

CO-LIVING: THE NEXT LEVEL HMO[®] GROWTH FORMULA

CREATING THE NEXT-LEVEL LANDLORDS
OF THE FUTURE



Tenant F.I.R.S.T. MethodTM

Master the 5 principles of becoming a
Next Level Landlord



CO-LIVING: THE NEXT LEVEL HMO[®] GROWTH FORMULA

Get the knowledge, support and results to take your portfolio to the Next Level.

Use our Tenant FIRST Method[®] to:

- ✓ Create consistently higher profits
- ✓ Gain the confidence to grow the portfolio
- ✓ Get the time back to live the life you choose

Become a Next Level Landlord



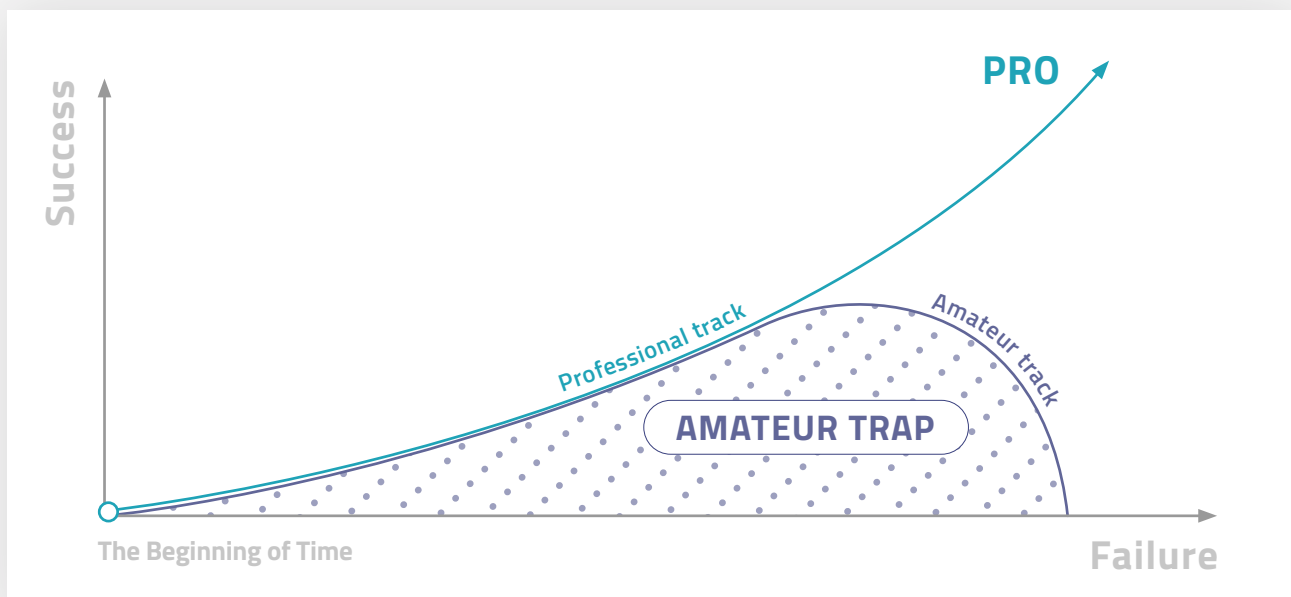
We aim to have a positive impact on co-living communities across the UK to create peace of mind for both tenants and landlords alike.



WHAT'S THE PROBLEM?

The Amateur Trap

Become a Next Level Landlord by avoiding the mistakes that Amateur Landlords make. Professional landlords work on the 4 elements of **D.E.B.T.** to ensure their businesses flourish.



How to avoid falling into the Amateur Trap

D ↘
DEBT

Keep a handle on the DEBT in your business. Increasing debt will pull you into the Amateur Trap. Create resilient repayment plans for any investment.

E ↗
EVOLVE

If you don't evolve as a business owner, you will definitely fall into the Amateur Trap. Listen to the feedback around you and create solutions that ensure your business moves with the times and the market.

B ↗
BELIEF

Your belief in your ability to succeed will vary from day to day. When it gets tough, what will bring you back to focus is a massive vision, a massive mission and goals that inspire you.

