

[EMAIL 1](#)

[EMAIL 2](#)

[EMAIL 3](#)

[EMAIL 4](#)

[EMAIL 5](#)

[EMAIL 6](#)

[EMAIL 7](#)

EMAIL 1

Hello Deepak,

I had added some of the general information below, we are currently still finalising a brochure but we do have a video of the development below. I have attached a JLL market report showing projected growth patterns in Liverpool and also a location focus, a financial breakdown of a one bedroom apartment. Our residential investment is next to the Central Business District where there are 60,000 employees currently and also the largest development in the UK Liverpool Waters £5.5 billion which will span over 2 million [sq.mt](#) of the Liverpool city centre docklands. From the 10th floor you will have river view on most aspects.

Access the 3D Video walkthrough here -

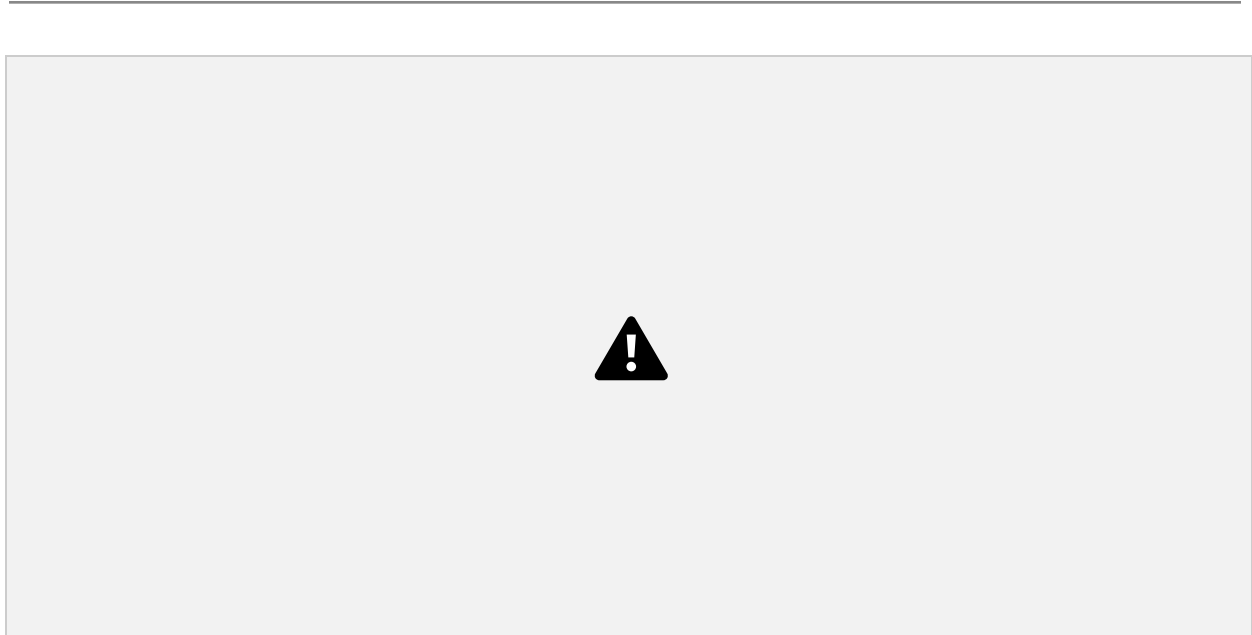
<https://www.youtube.com/watch?v=t3u70Mr1T0s&feature=youtu.be>

'Sitting at the centre of the Central Business District on Liverpool's historic Pall Mall, Infinity will register as one of the most exclusive addresses in Liverpool. The specification, world class amenities and riverside location in the heart of the 'Liverpool Waters' Scheme will make it incredibly desirable for buyers and renters alike. At present there is nothing in Liverpool that comes close to this level of luxury, design and sophistication, and Block A is set to be the tallest residential tower in the cities history. Apartments will be bright, airy, open plan, modern, and have unparalleled views out over the River Mersey and the Irish Sea. The development benefits from on-site parking and plenty of cycle storage, to augment the scheme's location adjacent to a number of primary public transport interchanges.'

