

Secure lending faster

How to Structure a Property

INVESTMENT PACK



THINKING LIKE A LENDER

PROPERTY DEVELOPER A

Investor Pack is just a Word document
Not organised and not ordered
Minimal visuals and no formatting
Misses key data and information
Extremely long and extremely dull

PROPERTY DEVELOPER B

Investor Pack is well designed
It's organised and has structure
Covers all financial and risk bases
Visually appealing
Easy to return to

WHICH ONE WOULD YOU INVEST IN?

IN THIS PRESENTATION

WE WILL BUILD THE FORMULA FOR A **HIGH QUALITY** INVESTMENT PACK PAGE-BY-PAGE, AND LEAVE WITH A BLUEPRINT OF 13 OR SO PAGES.

We want to create a concise, easy to digest pack that makes it easy for the investor to grasp a few things:

1. How investable you are and your risk factors
2. What you actually want from the investor
3. Your exits & outcomes
4. How they can take the next step with you



NO NEWSLETTERS OR SIGNUPS

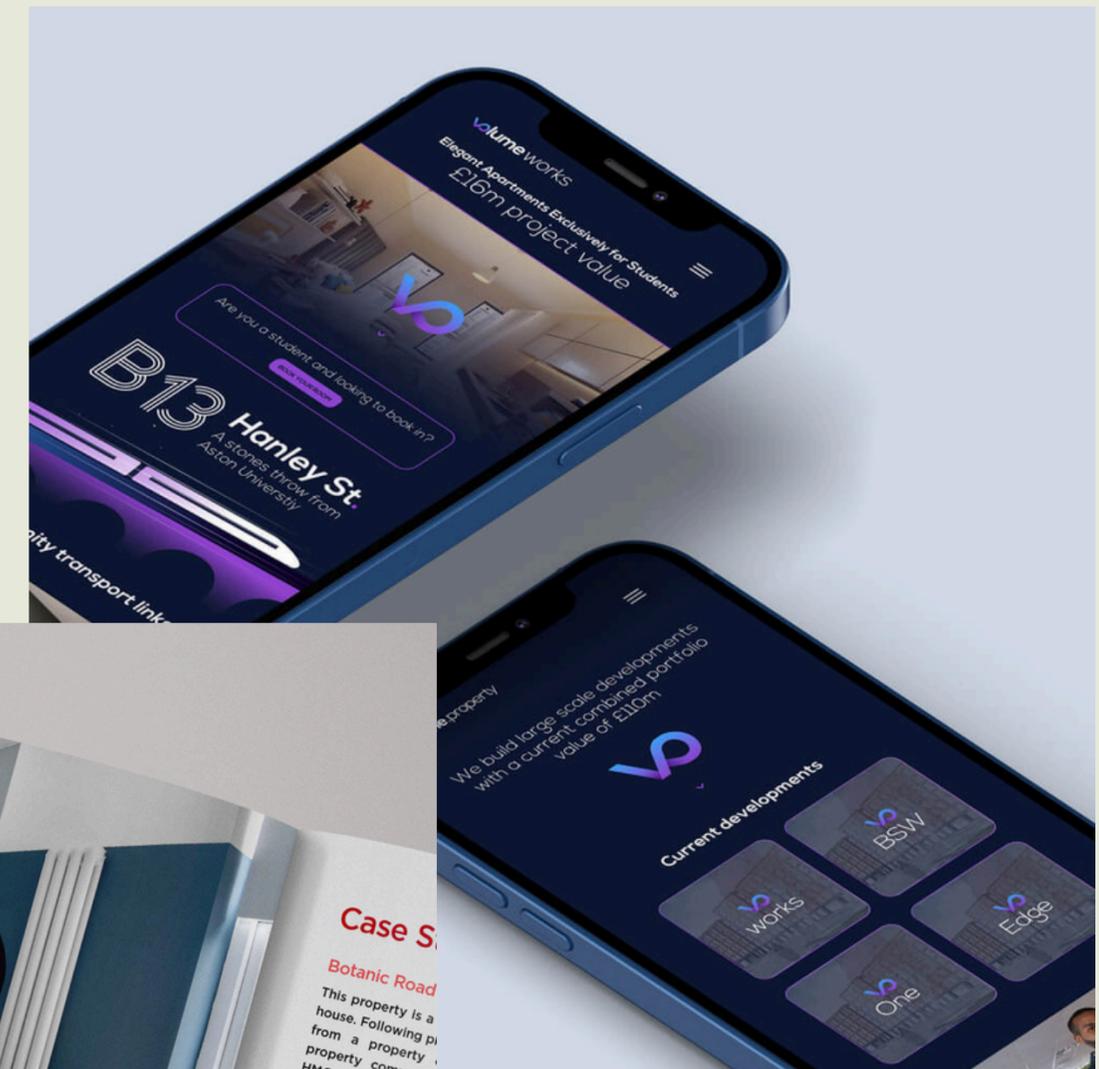
QR CODE AT THE END TO DOWNLOAD

AVAILABLE AS AN ARTICLE ON LINKEDIN SOON

WHY SHOULD YOU LISTEN TO ME? (I WOULDN'T)

I've been designing packs for 6+ years. People in property started asking 'how do I put this thing together' and before long I was advising on structuring investment packs, not just making them look nice.

My work has resulted in near 100% off-plan occupancy deposits for HMO's and Student Comms, faster funding decisions from investors and bigger deal opportunities.



Purchase cost inc. fees	£
Cost of refurbishment	£
GDV*	£
Monthly Gross Rent	£4,000
Investor Loan	£4,000
Interest Paid:	£117,000
	£11,230

*Gross Development Value (post works)
These figures refer to the past and past performance and are not a reliable indicator of future results.
@magnetic_properties | nicola-h...

BE WARNED

THE CAVEAT: GOOD INVESTOR PACK DESIGN AND STRUCTURING DOESN'T MAKE UP FOR A LACK OF PROJECT DETAIL, BAD FINANCIALS OR LACK OF ATTENTION TO LEGALS. IF THE DATA + THE NUMBERS DON'T ADD UP, GOOD DESIGN CAN'T PICK UP THE SLACK! SORT THIS FIRST. INVESTORS WILL NOTICE.