T ↗
TEAM

The Amateur Trap is full of people trying to do everything themselves. You must grow your team, a GREAT team. Most importantly, focus on their happiness and well-being and they will focus on your business.



WHAT'S THE PROBLEM?



People who fall into the Amateur Trap have:

- More issues with tenants - higher turnover, more voids and unpaid rent.
- Properties that turnover average rents or lower.
- Less profits.
- Less time to focus on living the life they choose.



To avoid the amateur trap, take a new look at your portfolio through the **Tenant FIRST Method**.[®]





CO-LIVING: THE NEXT LEVEL HMO[®] GROWTH FORMULA

Our one-year Mastermind programme gets you results by focussing on what you need to be successful- your keys to continued growth.



Knowledge

Learn the 5 principles to becoming a Next Level Landlord through our 18 Tenant First Modules. Mostly delivered live, these give you an in-depth understanding of all the elements you need to know to be a Next Level Landlord.



Motivation

Be surrounded by like-minded people who are following the same strategy with the same values as yourself. By seeing others take action, this inspires and motivates you to keep moving.



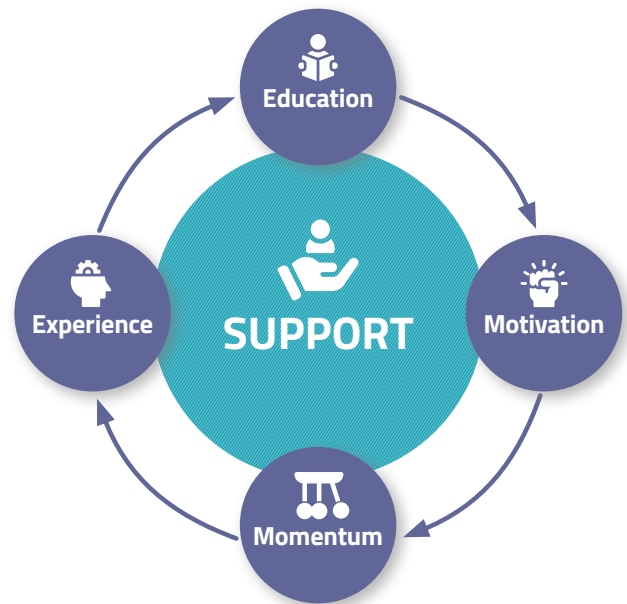
Momentum

Multiple touch points throughout the month mean that you will always be building momentum. Our dedicated Facebook and WhatsApp groups are a place to help you keep in touch to maintain momentum on your terms.



Experience

Our experienced mentors and power teams will be there to pass on their knowledge and expertise as you do your research, analyse deals, do developments and fill your Next Level HMOs[®].



Support

Meet twice a month for help, support and accountability:

- The Monthly Mastermind gives you your own dedicated time to focus on your business and set the action plan for the coming month
- The monthly Deal Clinic means you can spend time with the experts exploring how your deals can work, whether running the numbers, looking at the planning strategy, or just a reassuring double check before you put your offer in.



THE MODULES

These modules were created using real feedback from existing and aspiring property people, and are designed to give you the tools you need to create highly profitable and high cash-flowing schemes, completing them effectively and efficiently.



Focus

Why Do We Get Focussed?

Most developers and landlords actually don't have a strategy or business plan before they start buying properties. You will be much more effective with a focussed approach to getting the basics right, clarifying your business strategy, your brand and creating your own focussed design blueprint for your portfolio.

| Basics*

This module focuses on all the basics that any HMO landlord must know. You'll also get a clear understanding of what a Next Level HMO® is with the aim of getting you on the same page with your fellow Masterminders.

| Blueprint

Led by our interior design team, this interactive workshop module will help you to build your ultimate design blueprint. This is front and centre at the beginning because it is a key part of your business brand.

| Business & Brand

You will take a high-level look at your business, focussing on your longer-term strategy, your business vision and values and find, or refine, your mission.

Once you have a greater sense of why you are doing this business, you will develop the brand elements you need to set up and evolve your Next Level HMO® portfolio.