Investment Highlights

- 416 riverside apartments in Block A - set to be Liverpool's tallest residential tower
- Luxury Studio apartments ranging from **£99,950 to £128,000**
- Luxury 1 bed apartments ranging from **£124,000 to £160,000**
- Luxury 2 bed apartments ranging from **£172,000 to £256,000**

- Luxury 3 bed Penthouses - only 8 available (price on application)
- Luxury furniture packs also available from £5,000-£9,000
- **Prices in Liverpool projected to rise 22.8% by 2021 - see attached PDF**
- Prime location in Liverpool City Centre within 2 minutes of the financial district - [Google Maps](#)
- [Location](#)
- **20% off-plan discount available which will be subject to increase.**
- **7% net yield assured and contractually underwritten for 3 years**
- Flexible payment plan
- World class facilities including private gym, spa, swimming pool, restaurants and a 24-hour concierge
- Fully managed & hands-off investment, managed by leading Liverpool agent - [Urban Bubble](#)
- 250-year long leasehold title assigned to all apartments
- Established developer with exemplary track record in high specification delivery - [Elliot Group](#)
- **Construction commencement Q4 2017**
- **Target completion Q4 2019**



The largest redevelopment in the UK - £5.5 billion scheme - Further regeneration information from the Peel Group: <http://www.liverpoolwaters.co.uk/>

Infinity - Financial Plans

We do have a flexible payment plan but our standard structure is below and this earns 2% interest on deposited funds.

<i>Reservation Deposit - £5,000 per property</i>
--

30% of balance due on Exchange of Contracts (<i>less reservation deposit</i>)
20% of balance due March 1 st 2018
30% of balance due January 7 th 2019
20% of balance due on completion

**2% interest paid on funds over construction*

Planned Redevelopment Articles

The Peel Group, Liverpool Regeneration Scheme: <http://www.peel.co.uk/liverpool-waters/>

£200+ million redevelopment

<https://www.gov.uk/government/publications/regeneration-project-pall-mall-liverpool/regeneration-project-pall-mall-liverpool>

EMAIL 2

Deepak,

Thanks for the follow up call, I have added in the securities below and also attached some client testimonials.

Experience Invest

Experience Invest are now in our 12th Year of trading fully accredited with the Property Ombudsman with a proven track record delivering developments across the residential, care home, student and hotel sector with 43 completed projects to date.

You can find us in the news recently: Video by Experience Invest on the UK property market for The Telegraph: <http://goo.gl/Vn7Moz>

Our Property Ombudsman profile can be found on this link: www.tpos.co.uk/find-a-member by typing 'Experience Invest' into the search tool.

As our business is essentially the development and marketing of Real Estate investment we are required by the **Office of Fair Trading** to be part of a reputable Redress Scheme and the one recommended by the OFT is **The Property Ombudsman** who also require full professional indemnity insurance cover in order to be an accredited member.

Our Professional Indemnity Insurance Policy Number with HCC (www.hcc.com) is: PI14C625703 and covers up to £1,000,000 per client (this covers you for any miss-selling, fraudulent, illegal activity etc). Our Companies House number is 05301679.

Security in investing

When investing in our projects all funds you pay over the construction period are sent to a fully regulated solicitor held securely, ring-fenced in a solicitors designated client account called an SPV (special purpose

vehicle) secured against the title of the property/land which is set up per development and ring fenced away from the developers funds protected under the professional indemnity insurances of the solicitors.

In brief:

- Funds held with your own solicitors account and not released until the developer sends over an invoice with two independent reports, one from an architect and another from an independent quantitative surveyor.
- Only once the solicitor is happy with the reports then they can release the funds ensuring your money is either safe guarded in your solicitors account protected by their indemnity assurance or in the partial development in the ground.
- Development is structured as a ring fenced SPV (special purpose vehicle) there is no gearing/leverage meaning only two entities, the investors collectively and the development.
- The Developers assets within the SPV is the Land/freehold, if something happened to the Developer the land/freehold would be split amongst the investors, investors funds would still be in place and a new contractor would be appointed.
- Rent is safe guarded in the same way as above, when the property completes you have a contractual agreement to be paid 8.5% NET Pa, if we defaulted on the rent payment and refused to pay what is stated in your contract, breaching contract we would be forced by court order to transfer the ownership of the freehold over to the investors.

