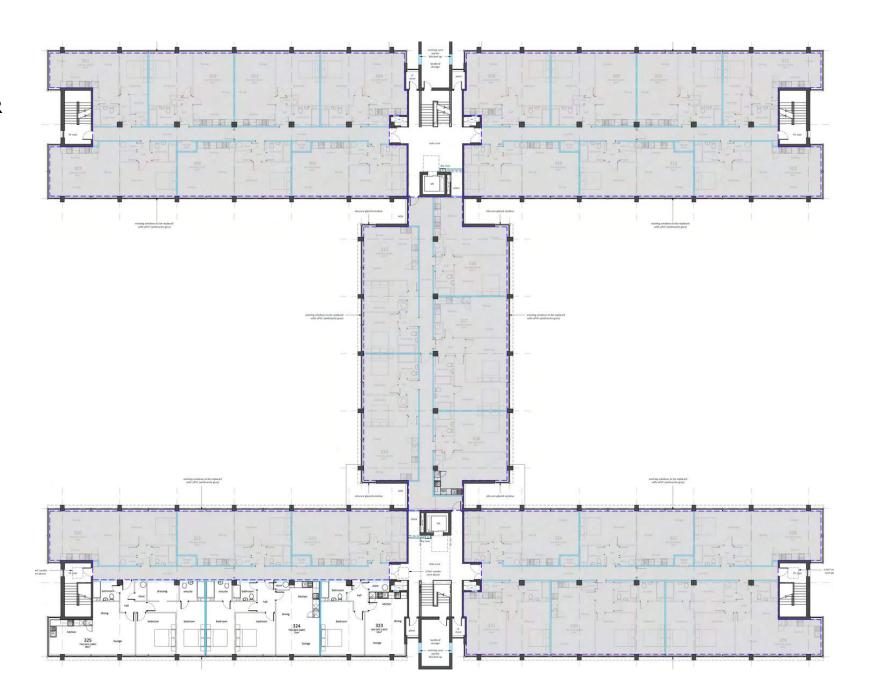
FIRST FLOOR



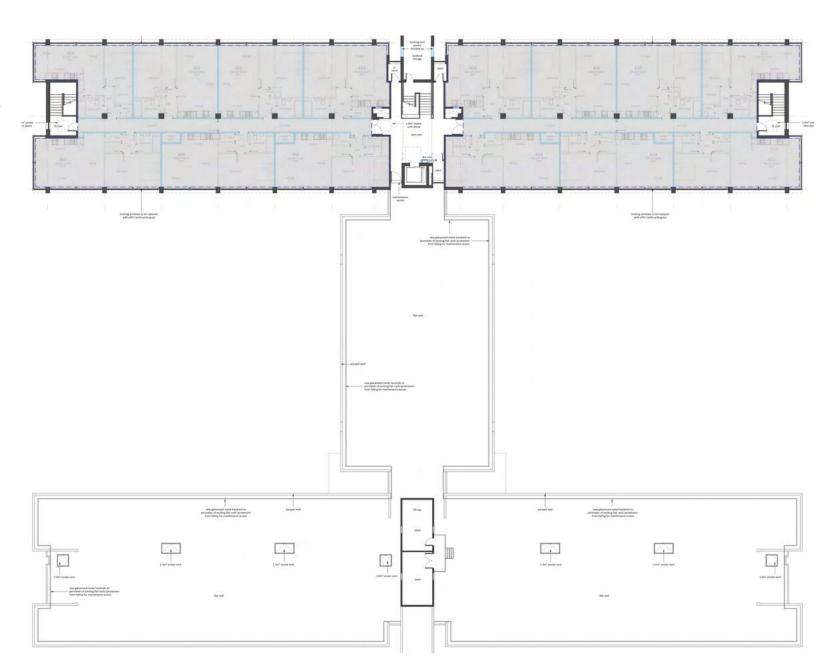
SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR





TRACK RECORD



OUR TRACK RECORD

INTRODUCTION

HJ Collection comprises of a wealth of experience with multiple contractors and developers. Our track record shows success with joint ventures, construction projects and lending facilities with Build-to-Rent and Permitted Development business models.







CROWN BUILDINGS - ST HELENS

Conversion to 63 one, and two-bed apartments under Permitted Development rights.

Purchase price	£1,740,000
Development costs	£2,000,000
Total	£3,740,000
Residential income	£333,780 pa
Valuation (8% yield)	£5,500,000
Uplift	47%

82 CLEVELAND STREET - DONCASTER

Conversion to 14 one-bedroom apartments under Permitted Development rights.

Purchase price £670,000

Development costs £420,000

Total £1,100,000

Residential income £110,020 pa

Valuation (8% yield) £1,400,000

Uplift 22%





HALTON 5 - RUNCORN

A multi-storey residential block in the central retail zone with 113 apartments.