HOW DO WE DEFINE AN 'INVESTOR'

PRIVATE INVESTOR | JOINT VENTURE | BRIDGING FINANCE

VENTURE CAPITALIST | INSTITUTIONAL LENDER | ANGEL INVESTOR | FAMILY OFFICE

1. FRONT COVER

Leave an impact.

2. CONTENTS

The Contents page is often overlooked - but what if the Investor, Institutional Lender or VC is reading this for the second or third time and wants to skip ahead to make a decision? Make it easy!

3. INTRO

Introduce your business and the people within it – how long have you been operating, what is your background, can you demonstrate expertise relevant to property?

4. VISION, MISSION & VALUE STATEMENT

INTENTIONS

Divide this content up to three groups, outlining your motivations for what you do in Property, e.g.

“We aim to set ourselves apart from other developers with our attention to detail, quality of specification and standard of finish.”

This should be inclusive of your investor is reading this – how are they involved in making this happen? How can we forge a long term relationship?

Where is your value to the market?

5. PAST PROJECTS & CASE STUDIES

BUILDING PROOF

Limit 2 projects per page to avoid clutter - no more than 6 projects unless essential to include more. Provide concise descriptions of each completed and ongoing project with before, during and after photos.

Numbers: Be thorough with highlighting data e.g.

Land | Purchase Cost | Refurb Cost | GDV | Fees | Desired exit: Rent or Sale | Loan amount and Yield/ROI | Current state of property

If you have commercial property it may be relevant to include Annual Revenue, Value with Planning and assets and liabilities.

6. WHAT ACTUALLY REQUIRES INVESTMENT?

- What is the project(s) in detail you require funding for?
- What are projected timelines and milestones?
- What is the end goal and over what period?

This section may require expanding over multiple pages to build confidence, and will lead in to the investment offer itself....