Worthwhile having a look at our project partners WYG and Falconer Chester Halls project portfolios on their websites to give you an idea of the scale of builds they deliver and also Hill Dickenson legal profile which will give you more comfort moving forward.

Project/ Construction Managers – WYG (<http://www.wyg.com/projects>)

Architects – Falconer Chester Hall (www.fcharchitects.com/)

Legal Team – Hill Dickenson (www.hilldickinson.com)

Pitfalls

Experience of Developer : You want to be looking at a developer who has a track record and is well established.

Experience of Managing agent: Again you need to have someone who is well established – Award winning have a large footprint etc.

What support do you have: Receive construction updates of the development? how many point of contacts do you have if you need to pick up the phone and talk to someone (we have two separate departments who you would will be assigned a point of contact as well as myself)

Security of transferring funds from investor to developer: This should never be direct and should be mediated through a 3rd party mainly solicitors, we go a step further with adding additional reports as security.

Security of the investment: What structure is in place to protect you?

Long stop dates in place: Legally this is in place to offer protection to the entitlements of the investor should the development overrun more than 12month entitling them to their money back plus additional compensation if the developer exceeds the long stop date. We would strongly advise investors against purchase in any development that does not make reference to a long stop date in the contracts as this entitles the developers unlimited time to complete the build which is hugely adverse to the purchaser.

Do the numbers added: All our developments are reverse engineered we look at what the current rent is in the market and undercut our competitors, if you see 10% returns you need to look at comparables and its highly unlikely you will see the numbers match up.

At every turn we reduce the risk for our investments and look after our clients, 70% of our business is repeat this is how we have stand the test of time.

I hope this helps, if you would like to come into our office in London you are more than welcome or go up to site and meet our colleagues up in Liverpool.

EMAIL 3

Hello Deepak,

Was good speaking to you on the phone this is the student development, I have just had a look and we have had some units from the first phase come back on the market, these are priced at £62,950 and completed in September next year which work on a 50/50 payment plan. Phase 1 and Phase 2 are exactly the same just different payment plans and completion date.

Phase 2 of the project offers 203 units in total, with individual en-suite rooms starting from £62,950. This project is the largest high-end student development in Liverpool's history, offering 1,007 units in total across 3 phases which is the closest development to campus! I have attached a link below to the full brochure, 3D video walkthrough (see the links below) and financial breakdowns (excel attachment) detailing how we get to the underwritten 8.5% net yield.

Should you require an up-to-date availability list please do not hesitate to let me know.

Click here to access the brochure: www.experience-investments.co.uk/links/Aura-En-Suites-Clusters-July.pdf

Click here to access the 3D Video Walkthrough:
https://www.youtube.com/watch?v=X2JER_QAoLk&feature=youtu.be

Investment Highlights

- **Phase 1 Sold out**
- **8.5% NET returns assured and contractually underwritten for 5 years**
- **En-suite units from £62,950**
- **Self-contained Studios available from £74,950**
- 6 bedroom cluster apartments - **£377,700**
- Phase 2 completion date September 2019
- **Prime location - able to service all of Liverpool's 5 higher education establishments, and within 4 minutes of approximately 30,000 students**
- Includes a wealth of facilities for residents including 24-hour concierge, hi-spec gym, high speed wi-fi, cinema room, games room and bike storage
- 250-year full land registry leasehold title assigned to units
- Units sold fully fitted, fully furnished and ready for occupation
- Designed by award winning architects Falconer Chester Hall - <http://www.fcharchitects.com/>
- Fully Managed by award winning management company - www.urbanbubble.co.uk
- Experienced developer with exemplary track record in on time delivery - <http://www.experience-investments.co.uk/links/Elliot-Group-Developer-Brochure.pdf>

Location Focus

Google Maps Location - <https://goo.gl/bdZ67M>

The site is directly opposite the University Hospital, where 7,000 students currently study, but more importantly it is within a 3-4 minute walk of the University of Liverpool's main campus housing over 22,500 students. With the developer working directly with the university the demand for a development of this standard in this location will be incredibly high.

