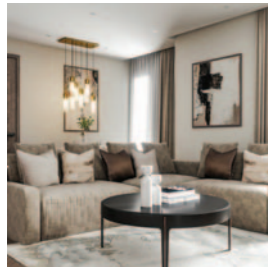




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AN EXPERIENCED
PARTNER WHO'LL
HELP YOU MAXIMISE
YOUR PROFITS



WELCOME TO ENTIRE PROPERTY DIRECT

Maximising your development's profits is easier with an experienced partner.

A partner who:

- provides expertise in sales & marketing
- can underwrite your entire development
- offers a commitment to buy off-plan
- guarantees an assured exit

A partner such as Entire Property Direct.

Whether your development is fully-built or at the design stage, Entire Property Direct has the knowledge to help make your development a success.

It's what we've done since 2016.

We have in-house financiers, a dedicated sales team, professional marketers, interior designers, project & property managers and our own established network of experienced investors - all keen to buy your properties.

Annually, Entire Property Direct sells more than 1000 properties, £150m in sales.

**Properties developed by people like you.
Properties managed, promoted and sold by us.**



WHY US?

Working with Entire Property Direct provides you with access to a supportive, experienced and professional sales team in addition to:

- Guidance on pricing
- Insight into local markets
- Strategic and practical marketing
- Brochure design and production
- Digital and social marketing
- Sales strategies
- Interior design support
- Assured exit
- Global reach

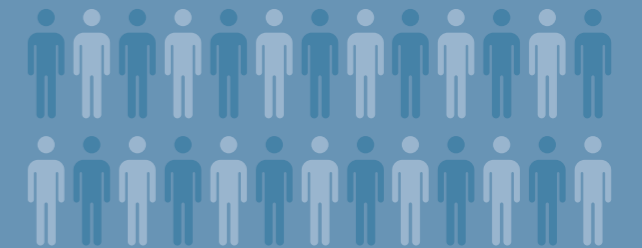
ANNUAL MONETARY
SALES VALUED OVER
£150m

over 
1000 PROPERTIES
SOLD ANNUALLY

70%
GLOBAL COVERAGE

**Total
end-to-end
sales solution**

**Assured
Exit** 



**Dedicated,
professional
and high
performing
sales operation**

OUR SALES TEAM

Our team of experienced sales professionals are ready to work on your behalf. Diligent and driven, working collaboratively with our development and investment clients to secure the best deals for all parties.

The team aims to move from reservation to contract exchange in only 28 days, and then to complete the sale within 60 days of practical completion.

This helps to maximise your cashflow and enables you to focus on delivering a high-quality product.

Whether selling to our established database or speaking to new investors, the sales team is experienced in creating bespoke deals to secure a sale.

But selling the property isn't the end of the story at Entire Property Direct.

Once a sale is agreed, our sales progression team steps in and takes ownership of the process. Ensuring everybody in the chain is kept fully-informed of progress.

This specialist team ensures that everything is in place to exchange and complete at the earliest possible opportunity making for a smooth handover.