7. THE INVESTMENT OFFER

- Minimum Investment – State the entry level required.
- Onboarding – Outline the process from due diligence to funding.
- Investor Engagement – Define communication, reporting, and site visit options.
- Roadmap – Provide a clear timeline of milestones and exit points.
- Objectives: what are you doing with the funding you desire?
- Ensure all financial information is accurate, current, and verifiable.
- Financials (GDV uplift/yield/ROI): Highlight projected figures and the timeline for when and how it is going to be paid
- Investor return structure (fixed % interest or equity share for example)
- Provide a detailed breakdown of acquisition, build, and refurbishment expenditure.

8. RISK FACTORS, SECURITY & EXIT

REASSURANCE

- Risk Assessment – Identify potential risks within the project and outline mitigation strategies.
- Investor Exposure – Define the level of risk to investors and how it is managed.
- Security Offered – Detail the safeguards provided, such as charges, guarantees, or asset-backed security.
- Exit Strategy – Present a clear, primary exit plan with timelines.
- Alternative Exits – Highlight secondary strategies to ensure investor confidence.

9. DEMAND & SOCIO- ECONOMIC FACTORS

- Location Analysis – Area advantage, infrastructure, and regeneration plans.
- Comparable Properties – Recent sales and rental comparables to validate pricing and returns.
- Occupancy Demand – Provide evidence of tenant demand, void levels, and rental absorption rates (where applicable).
- Local Authority Data – Reference housing need, licensing requirements, and council strategies.
- **Challenges & Solutions – Identify potential barriers (planning, supply chain, competition) and how you will mitigate them.**
- Market Trends & Economic Factors – Incorporate current housing, rental, and investment trends that strengthen your proposal.

10. SOCIAL PROOF

Demonstrate how your online presence and past project promotion have contributed to measurable outcomes.

“45% of occupancy deposits for [project y] was achieved via Instagram and LinkedIn campaigns”

- Showcase any awards, recognitions, or press coverage that reinforce credibility.
- Emphasise how your reputation and outreach strategy will support the success of this project, increasing investor confidence.

11. LEGAL & COMPLIANCE

Proving you have done the work in a way that builds trust and reassurance.

- Company & SPV Structure – Clarify if the project is held in a limited company, SPV, or LLP, including registration numbers.
- Licences & Permissions – HMO licence, planning permissions, permitted development rights, building regulations compliance.
- Fundraising Compliance – Ensure your pack does not breach FCA regulations; if you're raising private funds, highlight exemptions and that funds are being offered under private placement rules. Language is important.
- Investor Agreements – Outline draft or template heads of terms, loan agreements, or equity agreements.
- Data Protection – Note how you handle investor information in line with GDPR.
- Insurance & Liability – Confirm relevant cover (public liability, professional indemnity, building insurance).
- Contracts with Third Parties – Legal arrangements with builders, architects, letting agents, or brokers that impact the project.

12. APPENDICES

/ SUPPORTING DOCUMENTS

- Floorplans, site photos, surveys.
- Builders' quotes, planning permissions.
- Proof of comparables (Rightmove, Zoopla data).

You may wish to aggregate / summarise financials that don't fit in elsewhere in the portfolio: Assets & Liabilities table, Risk Metrics, Equity Contributions, Tax Strategies. This is where my recommendations come to an end and professional financial advice should bolt-on to your portfolio.

13. THE FUTURE

BUILDING RELATIONSHIPS

- Growth Projections – Provide realistic, data-driven forecasts that demonstrate forward planning and support a sustainable, long-term investment strategy for both you and your investor.
- Pipeline Deals – Showcase upcoming opportunities already identified or secured to evidence continuity.
- Scaling Strategy – Outline how you will grow (e.g. larger projects, portfolio diversification, regional expansion).
- Reinvestment Model – Explain how profits will be reinvested or recycled to compound returns and encourage repeat investment.

13. CONTACT INFO

Often forgotten.

- Primary Contact – Name, role, and direct phone number.
- Email – Professional email address (ideally project-specific)
- Website – Direct link to your company/project page.
- Social Media if relevant
- Office Address – Optional, if you want to reinforce legitimacy.