- *Adjacent to the Royal Liverpool University Hospital housing circa 7,000 students*
 - *3-4 minute walk to main campus of the University of Liverpool with circa 22,500 students*
 - *4-minute walk to Paddington Village in the Knowledge Quarter, a £1bn flagship expansion which will be home to The Royal College of Physicians and Liverpool International College, which will host over 45,000 students*
 - *3-4 minute walk to Liverpool Hope University Creative Campus*
 - *14 minute walk to Liverpool John Moore's' University with over 25,000 students*
 - *Within a 4 minute walk of the £1 billion Paddington Village development*
- <http://www.kqliverpool.co.uk/spaces/paddington-village/>
-

Financial Plans

Phase 2

<i>Reservation Deposit (£5,000 per apartment)</i>
<i>25% of balance due on Exchange of Contracts (less reservation deposit)</i>
<i>25% 1st March 2018</i>
<i>50% remaining balance due on completion</i>

EMAIL 4

- timeline of completion isnt guaranteed. So how would you monitor progress on the build?

We have Project managers WYG (<https://www.wyg.com/>) I would recommend you have a look at the "Who we are" section on their website, below I have just lifted from their website.

"Operating in more than 50 locations around the world, our 1,600 specialists work with a growing network of 20,000 partners and associates to deliver something that is truly valuable, wherever our clients' interests lie", they have projects managed 1000's of projects a year, these reports we sent onto our investments.

- what control do you have on the rental amount ? Annual increase?

Not 100% sure on this questions but let me explain the fundamentals then if you need further clarification you can let me know. The Rental amount is 8.5% Net of the purchase price this is fixed for 5 years, we achieve this yield in the following way. We look at the current student accommodation that was built in the 70's and 80's where you have a 8ft by 8ft room and 15 people share a communal bathroom and kitchen with no facilities and we price our stock in line with this. We have a higher build spec, larger rooms, full range of facilities in a brand new building this is how we get our edge on the competition in the market. You also have the new accommodations which have been built in the last 10 years or so and our prices come in around 20% cheaper.

- how are they planning to fulfil demand? Students reserve rooms in advance? Yes just like a student halls of residence we start taking bookings in the summer, our award winning managing agent urban bubble work closely with the university go to Fresher's Fairs and have a large local and online presence.<http://urbanbubble.co.uk/> (all the properties you see at <http://urbanbubble-liverpool.co.uk> have been sold with us using the same Developer – The Elliot group.) This is a proven business model we have used over the last 7 years in Liverpool. There is roughly 77,000 students in Liverpool and only beds for 24,000, our latest development Aura is within a 4 minute walk to where 33,000 students study, hence the reason why we have sold over 400 units in the last 3 months.

- previous successes with student housing? Queensland Place – Norfolk House – Artesian – Parliament Place – Norfolk – Wolstenholme, have look at the developer profile in the link below or see more information on the Management website for further details.

- who covers damages, maintainece of property? You have a contract with the developer who pays you 8.5%Net for the 5 years so any extra costs are absorbed by the developer, this is within your contract. Within the Financials I sent over there is a full breakdown of costs which are included in the 8.5% Net

- does room come fully furnished? Yes

Id mainly ask why their forecast states a fixed rental amount rather than increasing with inflation etc. This project is 8.5% fixed for 5 years, if we added inflation into this then this would increase the risk of the model as we have no control over inflation, and could potentially be an issue. All fixed rent in off plan are fixed within a contract you don't start to see considerable diminishing returns on a fixed period unit after the 6th year, this is why you receive the new open market rate after the 5th year.

EMAIL 5

Hi Deepak,

Sorry for not getting back sooner, Monday mornings are always busy.

