

How We Will Grow

LANDLORD BUY MORE

- 1:2 approach, [sell 1 now, use cash as deposit to buy 2 more]
- Find let only LL good investments, on condition they sign 18 month management
- Get equity rich LL to become property companies and buy more
- LL develop professional en-suited HMOs

NEW MARKET

- Grow in social lettings, [misunderstood by competitors]
- Sell houses

REDUCE CHURN

- Understand why we lose our landlords