While working with your Focus mentors, you will:

- Define your mission, vision and values to gain clarity on the big picture.
- Hone your business growth strategy so you know where you are aiming for.
- Create your bespoke marketing strategy as your guiding document.
- Develop your creative brand assets.
- Create your own design blueprint so that your properties are uniquely yours.



Data-driven investment insights will give you the slight edge.

*e-learning modules



INSIGHT

Why Do We Need Insight?

The beginnings of your investment strategy starts with research and an in-depth understanding of your investment areas. By having your finger on the pulse, you will identify opportunities, avoid costly mistakes and be ahead of the competition.

People & Place

How do you know where to invest? In this module, you will identify how to choose a location to invest using our data-driven selection criteria. This methodology begins with the tenant, so who is this person? What do you know about your future customers? By the end of this module, you will have a clear picture of who your ideal, high-value customer is, what they are looking for and where to find them.

Property

Finding the great deals is always the first stumbling block. You will understand and implement the top 7 sourcing techniques including how to leverage sourcing tools, like Nimbus® maps, to get ahead of the competition.

Planning*

Your planning strategy defines how much potential you can get from a property. Divided into two parts, this module is full of planning insight covering both permitted development and full planning permissions.

House to HMO – How to maximise a residential property to enable it to become an HMO that benefits from planning-gain uplift.

Commercial Conversions to HMO – How to use permitted development rights to create larger spaces for shared living communities.

While working with your Insight mentors, you will:

- Identify and sense-check your investment area(s) based on tenant demand data.
- Create your ideal customer avatar so that your product is designed to be what the customer wants and needs.
- Build planning permissions into your sourcing strategy to maximise the building and therefore profits.
- Leverage multiple tools to find properties.
- Create time-saving systems so that properties come to you.



Data-driven investment insights will give you the slight edge.

*e-learning modules

REVIEW AND DELIVER

Why focus on R&D?

The money in property development is made or lost in the build. As a developer, the 'Review and Deliver' principle (R&D) is the most important, after identifying your target demand. It is most definitely an ART.

I Analyse

You will understand how to calculate the end values of your projects. This includes a deep dive into commercial valuations of HMO properties and how to calculate them and when they are relevant. You will then implement our return-based method for calculating your ideal offer for your projects.

I Raise Funding

Working alongside a commercial finance broker, you will identify the options for raising institutional finance. From standard HMO mortgages, through to development finance and crowdfunding, we explore all of your options to work out how to leverage your funds to go far.

I Build the Ideal Team

Who do you need in your team? Your team is the most important part of delivering your project - a Next Level Project requires a Next Level Team. Learn how to put together your own dream team: who you need and what they should be doing for you.

While working with your R&D mentors, you will:

- Appraise projects using tools and templates to find the deals that work for you.
- Build relationships with successful and recommended brokers who are the lynch pin to leveraging institutional finance.
- Identify the key members of your team to target.
- Assemble your ideal design and construction team.



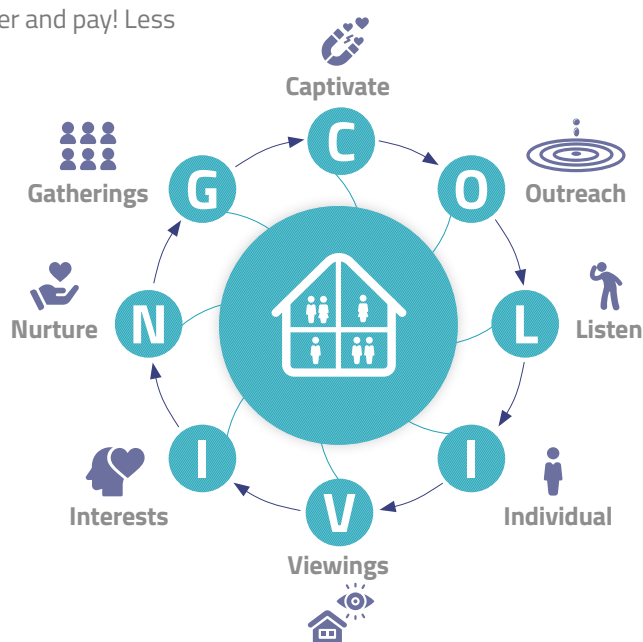
Your team is the key to project delivery, and it is the delivery of a project that makes or breaks it. Get the team right and successful delivery is inevitable.