On the point below just to explain when looking at Private Student Halls vs a residential property.

Location – Private halls of residents are normally located within a stone's throw of the university, some of the properties in the line below are over 3.5 miles out of the city centre.

Security – 20% of private rented homes are deemed unsafe from the council vs whole of Aura has 24 hour security, electronic key fob doors to entrance/doors on all floors and entrance to room.

Price – Private rooms don't include, Water/gas/electricity/sky tv/ gym pass etc vs private halls does include all these.

Comfort – 1 in 5 student live in a house with infestations vs new buildings don't have this issue.
61% student have damp, mould or condensation in their home / 53% of students have problems contacting their landlord vs new builds have a management team at reception, so if anything needs to be addressed this is instantaneous.

Facilities- Gym/games room/library/ study areas/ canteen.

Now you can see how we don't really compare like for like with private renting as they are not a close comparable. What we do compare ourselves against is the current Private halls I have attached the Student fees for this year our entry level unit is £147 Per week as this is with a double bedroom and 50% of these existing accommodations are 30+ years old. So we are very well priced, with an excellent location and facilities.

Next question do all my fees for service and maintenance remain fixed also over the 5 year term?

Legally I mean?

Yes, your solicitor can confirm this.

We don't offer a buyback with this product as it limits your returns, we have completed student units come back on the market as they get snapped up within a week and make considerably more than what any buyback on the market would make, below explains.

The 27% uplift is based on a yield compression, this is calculated by current rent and market yield.

- Using historic data we see that on average in Liverpool rents have increased 3% Pa so after the 5 years you are looking at the Net rent increasing to £6309.60.
- Now over the last 4 years we have seen yields fall from 12% Net to 8.5% due to prices increasing so we have conservatively said over the next 5 years yields will fall a further 1% which you can sell the unit on with a 7.5% Net yield

So if you divide £6309 by the new yield 7.5% you get a sale price of £84,128.

Yes we do have some units in the first phase which complete in September next year.

EMAIL 6

Dear Deepak,

There is a large varying costs between many solicitors due to the searches that are done on the property of this size of scale build the searches can come in up to £400 each (local/environmental/drainage and water) due to scale of economies also their fees will vary a significant amount.

The two solicitors we recommend on this development specialise in off plan each have exchanged well over 100 units so know the contracts very well and will be able to give you the best legal advice on this product.

All Church Property lawyers

<http://www.allchurchpropertylawyers.co.uk/>

Tel 0151 558 0802

Costs

fees are £690 (including VAT and disbursements).

A breakdown of our fees, VAT and disbursements are as below:

Our fees work out to about £500 plus VAT

The disbursements include:

UN1 fee £20

ID check £10 each

Bank Transfer fee £20

Land Registry fee £40

Plus Document fee (usually £150-£180)

Ackland and Co

<http://www.acklandslegal.co.uk/>

Tel 02920226668

Costs

Fees £675 + VAT = £810

Disbursements = £90 if purchase price under £80k (£130 for £80-100k, £240 for over £100k)

Plus Document fee (usually £150-£180)

Purchasing a property with experience invest we treat purchases as more of a hand holding exercise as we know all investors come from different backgrounds and different walks of life and may not be fully versed in buying off plan.

To reserve a unit you will need to fill in a reservation form and deposit £5,000 (100% refundable) once this has landed our end your details will be passed to my assistance Hollie who is a "Purchase Progression Manager" and will assist with your purchase, they will act as a second points of contact and will actively chase both sets of solicitors, help with paperwork explain the steps involved and generally make the exchange easier.

You will undergo AML (anti-money laundering) checks then you will receive a report on title and then the contracts sent over for you to sign.

Once you have exchanged contract we are in constant contact with the project managers for all our developments (WGY <http://www.wyg.com/>) James Logan heads up the Investor services department and we send out construction updates monthly to our investors, see attached. They also act as a point of contact so if you wanted to know how construction was coming on all you would do would be contact myself or his team. Once the property has completed they will assist with paperwork with regards to rent, setting up tax code if necessary or NRL1 forms for overseas clients.