 Purchase price
 £1,900,000

 Development costs
 £4,000,000

 Total
 £5,900,000

 Residential income
 £675,740 pa

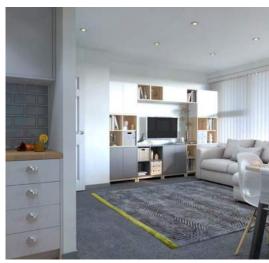
 Valuation (8% yield)
 £8,500,000

Uplift 43%









YORKSHIRE HOUSE - BARNSLEY

Conversion to 19 new one-bed apartments and commercial units under Permitted Development rights.

Purchase price	£850,000
Development costs	£550,000
Total	£1,400,000
Residential income	£172,095 pa
Valuation (8% yield)	£2,200,000







ST MICHAEL'S HOUSE - BRAINTREE

Conversion to 2 commercial properties and 7 flats under Permitted Development rights.

Purchase price	£475,000
•	£498,000
Development costs	,
Total	£1,100,000
Residential income	£62,400 pa
Valuation (8% yield)	£1,530,000
Uplift	36%

GLOBE WORKS - BOLTON

A former mill to residential conversion with 24 onebedroom, 90 two-bedroom & 10 three-bedroom apartments.

Purchase price £1,700,000Development costs £6,200,000Total £7,900,000Residential income £1,024,800 pa

Uplift 62%





HALIFAX HOUSE - HALIFAX

Commercial to residential conversion via full planning permission creating 65 one & two-bedroom apartments.

Purchase price£1,250,000Development costs£2,275,000Total£3,525,000Residential income£456,300 pa

Uplift 61%





COACHMAN HOTEL - DARLINGTON

Creation of 39 one-bedroom apartments and studios in the Coachman Hotel building.

Purchase price£390,000Development costs£1,365,000Total£1,755,000Residential income£273,780 pa

Uplift 96%





NEWSPAPER HOUSE - BLACKBURN

Conversion to 66 self-contained apartments with car parking under full planning permission.

 Purchase price
 £850,000

 Development costs
 £2,640,000

 Total
 £3,490,000

 Residential income
 £429,000 pa

 Valuation (8% yield)
 £5,362,500

Uplift 54%









KING CHARLES HOUSE - PONTEFRACT

Conversion to 62 self-contained apartments under Permitted Development rights.

Purchase price	£600,000
Development costs	£2,108,000
Total	£2,708,000
Residential income	£483,600 pa
Valuation (8% yield)	£6,045,000
Uplift	123%





THORNHILL STREET - WAKEFIELD

Conversion to 16 self-contained apartments under full planning permission.

Purchase price	£900,000
Development costs	£480,000
Total	£1,380,000
Residential income	£112,320 pa
Commercial income	£50,000
Valuation (8% yield)	£2,029,000
Uplift	47%

NEW COMMERCE HOUSE - WAKEFIELD

Conversion to 29 self-contained apartments under Permitted Development rights.

 Purchase price
 £370,000

 Development costs
 £928,000

 Total
 £1,298,000

 Residential income
 £188,500 pa

 Valuation (8% yield)
 £2,356,250

 Uplift
 82%



Conversion to 81 apartments under full planning permission; ground floor retained as commercial unit.

 Purchase price
 £850,000

 Development costs
 £2,592,000

 Total
 £3,442,000

 Residential income
 £589,680 pa

 Commercial income
 £30,000

 Valuation (8% yield)
 £7,746,000

 Uplift
 125%











HOW WE WORK

INTRODUCTION

HJ Collection capitalises on the of working benefits with multiple property partners and government schemes across the UK. It is this unique position that ensures that HJ Collection maximises the full alwavs potential of the UK property market, enabling it continuously provide secure and high returns.

OUR VISION

To produce sustainable, efficient and affordable living accommodation for all. While establishing HJ Collection as a household name for providing dependable investment opportunities in both the development and sector alternative property investment industry.

OUR STRATEGY

One of the key legacies of the financial crisis is that the generational divide in the UK housing market will continue to widen, as the demand for private rental accommodation grows and homeownership – particularly amongst those aged under 35 – falls further. HJ Collection Limited was incorporated as a Special Purpose Vehicle in order specifically to address this present and growing need.

HJ Collection will use the funds raised by the loan note to acquire suitable commercial properties in the UK's major towns and cities, where the demand for housing is known to be at its most acute. The properties will be strategically redeveloped into residential accommodation and the assets efficiently managed – through our extensive network of private and public lettings agents – to achieve a significant rental yield, thereby delivering the stated capital and interest returns.

Where possible, the properties will be converted using Permitted Development Rights, given the significant planning advantages that are available by adopting this approach. Each proposed development will be subject to a comprehensive business plan, with the details being fed into a robust and well-tested spreadsheet in order to assess its viability. Formal tenders will be established, and specific developers appointed, in relation to each project in order to ensure that there is a full and appropriate alignment of skills and experience to the unique requirements of each undertaking.