SERVICE: THE COLIVING APPROACH

Why focus on Service?

Most landlords have the intention of creating a great property, in a great location, with great on-going service. However, most won't live up to this on an on-going basis. If you don't focus on the continuing happiness of your customer, the tenant, then you will have on-going issues within your portfolio. Your aim is to have tenants who rave about you rather than complain about you. These customers inevitably stay longer and pay! Less voids, more profit, happy customers.

The COLIVING Approach takes a *community-focussed* approach to creating happy houses with tenants who stay and pay a premium.



While working with your Service mentors, you will

- Create marketing material to attract the best tenants to your unique offering.
- Build strategic relationships to create added value for your customers.
- Implement feedback systems to ensure you have your finger on the pulse at the customer-facing side of your business.
- Produce a customer-first roadmap to nurture relationships within your business.



The best marketing you can ever have is a raving customer.



Why Do we want to Thrive?

I Systems

The biggest mistake landlords make is to create a beautiful product, publicise lots of beautiful photos over social media, and then move onto their next project – always focussing on business development, rather than business operations. In this module, following our systemisation criteria, you will put together bespoke systems, including technology, to suit your business and ensure smooth running of the portfolio. This is how you free yourself up to do the things that you want to do whilst retaining high profits for the longterm.

I Scalable

Finally, you will focus on taking your business to the Next Level. You will scale up your strategy and your finances. What deals should you do? How many should you do? How do you manage growth? At some point, you will likely look to use other people's money – whether borrowed or as a joint venture. In this module, you will put together your business investment proposal which is essential for leveraging other people's money.

I Sustainable

As a business that has variable overheads, let's take control back and do so in a sustainable way. You will learn what can be done to save yours and the planet's resources for the betterment of your business and the planet. You will learn how to measure your carbon footprint and ultimately reduce it.

While working with your Thrive mentors, you will

- Implement systems and technology into your business to free up your time.
- Implement sustainable practises into your strategy and operations.
- Level-up your social media profile and networking activities.
- Level-up your investment strategy.
- Create your business investment proposal.

I Socials

In order to thrive, people need to know about your business. In this module, you will identify your business reasons for networking and then work out which room you need to be in to obtain the results you need. You will up your social media game and work on your perfect pitch.



A thriving business is one that will continue to operate whether or not the owner chooses to get involved.