Within the development that completes in 2018 we have 6 units remaining, if you would like to take one of these last remaining units I would recommend getting back to me at some point this week and we can get the reservation form filled out and put you in touch with the solicitors.

Purchase Price	£	62,950.00
Reservation Fee	£	5,000.00
50% Exchange of Contracts Deposit less reservation fee	£	26,475.00
50% due at completion - September 2018	£	31,475.00
Rent per week x 48 weeks	£	147
Total Gross Income	£	7,056
Service & Maintenance charge	£	1,058.40
Management Fee	£	352.80
Ground Rent	£	250.00
Total Charges	£	1,661.20
Net Income	£	5,394.80
Net Yield		8.57%

EMAIL 7

Hi Deepak,

Company profile link:

<http://www.experience-investments.co.uk/links/Experience-Invest-Company-Profile.pdf>

Client Testimonial : *Attached*

Experience Invest are now entering our 14th Year of trading fully accredited with the Property Ombudsman with a proven track record delivering developments across the residential, care home, student and hotel sector with 43 completed projects to date.

You can find us in the news recently: Video by Experience Invest on the UK property market for The Telegraph: <http://goo.gl/Vn7Moz>

Our Property Ombudsman profile can be found on this link: www.tpos.co.uk/find-a-member by typing 'Experience Invest' into the search tool.

As our business is essentially the development and marketing of Real Estate investment we are required by the **Office of Fair Trading** to be part of a reputable Redress Scheme and the one recommended by the OFT is **The Property Ombudsman** who also require full professional indemnity insurance cover in order to be an accredited member.

Our Professional Indemnity Insurance Policy Number with HCC (www.hcc.com) is: PI14C625703 and covers up to £1,000,000 per client (this covers you for any miss-selling, fraudulent, illegal activity etc). Our Companies House number is 05301679.

When investing in our projects all funds you pay over the construction period are sent to a fully regulated solicitor held securely, ring-fenced in a solicitors designated client account called an SPV (special purpose vehicle) secured against the title of the property/land which is set up per development and ring fenced away from the developers funds protected under the professional indemnity insurances of the solicitors.

'Long Stop Dates' are also written in the contracts which serves as a worst case scenario protection to clients should the developer surpass the schedule completion date by more than 12months.

Legally this is in place to offer protection to the entitlements of the investor should the development overrun more than 12month entitling them to their money back plus additional compensation if the developer exceeds the long stop date. We would strongly advise investors against a purchase in any development that does not make reference to a long stop date in the contracts as this entitles the developers unlimited time to complete the build which is hugely adverse to the purchaser.

Worthwhile having a look at our project partners WYG and Falconer Chester Halls project portfolios on their websites to give you an idea of the scale of builds they deliver and also Hill Dickenson legal profile which will give you more comfort moving forward.

Project/ Construction Managers – WYG (<http://www.wyg.com/projects>)

Architects – Falconer Chester Hall (www.fcharchitects.com/)

Legal Team – Hill Dickenson (www.hilldickinson.com)

Regarding the comments you have seen online, I would challenge you to find a successful business which doesn't have one or two negative reviews online. We are the largest provider of this type of property investment and as a result are now the market leader, unfortunately some of our competitors have used very un-savvy business tactics of posting fake online comments about us as a result of our success.

We decided to cancel investing within the cooling off period because the risks were just too high. It's now almost a month and despite promises our deposit has not been returned. Thank goodness we didn't go through with the whole investment as I now realise this is a dodgy company

We are sorry you feel this way, however we believe these comments are unfounded as I believe you have received the return of your deposit now in accordance with our reservation terms and conditions so not sure why you would post these comments. All deposit refunds due are up to date, furthermore we are one of the only companies in the industry that offer a refundable cooling off period for this reason. We are a legitimate business registered with the UK property ombudsman which is the official redress scheme, we also have offices in central London where we have been based for the past 14 years, furthermore we have thousands of completed properties paying out the promised returns and hundreds of satisfied customers.

A visitor on 08 September 2017 commented

One of many investors in Queensland Place Liverpool who are looking at legal action against Experience invest, Urban Bubble and Elliot Group. Rip off merchants.

