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REDEFINE LIVING GROUP.  
REAL ESTATE INVESTMENTS  
**Your hands-free real estate investment guide**

# WELCOME!

At Redefine Living Group, our mission is to source lucrative real estate deals and making these deal accessible to everyone. We understand the widespread enthusiasm for property investment, inspired by witnessing the wealth accumulated by others in this asset class.

Drawing from our experience in the property market we've heard from numerous individuals expressing a desire to have started their investment journey sooner. Remarkably, not a single person has regretted investing later.

However, we acknowledge that property investment presents challenges—demanding time, expertise, a robust network, and the realisation that the optimal location for lucrative returns may not be conveniently close.

Over the years we have realised the need for a service which provides transparent and ethical service that guides investors in overcoming these challenges.

We work with individual investors, family offices and institutions to deliver excellence in real estate; it's our expertise, network and deal flow.

Our commitment is to facilitate successful, reliable, and profitable property investments

*'DELIVERING  
EXCELLENCE IN  
REAL ESTATE  
—  
IT'S OUR  
EXPERTISE,  
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# THE DIRECTOR.

As the Director of Redefine Living Group, our business is built on the core values of trust, honesty, transparency, and communication. These values serve as the bedrock for our principles - product, processes, people, and time.

- ***Product - Encompassing the real estate asset, acquisition service, and the real estate market, our offering is defined by quality and reliability.***
- ***People - Upholding professional integrity in every interaction, we prioritise relationships with investors and collaborate seamlessly with other industry professionals including working with your in-house teams.***
- ***Process - Our streamlined systems optimise productivity, adhere to high project management standards, and ensure exceptional delivery to our clients.***
- ***Time - Recognising the importance of our clients' time, we are dedicated to providing a service that facilitates excellence in their investment journey. Our ongoing investment in the business underscores our commitment to enduring quality, instilling confidence in our stakeholders.***

In our effort to share our knowledge and expertise, we've crafted this guide to offer valuable insights into our approach and demonstrate how we can assist you or your institution in building wealth through real estate.



**Salim Kapasi**  
Director, Redefine Living Group

# SIX CRITERIA ANALYSIS.

We are committed to delivering excellent investment opportunities to our clients. Striving to maximise value for all investors, each property goes through an in-depth due diligence process based on six key criteria. This rigorous assessment ensures that every property not only meets but exceeds the standards essential for an excellent investment.



**Type of Property** – We reverse engineer our acquisitions process. We purchase houses that will become a long-term homes for the tenants.



**Area** – We purchase in areas that meet our investment range and have amenities to support constant rental demand.



**Regeneration** – Regeneration is a catalyst for appreciation in asset value. New development and infrastructure creates employment



**Growth and Economy** – The ability to purchase correctly is the key to an excellent investment. We purchase properties that will give maximum possible appreciation. JLL forecasts combined 14% per annum price growth and a 22.8% rental growth in the UK between 2024-2028. We expand our due diligence to understand macro and microeconomic factors.



**Established** – Our selection process focuses exclusively on well-established properties, representing sound investments in fully developed areas.



**Tenant Demand** – We strategically choose properties situated in areas characterised by a robust demand from tenants. Our standard target is a 7% gross yield, emphasising locations with high tenant demand but undersupply of good quality family accommodation.

# REDEFINE.



**Risk Management** - Being responsive and proactive to market changes, economics, investor relationships and project variables is crucial in managing risk and successful execution.



**Empowerment** - Empowering investors, project teams, and stakeholders fosters a sense of ownership and accountability. It's creating an environment where there is active dialogue to make informed decisions.



**Diligence** - Research, due diligence, and risk analysis guides effective planning and execution. Building strong relationships necessitates diligent understanding and addressing of others' needs.



**Excellence** - Pursue high-quality assets, exceptional project outcomes, and outstanding service. Continuous quality improvement, deliver value, and foster trust, respect, and collaboration in relationships.



**Flexibility** - Adapting to market changes, project scope and managing relationships by understanding and accommodating diverse perspectives and needs.



**Innovation** - Innovation drives continuous quality improvement to find better deals and seek better ways to connect, communicate, and collaborate.



**Networking** - Real estate is defined by relationships. Connecting with investors, industry professionals, and stakeholders expands opportunities, knowledge sharing, and collaboration.



**Engagement** - Engaging stakeholders, investors, and team members is crucial in continued success. Active communication, involving people in decision-making, and fostering a sense of shared purpose and commitment.

# THE REDEFINE MODEL.

Property investment stands as a potent catalyst for generating substantial wealth. When executed correctly, it yields consistent cash flow and long-term capital appreciation. We specifically work with investors and institutions who embrace a long-term outlook and understand this. We firmly assert that property is a steadfast strategy for accumulating wealth reliably. Combined with leverage, these principles yield a high return on investment. Our commitment extends beyond immediate gains, as we collaboratively build hands-off portfolios for our clients—a timeless source of wealth intended to serve the generations.