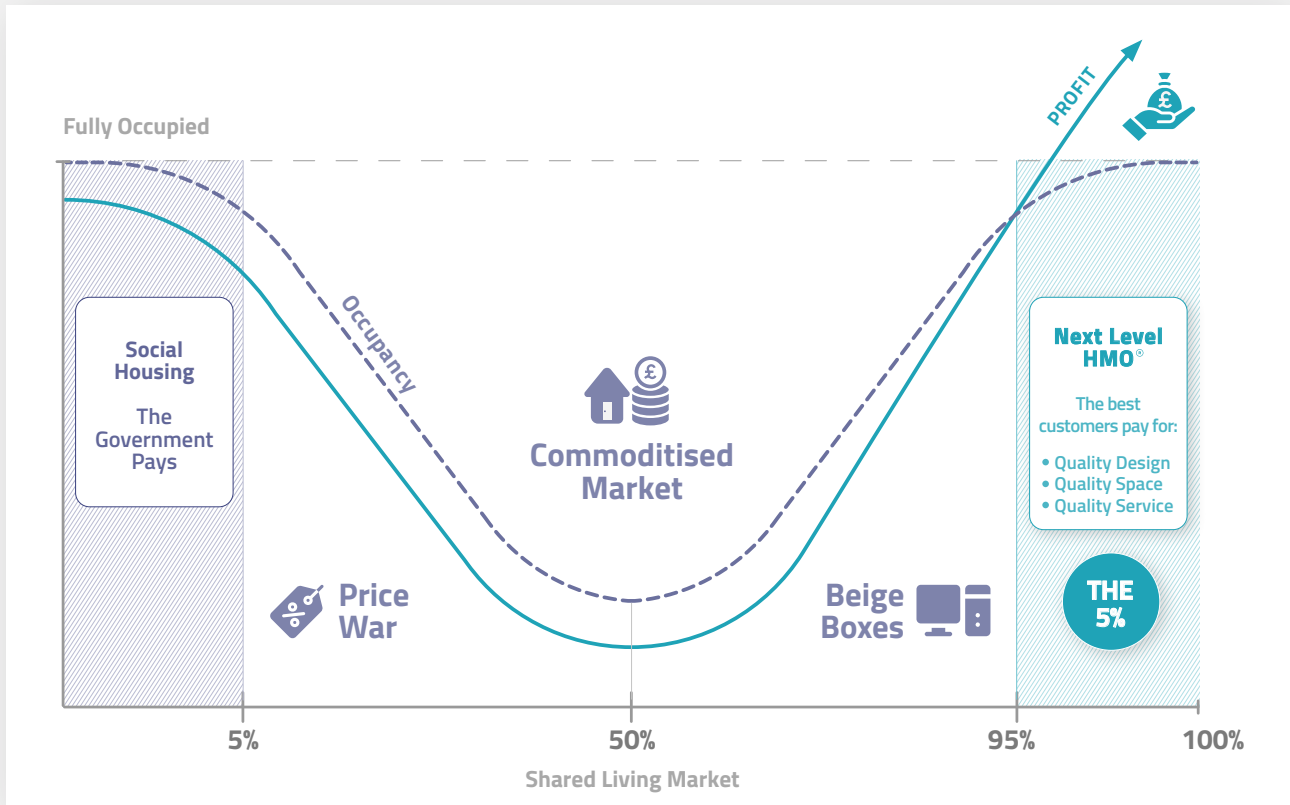
What's Included

- 12 x Whole-day live Mastermind sessions with our mentoring team who have extensive experience and success in their respective fields.
- 12 x Half-day interactive deal sourcing clinics delivered by one of our expert Mentors via Zoom.
- 14 live and interactive modules included in the Tenant FIRST model delivered by our expert Mentors via Zoom.
- Worksheets and tools provided at each session, all designed to help you complete the action steps that will help you become a Next Level Landlord.
- Access to our Next Level HMO® Growth Formula community Facebook group, where you can get ideas, advice, support and accountability from peers, guest speakers and your mentors.
- 12-month access to our online Portal, where you can use our e-learning modules that recap and complement the live workshops.
- 12-month subscription to Nimbus Maps Elite the ideal sourcing and appraising tool.





Who is This For?



Coliving: The Next Level HMO® Growth Formula is designed for those who are serious about diving into the Co-Living strategy. It's for those who want to take their portfolios into the top 5% of properties in their area.

- ✓ Existing HMO landlords who want to level-up.
- ✓ Buy-to-let landlords who want to introduce co-living into their HMO portfolio from day 1.
- ✓ Those who have property experience, but who are missing parts of the overall co-living picture.
- ✓ Those who have access to the capital to invest to make a difference in this industry.



"The time will never be just right. Start where you stand, and work whatever tools you may have at your command and better tools will be found as you go along."

Napoleon Hill



How can you work with us?

1

Co-Living: The Next Level HMO® Growth Formula

12 Month Mastermind

Develop into a Next Level Landlord in the tried and tested Mastermind format. To express your interest in the Mastermind Programme, complete the application form attached.

2

Bespoke Project-Based Consultancy

If you already have a project lined up and would like a project-specific approach, then this premium approach could be for you. Contact us for more information.





Why work with us?

Matt and Niall are the co-founders of both Scott Baker Properties and The HMO Platform[®]. They are specialists in Next Level HMO[®] and co-living developments as well as being recognised in the property industry as one of the country's leading HMO and co-living educators.