Queensland Place is completed, 400 units built to a very high standard within 12 months. The building was 1 month delayed so we missed the academic year which resulted in the developer having to house some of the students in hotels and also having a shortfall of occupancy in year 1, despite these challenges the developer has paid all the rental guarantees to investors which are fully up to date so again these comments are completely unfounded and there are no legal grounds to stand on. Furthermore, going into year 2 of occupation the building is now fully occupied and a great success. Any clients and investors are more than welcome to visit the site, and we have many happy clients who have provided us testimonials. Some clients who purchased multiple Units have even sold some Units and make a profit.

Jade E'space on 10 July 2017 commented

Rude and unprofessional sales staff, became challenging when i refused to give out my phone number after making an enquiry

Avoid this company

This is again an anonymous post by a competitor who does not respond. Our sales staff are of a high calibre and we focus on great customer service, we even have a dedicated after care support team on hand. You can visit our offices anytime and we have hundreds of genuine testimonials highlighting our customer care excellence.

Eric putsman on 24 April 2017 commented

I am currently embarking on suing for breach do not trust these scammers
eric@thatshotsa.com

Anyone else been sold a dud such as St Cyprians hall in Liverpool

Dear Eric, we apologise you have decided to take legal action against this developer, however as the sales and marketing company for the project, we are committed to ensuring the project is a success and have been regular contact with customers, going beyond our remit to help in securing the best outcome for our clients. The St Cyprians development is completely, however we were let down by the management company who struggled with the occupation of the building and were unable to commit to the guaranteed yield of 10%. The apartments were sold very low cost and have increased in value, furthermore we are now assisting owners with employing a new management agent. The Units are still yielding much better than most properties across the UK despite the above claims and the developer and managing agent have been very transparent and helpful.

A visitor on 05 April 2017 commented

Rental guarantees count for nothing. Feckless management companies and a lack of customer care. POOR INVESTMENT – AVOID

Fake comment by an anonymous poster. We have reached out to them to find out who they are and they do not respond. We have forwarded this on to our solicitors.

Regarding the comments you saw on Detroit (which I touched on in earlier), this was a sharp learning curve 7 years ago where we were unfortunately badly let down by the property managers in Detroit which resulted in some disgruntled clients. We visited and did all the checks and the first few properties we sold for them worked out, but then things went downhill for the next few and so we stopped selling for them. Essentially clients were paying a fixed price of circa \$20,000-\$30,000 for a completed 3-4 bedroom house with a 20-30% annual rental yield which the developer was buying from auction, refurbishing and then tenanting for them.

This worked well for lots of our clients but there were around 4 clients whose properties had tenancy issues which was an inevitable risk in Detroit. We worked hard with these clients to resolve their situations and for those we couldn't solve we even refunded clients from our own pocket without obligation and many of the clients have re-invested with us – our commitment to our clients is to look after them come what may.

As a result of this experience we made the decision to only work on UK projects which we can oversee ourselves and where our clients are much better protected by UK law. Realistically when you have been working in investment for over 13 years, they are going to be a handful of unfortunate cases but what we pride ourselves on looking after clients come what may, and we always follow through. What the reviews don't show you are the 1000's of happy investors we have across the 1000's of completed properties throughout the UK and overseas.

The product we offer now is completely different and the securities in place are very solid with global project and legal partners and the likes of Jerald Solis ex-director of Galliard Homes (<http://www.galliardhomes.com/>) <https://uk.linkedin.com/in/jeraldsolis> and Matt Day ex-partner of WT Partnerships (www.wtp.com) who both head up our project team, Dale Anderson who is our Project Manager who has been with the company for over 10 years runs all the due diligence for all developments that we undertake to reduce the risk of the investments for the clients- <https://uk.linkedin.com/in/daleanderson7>

I would recommend you talk to the solicitors, I would speak to Emma Allchurch as she is the company owner of Allchurch Law 01515580802, I will reach out to some clients that who you can speak to and get more of a timeline on the comments going online.