



PRIMEHOLD CONCIERGE

Creating equity through disciplined delivery.

Your vision, executed.

Your portfolio, managed. Your time, preserved.

Complete end-to-end property investment execution for busy and international investors. We handle acquisition, planning, finance, construction, and exit—so you stay in control without the daily burden.



FINANCE FULLY ARRANGED





A private-client property investment office for serious investors.

Primehold coordinates the complete investment journey: sourcing, commercial screening, planning, finance coordination, development delivery and exit. The model is designed for clients who want control, visibility and disciplined execution without carrying the daily operational burden.

10%

Fee based on equity created

6-Phase

Complete lifecycle management

20-30:1

Commercial screening ratio



Why investors choose Primehold

Primehold operates as the accountable lead across the full project lifecycle. Clients retain decision-making control while Primehold coordinates the specialists, trades, governance and commercial execution.

01

COMMERCIAL-FIRST SCREENING

Every opportunity is assessed against strict financial and market criteria before it is presented.

02

TRANSPARENT GOVERNANCE

Bi-weekly strategic calls, portal access and full financial visibility across the lifecycle.

03

ONE ACCOUNTABLE LEAD

One relationship, one voice, one person accountable from acquisition to exit.



For investors who value control, discretion and execution.

Primehold is designed for clients who want institutional-style coordination without losing ownership of the key decisions. The service is particularly suited to investors who value time, structure and trusted on-the-ground delivery.



BUSY ENTREPRENEURS

Limited time for project management but still want strategic oversight and high-quality decision support.



INTERNATIONAL INVESTORS

Need trusted UK execution, consistent communication and seamless coordination across time zones.



FAMILY OFFICES & FUNDS

Seeking disciplined governance, commercial screening and transparent delivery across the investment lifecycle.



The client remains in control.

Primehold manages the coordination burden while the client retains strategic decisions, approvals and the investment mandate.



Six integrated phases covering every stage of the investment journey.

Each phase is managed as part of one continuous process so the client receives coordinated execution rather than fragmented advice.



01 ACQUIRE

Targeted sourcing aligned to the client mandate, including off-market opportunities, initial due diligence and strategic negotiation.



02 ASSESS

Commercial-first analysis of market fundamentals, value creation potential, risk and exit viability.



03 STRUCTURE

Finance routes, legal coordination and documentation management to support efficient capital deployment.



04 DESIGN

Planning strategy, pre-application advice and coordination of architects, engineers and approvals.



05 DELIVER

Builder procurement, programme control, budget management, quality assurance and transparent reporting.



06 EXIT

Sale, refinance or buy-to-let transition managed to maximise returns and reduce friction.



Structured delivery, not fragmented advice.

Each phase is managed with commercial discipline, documented decisions and a single accountable lead.



PRIMEHOLD CONCIERGE

Creating equity through disciplined delivery.

HOW WE DELIVER

Full-service property investment coordination.

Primehold brings the moving parts together so acquisitions, planning, finance and delivery are managed as one joined-up commercial process.

01



STRATEGIC ACQUISITION

Opportunity screening, sourcing, viewing analysis, negotiation and mandate alignment.

02



PLANNING & DESIGN

Pre-application strategy, planning coordination, design management and consultant oversight.

03



FINANCE PACKAGING

BTL, bridging, development and refinance coordination, including specialist lender engagement.

04



PROCUREMENT & CONTRACTS

Builder tendering, quotation review, scope definition and commercial negotiation.

05



DELIVERY CONTROL

Programme management, budget oversight, reporting, compliance tracking and snagging coordination.

06



EXIT EXECUTION

Sales strategy, refinance management, letting launch and post-project handover.



End-to-end accountability

One coordinated route from opportunity selection through to sale, refinance or letting launch.



PRIMEHOLD CONCIERGE

Creating equity through disciplined delivery.

WHAT WE CAN STRUCTURE

Different strategies. One disciplined Primehold process.

Primehold can support a range of value-add property strategies depending on the opportunity, cash profile and investor mandate. The same commercial discipline, screening and coordination model sits behind each route.



1.

LUXURY ENSUITE HMO

Higher-yield conversion strategy with strong income profile, operational planning and specification management.



2.

FAMILY HOME REFURB & SALE

Premium resale route with downside protection, defined workscope and clear exit visibility.



3.

BRR / RENTAL HOLD

Buy-refurbish-refinance-hold route focused on equity recycling, income resilience and long-term retention.



4.

PLANNING-LED VALUE ADD

Opportunity enhanced through design, planning strategy and development uplift before refinance or sale.



Commercial discipline across every route.

Primehold is positioned as the accountable lead across



ILLUSTRATIVE EXAMPLE

Example: 9-bed luxury ensuite HMO conversion.

A high-yield, design-led conversion illustrating how Primehold can coordinate finance, planning, specification and delivery within one disciplined investment process.