FROM RESERVATION
TO CONTRACT
EXCHANGE IN
ONLY 28 DAYS



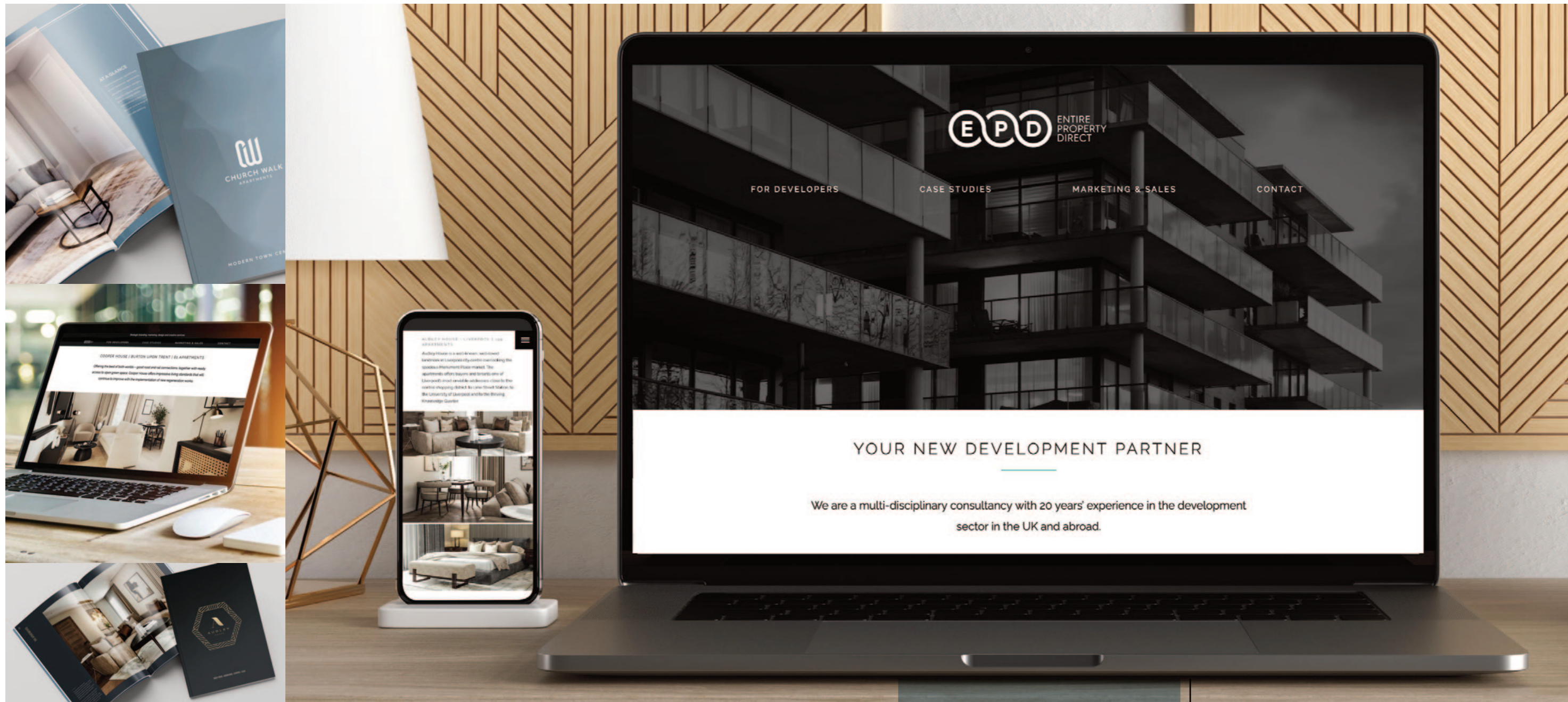


OUR GLOBAL REACH

Entire Property Direct's global reach covers in excess of 70 per cent of the world's industrialised nations - from Europe to China and Japan, Australasia to the Middle East.

This almost universal coverage allows us to quickly and easily match high-quality developers with the high net worth individuals and corporations looking to invest in the UK residential market.

In countries where Entire Property Direct doesn't have a physical presence, we work with carefully-selected agents - all with their own extensive local contacts and region-specific knowledge. Entire Property Direct agents all work to our strict brand criteria, they are representatives of our pedigree and reputation, and we guard these closely.



THE MARKETING YOUR DEVELOPMENT DESERVES

High-quality developments require high-quality marketing collateral, and the team at Entire Property Direct does it all from branding to brochures, websites to CGI modelling.

When creating marketing collateral for a new development, our team creates a brand and a style to entice investors - and ultimately attract future tenants.

This is only possible because of the skill and experience of our branding and marketing experts in creating a lifetime, lifestyle brand and style for a development that excites investors by evoking the commercial characteristics of the development.

BRINGING YOUR
DEVELOPMENT
TO LIFE THROUGH
STUNNING VISUALS
AND EVOCATIVE WORDS

- High-quality brochures
- Professional copywriting
- City investment guides
- Development-specific websites
- Virtual reality fly throughs
- Original photography - not stock shots
- CGI modelling of the final development

REACHING THE RIGHT PEOPLE

High-quality promotional material is only the beginning of the marketing journey. If the brochures, emails and websites we produce aren't seen by the right people - it doesn't matter how good they look.