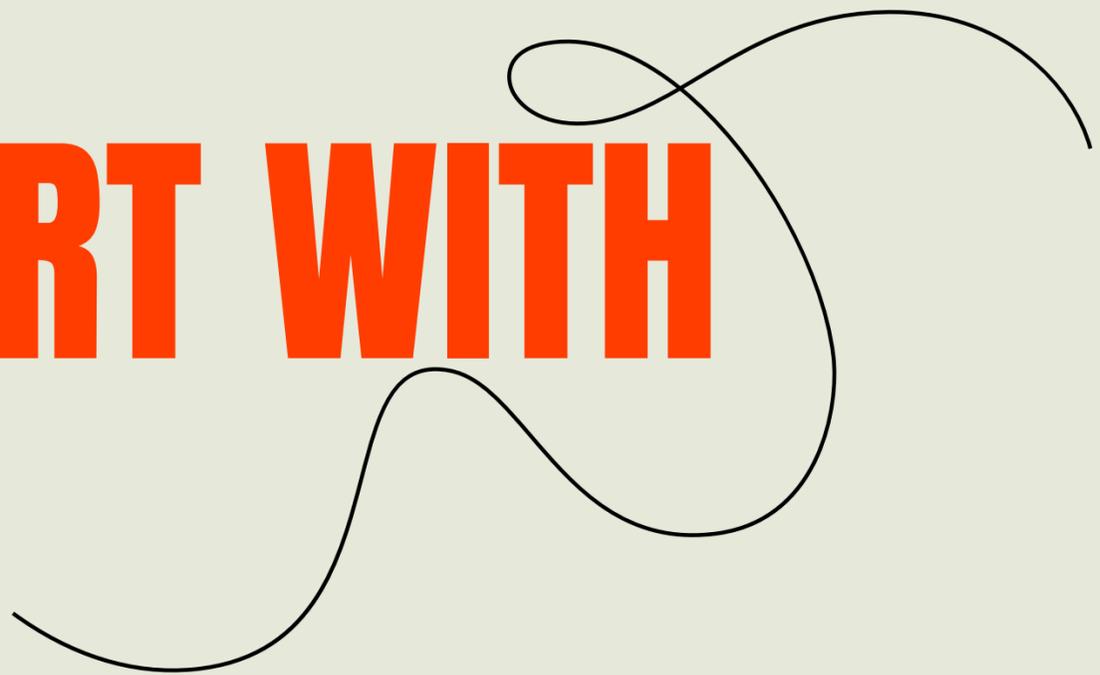
TO SUMMARISE.

BUILDING A RESULTS-FOCUSED INVESTMENT PACK REQUIRES A STRATEGIC APPROACH, PRIORITIZING CLEAR, ACCURATE FINANCIAL DATA AND ENGAGING CONTENT BEFORE MAKING IT LOOK NICE.

BY DOING THIS WORK, YOUR PACK WILL NOT ONLY ATTRACT BUT HOPEFULLY **RETAIN THE INTEREST OF INVESTORS, SETTING THE STAGE FOR FUTURE RELATIONSHIPS AND LESS WORRY ABOUT WHERE FUTURE INVESTMENT IS COMING FROM.**

YOU DON'T START WITH DESIGN.

Design is the final touch.



Once your portfolio is properly structured, my job (or the job of any brand designer) is to:

- Ensure your document has consistent branding and looks established
- Simplicity and Clarity: Designing a clean, uncluttered design.
- Engaging but Not Overpowering: Allow the investor to get the information they need to make an informed decision in a visually attractive way
- Accessibility: Make sure the design is accessible and easy to navigate especially on mobile devices and for mature readers or those with visual impairment.

THANKYOU



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SERVICES INCLUDE:

**ON-SITE HOARDING & SIGNAGE - WAYFINDING DESIGN - DEVELOPMENT BROCHURE DESIGN - PROPERTY WEBSITES
BUSINESS BRANDING & LOGO DESIGN - PROPERTY EVENT PROMOTION**