PURCHASE PRICE

£300,000



BUILD COST

£300,000



TOTAL PROJECT COST

£633,000



ESTIMATED GDV

£950,000



GROSS MONTHLY RENT

£8,500



ESTIMATED PROFIT

£317,000



INVESTMENT SUMMARY

Projected income and yield at stabilised operation.

GROSS ANNUAL RENT	£102,000
LESS 20% OPERATIONAL	- £20,400
NET ANNUAL INCOME	£81,600
TARGET YIELD	7.5% – 8.0%

INCOME SUMMARY / INVESTMENT LOGIC

- ◆ Strong income-led exit with premium room specification.
- ◆ Nine ensuite bedrooms with kitchenettes and shared communal kitchen/lounge.
- ◆ Design-led scheme intended to drive rental demand and asset value.
- ◆ Indicative figures shown for brochure illustration and subject to project appraisal.



Illustrative figures to demonstrate value-add positioning, not a guarantee.



HMO LAYOUT & SPECIFICATION

9-bed layout, specification and build-cost view.

This page illustrates how Primehold can present a conversion scheme with clear design logic, room mix, amenity provision and build-cost visibility.



BUILD-COST SUMMARY		
1	Preliminaries & Design	£11,500
2	Strip-Out & Demolition	£15,000
3	Structural & Build	£70,000
4	First Fix (Elec/Plumb/Heating/Fire)	£52,000
5	Internal Build (Walls/Insulation)	£24,000
6	Plastering	£12,000
7	Second Fix (Baths/Kitchenettes/Doors)	£39,000
8	Finishes (Tiling/Flooring/Painting)	£25,000
9	External Works	£5,500
10	Finalisation (Furnish/Clean/Snag)	£10,000
TOTAL BUILD COST		£300,000

Build-cost breakdown shown as an indicative coordination tool.





Fallback route: family home refurbishment and resale.

The Southampton scheme also demonstrates downside protection through a family-home fallback exit if the HMO route is not pursued.



Fallback strategy involves converting the property into a premium 4-bedroom family home with a rear extension creating an open-plan kitchen, dining and living space.



Purchase Price	£350,000
Conversion Cost	£80,000
Total Cost of Project	£495,940
Estimated GDV	£550,000
Estimated Profit	£54,060
Estimated ROI	23.15%

Which route fits the investor mandate?

	Objective	Cash Intensity	Complexity	Investor Fit
Family Refurb & Sale	Capital uplift	Lower-Medium	Medium	Broad investor appeal
Planning Uplift	Land value uplift	Medium	Medium-High	Patient investors
BRR Rental Hold	Stable rental income	Medium	Medium	Income-focused investors
Luxury HMO	High yield returns	Higher	High	Yield-focused investors



For private clients, Primehold can present multiple routes so the investor can select the most suitable mandate before commitment.



**PRIMEHOLD
CONCIERGE**

Creating equity through disciplined delivery.

Frequently asked questions.

Clear answers before capital is committed.

Designed to give private clients clarity on Primehold's role, the approval process, the investment options and the key risk controls before moving forward.

01 WHAT DOES PRIMEHOLD MANAGE?

We coordinate sourcing, screening, planning, finance, delivery, reporting and exit planning as one joined-up process.

02 DOES THE CLIENT STAY IN CONTROL?

Yes. The client keeps decision authority while Primehold manages the coordination burden and presents recommendations.

03 WHAT TYPES OF PROJECTS CAN BE MANAGED?

Luxury HMO conversions, family refurbishments, BRR/rental hold strategies, planning-led value-add and resale routes.

04 IS PLANNING APPROVAL GUARANTEED?

No. Planning is never guaranteed. Primehold helps assess planning potential and structure fallback options where possible.

05 WHY IS THE HMO ROUTE ATTRACTIVE?

A well-designed HMO can create stronger rental income, higher yield and long-term cashflow, subject to demand and compliance.

06 WHAT HAPPENS IF HMO PLANNING IS DENIED?

Where suitable, a family-home refurbishment, resale route or alternative hold strategy can provide downside protection.

07 HOW SHOULD THE FIGURES BE TREATED?

Figures are illustrative until due diligence, finance review, cost review, planning review and market appraisal are completed.

08 WHAT IS THE INITIAL ENGAGEMENT?

The retainer allows Primehold to begin serious review, early coordination, commercial assessment and route planning.

09 HOW IS PROGRESS REPORTED?

Through milestone updates, commercial decision points, cost visibility, risk tracking and concise client reporting.

10 WHO IS THE SERVICE BEST SUITED FOR?

Busy professionals, international investors, family offices and serious private clients who want structured execution.



PRIMEHOLD
CONCIERGE

Creating equity through disciplined delivery.

PRIVATE CLIENT CONCIERGE

Discreet. Strategic. Results-driven.

Primehold Concierge supports clients who want disciplined property investment execution, strong coordination and a premium private-office experience.

Book a private consultation



+44 7735 086002



Sam@primeholdconcierge.com



primeholdconcierge.com