



## MAB 360 – Target Market & Acquisition Brief

### Investor & Sourcing Partner Summary

#### 1. Property Profile – Our Ideal Acquisition

**Location:**

- Angel (Islington) priority; other high-demand London zones with strong tourism, corporate stays, and short-let appeal.
- Within **10–12 min walk** of Tube/Train.

**Parking:**

- On-site or nearby secure parking strongly preferred.

**Type & Size:**

- Suitable for **5★ Serviced Accommodation** (post-refurb if needed).
- Minimum **5 rooms** (flexible layouts considered).
- **Small Hotels or Guest Houses** also considered.
- Strong potential for both **short- and long-stay** occupancy.

**Yield:**

- High-yielding opportunities in proven demand areas.

#### 2. Acquisition Strategy

**Deal Types:**

- Traditional purchase
- Rent-to-SA agreements
- Lease with option to purchase

**Ideal Landlord Profile:**

- “Tired” or time-poor landlords seeking hands-off income.
- Owners impacted by taxation/regulation but reluctant to sell.
- Properties needing refurbishment (scope for rent-free period in exchange for upgrades).

#### 3. Our Edge – Why Work with Us

**Hands-Off Solution for Owners:**

- We refurbish & manage to luxury standard at **no upfront cost** to the owner.
- Guaranteed steady income stream.

**Creative Structuring:**

- Flexible contracts to match landlord priorities.
- Mitigation of regulatory and taxation burdens.

**Proven Management:**

- Full **360° turnkey operation** — design, refurb, marketing, guest services, maintenance.
- Maximises yield and protects asset value.

#### 4. Investor Appeal

- High demand in targeted zones (tourism, corporate, events).
- Refurbishment uplift potential increases capital value.
- Low acquisition friction through flexible deal structures.
- Premium nightly rates + strong occupancy history.
- **Pipeline:** Targeting 3–5 qualifying properties in next 6 months.

#### 5. Sourcing Fee Structure

- Competitive fees for qualifying introductions.
- Bonus for exclusive off-market deals.
- Ongoing partnership opportunities for volume sourcing.

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