**Capital Appreciation** – Over the past seven decades, property values have, on average, doubled every 10 years, with growth rates typically falling within the range of 4% to 8%. Thanks to the compounding effect of these increments, property investments have consistently surpassed the performance of other asset classes.



**Rental Income** – Rental income provides a steady and robust cash flow



**Rental Growth** – Frequently overlooked, the increase in rental rates is consistently substantial. Rental rates tend to experience significant growth, outpacing inflation and surpassing any notable rise in mortgage costs. As your investment matures, it becomes increasingly lucrative.



**Leverage** – Property stands alone as the singular asset class that can be effectively leveraged. A 5% increase in property value translates to a remarkable 20% growth on your investment, underscoring the truly potent nature of property as an investment vehicle!

# OUR SERVICE .

From years of experience in regulated sectors, we have refined our product offering. We believe in giving our clients a great experience with minimal effort and maximum output.

This service enables you to start generating wealth from the comfort of your own home or office.

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- 1** Initial Consultation
  - 2** Search
  - 3** Purchase & Completion
  - 4** Refurbishment
  - 5** Income



# 1 Initial Consultation – Acquisition Strategy

We outline our terms of business, the expectations from you, the client and us, the service provider – we are a specialist real estate acquisition business and we dedicate time and resources to source your real estate investment.

Our portfolio acquisition service is tailored for fast growing investment firms and institutions looking at executing large scale acquisitions.

We function as a executive partner, engaging closely with your executive team to understand your portfolio, growth plans, and goals. This collaborative approach enables us to develop a tailored sourcing strategy that effectively supports your targets.

Once we have agreed on how we work, and the expectation of each party we start processing all the necessary documentation including identity & proof of funds . This is a legal requirement and allows efficiency in delivering the acquisition service.





## 2 Search

We leverage our extensive network of industry contacts, auction houses, and direct vendor leads to source the ideal asset for you.

Securing the best deals requires the ability to act swiftly, and we emphasise the importance of making timely decisions. You will work closely with our team who will oversee and guide you through every step of the process.

We rigorously analyse each property against our strict six-criteria framework. Our recommendations will be presented in a clear and concise format, approved by our director, to facilitate your review.

Once we identify a suitable property, we will negotiate with the seller, establish a purchase timeline, and proceed with the acquisition seamlessly.

We recommend that investors use this time to prepare any necessary financing paperwork, as prompt action will be essential once the right property becomes available. Rest assured, each property we present for your consideration will come with our stamp of guarantee.



## 3 Purchase & Completion

Our in-house team is dedicated to ensuring your property purchase reaches completion efficiently and effectively. Our team actively follows up on your transaction daily, facilitating a smooth process from start to finish.

We will connect you with our solicitors, who specialise in investment properties, to expedite searches and address enquiries swiftly. Additionally, we will collaborate with your broker to submit the financing application, ensuring alignment at every stage.

Our strategic relationships with key financial contacts is key in ensuring a fast completion. While some paperwork will be required, we are here to guide you through it seamlessly. Our proactive engagement with brokers allows us to eliminate many of the obstacles that can often delay acquisitions. To ensure more streamlined experience for institutional funds and family offices we are able to work with your in-house legal and financing team.



## 4 Refurbishment

Most rental investment properties require some level of refurbishment, and managing this process can be a major challenge, especially when buying remotely. That's where our team comes in—we're here to handle every detail for you.

We manage the entire refurbishment process, ensuring a smooth and stress-free experience from start to finish. At the purchasing stage, we provide a comprehensive report, enabling our project manager to oversee refurbishments efficiently.

We prioritise achieving the best value for your investment, balancing aesthetics, durability, and cost-effectiveness. Our team ensures your refurbishment enhances the property's value while creating a welcoming environment for tenants.

We conduct regular site inspections and keep you informed with photo updates and 3D tours, allowing you to track progress in real-time.

You'll receive detailed photo updates at each stage of the refurbishment—before, during, and after—so you can monitor progress and share the journey with others.



# 5 Income

We believe that your success is our success, and our role isn't complete until money is being deposited into your account. Here's how we ensure that happens:

- We make sure the property is compliant with the necessary safety certifications
- We coordinate the handover to one of our trusted letting agents
- All matters related to deposit protection schemes and inventories are thoroughly managed to safeguard your interests.
- We ensure your tenant is properly referenced to minimise risk and protect your investment.
- We oversee the tenant's move-in process and confirm a standing order is set up so you start receiving rental payments immediately.
- Finally, we provide a detailed completion pack that summarises every aspect of the transaction.

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*Delivering excellence in real estate – it's our  
expertise, global network & deal flow*



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Book in a call Today

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