★ Matt Baker

Starting life as musician, Matt has always had a creative side, composing and performing as a pianist in numerous collaborations. He also grew and sold a successful musical education business. This desire to create meaningful musical relationships and a successful business has evolved into his new mission to create meaningful relationships within his new development and training businesses, as well as ultimately the end users of his investment properties. This customer-first approach has led to the successful creation of over a £5million portfolio in his first 4 years of investment using the majority of investor finance.

Matt's wider vision is to have a positive impact on shared living communities across the globe to create lifelong peace of mind and well-being for both tenant and landlord.

★ Niall Scott

Niall has a background in customer service within the financial sector. A passionate and skilled professional, he is most at home whilst networking with like-minded individuals. He enjoys building relationships with new colleagues, investors and potential business partners. As a property development specialist, he focuses his time and energy on building the Scott Baker co-living portfolio and is also heavily involved in The HMO Platform[®] as a mentor to co-living property development students. Niall continues to raise the bar in co-living property development putting the end user first to create Next Level HMO[®] and co-living properties.





Business for Good

It's our vision to have a positive impact on the global shared housing market-place and create great spaces for people to live.

We host these events because they help us share best practice while attracting landlords and businesses that may qualify to apply for one of our portfolio-building mastermind programmes. However, we believe that a business should do more than just attract opportunity for itself. We believe that as business owners, landlords and developers it's our responsibility to create more so we can contribute more as well. The UN Goals for Sustainable Development provides a framework for partnerships and contribution that's worthy of the challenges and opportunities we face as a generation.

It's why from events like this, and from our mastermind programs, we'll make a contribution that supports the UN Goals for Sustainable Giving via the giving platform B1G1.



THE GLOBAL GOALS For Sustainable Development





What other Investors say about The HMO Platform[®]



Mark Doyle, Homesdale Property

"We found the guys very informative. I've been doing HMOs for nearly 20 years, but on a smaller scale. We were looking to scale up and do the larger, hence the Next Level HMO's[®]. The information they provide is second to none and the knowledge they've got is brilliant. I would definitely recommend it to anyone else who's thinking about doing it if you're looking to do HMOs and certainly the larger stuff which we are, I highly recommend it."



Max Rayner, Stuart Clinton Properties

"We wanted to put ourselves in a situation where our HMOs are the best on the market and take it to the next level, which is actually what you guys do: Next Level HMOs[®]. We wanted to be in a completely different band of competition, which is why we looked for help doing that. We've made some huge steps up and we wouldn't have been able to do it or have the ideas to implement some of things that we have into our portfolio without the help of The HMO Platform[®]."

It's also given us a lot more confidence to go for the bigger stuff as well. I don't think we would have had the confidence to do it if I hadn't had this knowledge of the HMOs, so they're fantastic."



What other Investors say about The HMO Platform



Sam Ebner, Beeco Properties

"I think the course was designed really well. The relationships we built along the way, I think, has been one of the most key things for me. It was very informative and very practical to have insight but also, to realise that these things are not quite as scary and as big as we imagined."



Scott Nickless, Plaster Perfect

"Despite being in the property trades, I didn't know anything about HMO's before joining The HMO Platform®. Now I've learned so much more and I'm willing to invest in different areas as I'm learning how the planning process works. I've learned so much about HMOs and within 3 months of starting the Mastermind, I completed on my first deal. It is a 3-bed to turn into a seven bed, seven en-suite HMO with a commercial refinance. I'm looking to pull out near enough all my money, then recycle it for the next property. It should create between £1200-£1500 a month profit once it is all done."



Greg Railton, Pineapple Properties

"I joined The HMO Platform® because I was fed up with leaving too much money in deals. I secured my first deal within 4 months and it should cashflow/profit around £2k a month."





*We don't just develop next-level properties, we develop **Next Level Landlords.***

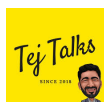
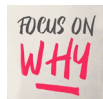


Scott Baker Property Solutions Ltd.
Company #: 11651668
Platf9rm, Tower Point,
44 North Road, Brighton
BN1 1YR, United Kingdom
info@thehmoplatform.co.uk
www.nextlevellandlord.co.uk

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The Developers'
Network

AND MANY OTHER INDEPENDENT
NETWORK EVENTS