Last year Entire Property Direct spent more than £1m on targeted marketing to ensure the developments we work with are seen by those who want to invest in them.

Our in-house team partners with outside specialists to maximise the effectiveness of our paid search, social media and search engine optimisation. Combined with our email database of more than 130,000 high net worth individuals and investment vehicles, this creates a high degree of interest, which we then convert into sales.

WITH AN ANNUAL SPEND OF £1M, OUR TARGETED MARKETING IS HIGHLY-EFFECTIVE





INTERIOR DESIGN
HIGH-QUALITY
CONSTRUCTION
MEETS THE LATEST
IN INTERIORS

THE BRIEF IS TO
CREATE QUALITY.
QUALITY ATTRACTS
INVESTORS. QUALITY
ATTRACTS TENANTS



INTERIOR DESIGN

Entire Property Direct works with a number of award-winning designers, with the character of an external property matched to a suitable, stylish interior.

With the ability to scale & flex easily and quickly, our interior design team creates environments on whatever budget is suitable to match the location, design and heritage of the building.

Whilst higher-end developments enjoy flourishes such as Philips Hue lightbulbs, wine coolers and Billi taps, all Entire Property Direct designed interiors prioritise the essentials needed for modern living - and reflect the desires of your target end user.





CASE STUDIES
AN INSIGHT INTO
CURRENT AND
PREVIOUS PROJECTS

CASE STUDY CHURCH WALK

BOOTLE | MERSEYSIDE



CHURCH WALK
APARTMENTS



Church Walk Apartments offer easy access to all local amenities, together with swift commutes to Liverpool city centre.

Originally built in the 1960s, the 16-storey property is a local landmark. It is set just 500m from Alexandra Dock and a stretch of waterfront that is benefiting from literally billions of pounds of regeneration and inward investment.

Church Walk Apartments is an outstanding development in a fast-regenerating town. The apartments have been created to meet the demands of even the most demanding residents. Offering a choice of sizes and designs in a great location.

Church Walk Apartments stand on Church Walk, a quiet residential road set close to Derby Road (A565), just the other side from the Alexandra Docks. Church Walk is only 560m to the Strand Shopping Centre – Bootle's retail heartland – but a host

of shops, cafes and superstores are much closer still. So too are two local railway stations, where passengers can catch trains to Southport and Liverpool city centre.

- 30 one-bedroom and 61 two-bedroom apartments
- Choice of apartments sizes
- Secure and energy efficient
- On-site parking

CASE STUDY COOPER HOUSE

CROSS STREET | BURTON UPON TRENT



Cooper House is located in Burton upon Trent, a market town centrally located in Staffordshire and largely surrounded by open green spaces.

Cooper House comprises of 61 apartments with a mix of one and two beds over three residential storeys. The units offer a choice of sizes and configurations all fitted out to an impressive standard.

The building itself is brick-built with energy-efficient double glazing and effective insulation. This ensures that all apartments will remain warm, dry and inexpensive to run. The development also features secure cycle storage and 65 dedicated parking spaces.

Less than 500m from Cooper House, shoppers will encounter names that are familiar nationwide names: KFC, Nando's, Pandora, New Look, Primark and many more. The town's main retail centres – Cooper's Square, Middleway Retail Park, Burton Place Shopping Centre and the Octagon

Shopping Centre – are host to dozens of popular retail outlets and a wealth of cafes and restaurants.

The apartments well suited to the needs of couples, commuters and professional workers with jobs in the area.

- 61 apartments with a mix of one and two beds
- Modern and well equipped
- Set in a mixed residential and business district
- 65 dedicated parking spaces

CASE STUDY AUDLEY HOUSE

LONDON ROAD | LIVERPOOL



AUDLEY
HOUSE



Situated on London Road, overlooking the spacious Monument Place market, Audley House is a well-known, well-loved landmark in Liverpool close to the central shopping district.

All apartments have a thoroughly contemporary feel and are fitted out with sleek modern appliances and built to the latest standards for energy efficiency. Safe, secure and cheap to run, they adhere to designs that put an emphasis on style and 21st century living.