WHY PROPERTY?

Property remains one of the most popular forms of investing for consumers because of the potential returns from the UK property market. Property Bonds are one of the most attractive options for gaining access, quickly and easily, to that sector without the many downsides of direct property ownership.

PROPERTY BONDS ARE THE SMARTER ALTERNATIVE TO BTL

With UK interest rates at historic lows and the recent tax, legislative, and regulatory changes, the attractiveness of buy-to-let investments has diminished significantly over the last 3 years. Highly researched and transparent Property Bonds can represent an exciting way for self-certified investors to generate a healthy return on their money, while still investing in a market they are familiar with. Investors achieve this by lending their capital (which is why they are often referred to as 'loan notes') to a property development company in return for a fixed rate of interest over a fixed period of time.

THE APPEAL OF DIVERSIFICATION

Property Bonds can potentially offer the best of both worlds: attractive fixed returns with the security of 'bricks and mortar'. Generally, Property Bonds are issued by individual developers and investors' returns are linked to the sole capabilities, and the projects undertaken by, that specific developer.

Unlike these conventional property-backed loan notes, HJ Collection has a managed Property Bond portfolio comprising of multiple developers, and therefore providing maximum diversification over multiple developments.







ASSET-BACKED



SECURITY TRUSTEE



HIGH YIELD



NO FEES

WORDS FROM OUR CEO, REECE MENNIE

With the recent changes to the tax treatment of buy-to-let investments and the 'new normal' world we are currently facing, we genuinely believe for a great many people, property-backed loan notes are the smarter alternative. We have an extensive development skillset and can offer investors above-average fixed returns with the security of 'bricks and mortar' without the hassle of looking after tenants or worrying about occupancy. HJ Collection brings additional innovation with extensive experience in government schemes such as Permitted Development Rights and focusing on sustainable 'green' living. As I'm sure you can appreciate, we are genuinely excited about this new approach to what is already an attractive and convenient route to the healthy returns available from the UK property sector.

I launched HJ Collection in 2019 after successfully growing leading property investment introducing firm Hunter Jones. Over the last eight years with Hunter Jones, I have worked with several quality property developers providing an efficient and successful Bond facility for developers to connect with investors and produce quality portfolios. Establishing these close working relationships with a select group of property developers, I not only have a unique insight into sourcing top locations for new sites but also, understanding what will provide our investors with maximum security and optimum returns.

As a result of my experience and success, I am focused on driving HJ Collection to be a leading household name in both the development sector and alternative property investment industry.





"understanding what will provide our investors with maximum security and optimum returns"

WHAT WAS THE INSPIRATION BEHIND YOUR BUSINESS?

When deciding what industry to start a business in, you need to be excited about it and have confidence in its longevity. The UK housing market had provided long term growth long before I was even born so what a great place to start.

My first experience of the alternative property investment sector was when I was working in a sales role for an investment introducing firm. The firm talked the talk, but they failed to walk the walk. They claimed to care for their clients, but they did not show this. I knew that there was a niche in the market for an investment introducer that did thorough due diligence and provided the best possible security as well as returns for clients.

WHAT DEFINES YOUR WAY OF DOING BUSINESS?

Integrity and transparency. Alternative property investment provides an excellent opportunity for investors to generate lucrative returns from bricks and mortar without the hassle of looking after tenants or worrying about occupancy. Yet, the actions of some organisations have resulted in a negative perception. By acting with complete integrity and transparency, we show investors the benefits of alternative property investment while establishing trust and authority as a brand.

PROJECTS IN THE PIPELINE



LEEDS | POTENTIAL PROJECT

The project comprises a modern 3-storey office building, developed in the mid-1990s, with open surface car parking for approximately 90 cars. The surrounding area comprises a mixture of use types including two large retail parks, sports ground and residential dwellings. Surrounding occupiers include Morrisons which incorporates the Penny Hill Shopping Centre, and nearby in the Hunslet Green Retail Centre are Lidl and KFC. B&M Bargains and The Range are nearby in the City South Retail Park.



PRESTON | POTENTIAL PROJECT

The property is located within the heart of Preston City's professional district and overlooks the iconic Winckley Square. The office has the benefit of a suspended acoustic tile ceiling with recessed LED lighting, perimeter trunking with CAT V cabling, carpet tile flooring, gas central heating and mains electricity. There are four private offices within the main office providing provisions for management, meeting and/or staff break out space.

PROJECT STATS

Purchase Price:	£1.03m
Development Costs:	£2.07m
Total Project Costs:	£3.1m
Valuation 8% yield:	£4.05m

PROJECT STATS

Purchase Price:	£1.06m
Development Costs:	£962k
Total Project Costs:	£2.02m
Valuation 8% yield:	£2.75m

