

clear  
investor ready property



Clear Property Investment takes a radical new approach to today's property market. It's designed to let you enjoy all the benefits of owning buy-to-let properties while avoiding the hassles, worries and pitfalls.

Our unique service capitalises on extensive knowledge of the property market built on a wealth of experience. We call it The Clear Solution to Buy-to-Let and it's based on a set of carefully considered principles and five key investment steps.

# The clear solution



# Five clear steps...



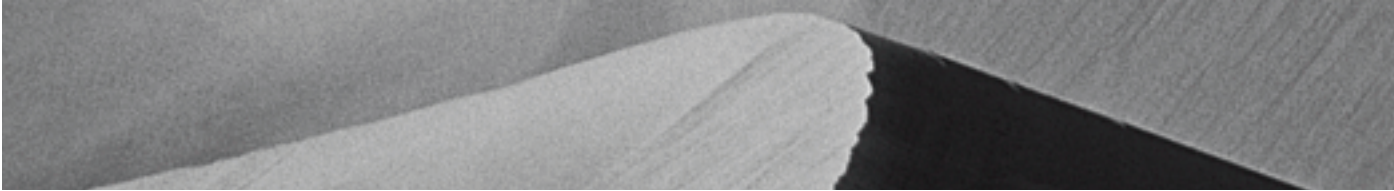
## STEP ONE

Selecting the right property to maximise the return on your investment might seem obvious, but getting it wrong is the biggest mistake investors make and it's one we are experts at avoiding.

Having identified a potential development, we thoroughly research the location's infrastructure links, demographics, leisure and social facilities. This and extensive consultations with the builders, mortgage brokers, local letting and estate agents help us establish the development's funding, rental and investment potential.

Only if everything meets the Clear investment criteria do we sign up a small number of properties in the development and release them to our clients.





## STEP TWO

To ensure survey and purchase are both hassle free, Clear have built up excellent relationships with the best surveyors, lenders and solicitors.

For any property purchase it's vital to have a survey. As part of our service, we select an excellent local surveyor to carry this out for you.

Should you need a mortgage, we have secured extremely attractive terms with Birmingham Midshires, and one of Clear's finance team will arrange this with minimal fuss.

The solicitors who act for you on all purchases are MacRoberts, one of Scotland's leading commercial law firms, who charge no fees other than your regular purchase outlays.

## STEP THREE

This is the really clever part. Once you complete your purchase, we hand you a cheque for the first two years' market rental. All you have to do is hand back the keys so we can arrange our tenants for your property. It's as easy as that. Your cheque can even be paid to MacRoberts before completion to help you fund your purchase.

The reason we can do this is simple. We provide the same extraordinary level of service to the corporate clients who lease Clear properties as we give to our purchasers. And they are prepared to pay a significant premium over and above the market value rent to secure the best quality accommodation in the areas we select.



## STEP FOUR

Once your purchase is complete, we carefully examine the property to settle any snagging issues with the builders. Clear's Interior Design Team then set to work transforming your property into a stylish contemporary home. There is no charge for any of this and no fees for the comprehensive property management service that we provide over the next two years. It really couldn't be any easier or more straightforward.

## STEP FIVE

After two years, the contract with our corporate client ceases and you have a wide range of options available. We'll contact you two months prior to this to ensure a smooth transition on your investment.

If you're taking a long-term approach, you will want to go on letting your Clear property. We can help you line up new tenants with local agents to ensure continuous rental income.

If your strategy is growth, we'll be happy to guide you on the best way forward to continue building your portfolio even after our contract with you has ended.

Finally, should you choose to sell, we'll put you in touch with a local estate agent, who knows how best to market your property.



# How clear make money

So where's the catch? There really isn't one. As we explained in Step 3, we have a number of exclusive corporate clients with businesses located near our carefully selected developments.

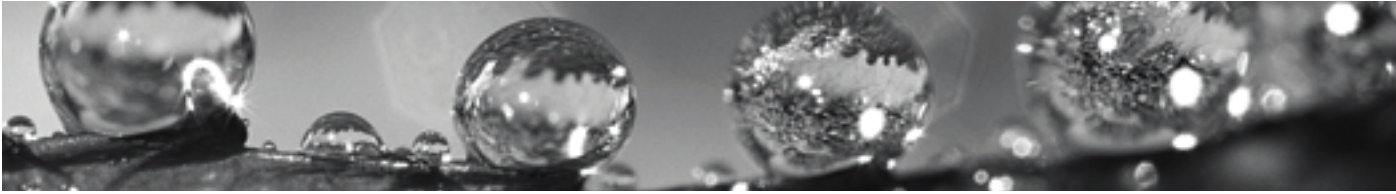
They are looking for property that is in the right area, furnished and equipped to the highest standards and professionally managed. We offer them all of this. And we have been so successful in providing it, that we have no shortage of corporate clients. The premium they are prepared to pay for that service is what makes our profit.

# Clear property management service



Property Management is something that Clear understands extremely well. Years of experience in the business means that every detail is taken care of to give you total peace of mind. We provide all the key elements required to successfully market your property and maximise your rental return while ensuring a high quality of tenant and the upkeep of your property. This means of course that every Clear Owner knows that their apartment is being managed to the highest standards.





# Contact us



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