Audley House is a striking blend of early 20th century architecture and modern interior styling featuring a fitness studio, concierge, juice bar and open atrium with seating area and bicycle storage.

Audley House stands on the cusp between two wards: City Centre North and Brownlow Hill. Both are exceptionally popular districts; one extends west to Liverpool ONE, Liverpool Lime Street and the fast-regenerating waterfront.

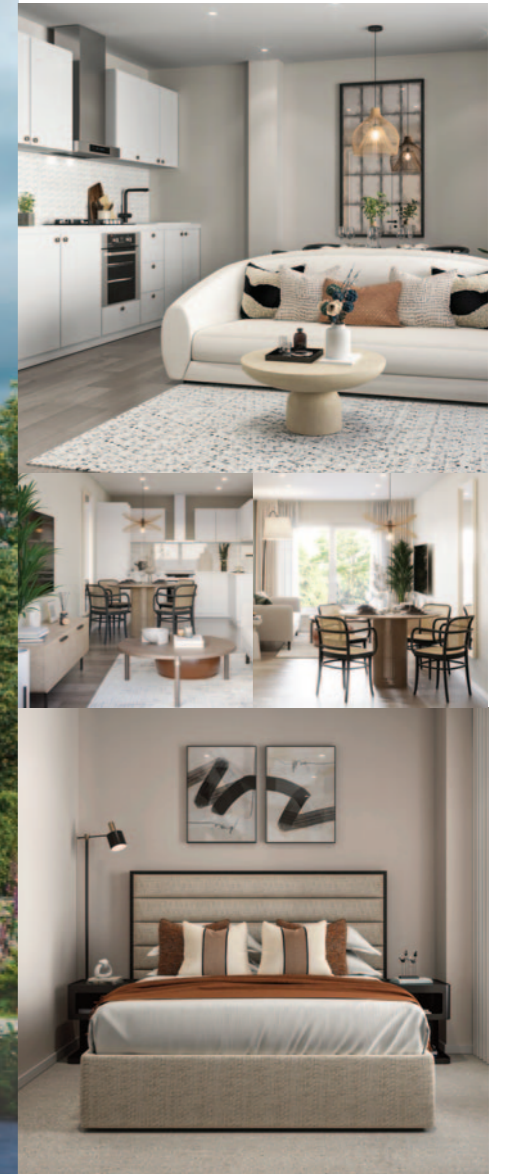
The other extends east to Royal Liverpool Hospital and south to the university itself and the Knowledge Quarter.

- A mix of studio, 1- and 2-bedroom apartments
- Equipped with fitness studio
- Beautifully finished apartments
- Concierge
- Open atrium with seating area

CASE STUDY WILLOW BANK

HANDFORTH | WILMSLOW


WILLOW BANK
HOUSE



Located in Handforth, a modest community of fewer than 6,300 residents, Willow Bank House offers chic, contemporary accommodation equipped with a host of luxurious extras.

All the apartments are built to the latest standards for security, safety, accessibility and energy efficiency. A-rated appliances and low-energy lighting don't just save money; they also lend the units a real air of luxury.

So too does the light, neutral colour palette and the quality of flooring, tiling and fixtures. The units boast useful modern features such as wine coolers, power sockets with built-in USB chargers, and electric heating that can be controlled via a mobile app.

A number of well-regarded schools are located within easy walking distance of Willow Bank. It is also set very close to Handforth Dean Shopping Centre which lies only a few minutes walk via Hall Road and Old Hall Road which hosts big name retail brands such as Next, Boots, Tesco and M&S.

Offering the best of both worlds – excellent connectivity together with ready access to open green space – Willow Bank promises a relaxing environment and an outstanding quality of life.

- 9 one- and two-bedroom apartments
- 1 x two-bedroom duplex apartment with private garden & private entrance
- Set on three storeys
- Dedicated parking spaces
- Convenient for both the city-centre and countryside

PROPERTIES DEVELOPED
BY PEOPLE LIKE YOU
PROPERTIES PROMOTED,
SOLD AND MANAGED BY US



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