



  
**GRAMONT**  
HOUSE

**A New Commercial Buy-To-Let Purchase  
Opportunity within the UK Care Sector**

Brought to you by:



**Qualia Care**  
DEVELOPMENTS

# Introducing Gramont House



*Gramont House is an ideal opportunity to invest in an ethical, sustainable, care home designed to meet the growing need for quality care.*

Located in the desirable and affluent area of Bingley, West Yorkshire, Gramont House is an open and operational nursing and care facility in the UK, soon to be operated by Qualia Care Limited.

With a total of 85 en-suite bedrooms, the facility will undergo a rolling refurbishment, which will work considerably alongside the staff and residents to be transformed into a high-quality residential, nursing and dementia-specific care home that will appeal to both private and local authority funded individuals.

The home is within walking distance of Bingley town centre, a market town offering a range of local amenities and good public transport links.

Situated near the rolling hills of the West Yorkshire countryside, Bingley is famous for its horticultural heritage, hosting the Bingley Flower Show for over 100 years. Located comfortably within reach of such major towns as Leeds, Skipton and Harrogate, Gramont House is ideally positioned to service the growing demand for specialist dementia care to an ageing population across the wider area.

Offering an improved quality of facilities and service, high occupancy and long-term operational success can be assured thanks to the expertise, synergy and shared vision of the developer Qualia Care Developments and the operator Qualia Care.

Gramont House offers you the opportunity to purchase a hassle-free, fully-managed commercial property. This ethical investment will accelerate the rate of operational improvements, enabling those who require care to benefit from exceptional facilities and excellent levels of service. Your investment will make a positive difference to the local community, while offering a respectable return.

# An Innovative New Model

Developed by Qualia Care Developments Limited, an innovative new model has been specifically created to meet the needs of the care industry. With an ethical ROI made possible by a sustainable model that thoughtfully balances the needs of all parties, Gramont House represents an excellent opportunity to invest in the future of UK care.

This new commercial buy-to-let purchase opportunity offers you circa 8% rental income per annum with a buy back option up to 125% and an ROI up to 225% depending on your exit strategy.

A choice of 4 assured exit strategies provides ultimate flexibility whilst rewarding long-term commitment with greater returns, delivering the most efficient and stable operation.

By purchasing a unit at Gramont House, you benefit from an annual rental income being paid from year 1 onwards. The first year's rental income is paid within 28 days of exchange. Year's 2-25 are paid annually in arrears. Alternatively, you are able to offset your total capital outlay from £75,000 to £69,000 by deducting your first year's rental income from the purchase price with all rental income from year 2 onwards paid annually in arrears.

## Summary

- A fully managed income generating asset
- UK commercial buy-to-let purchase
- Based upon a sustainable business model
- A choice of 4 exit strategies and 2 purchase options
- Open and operational care facility
- Will undergo a rolling refurbishment

## COMMERCIAL BUY-TO-LET WITH 4 EXIT STRATEGIES

Rental Income

**8%**

Per Annum  
For 25 Years

Facility

**85  
bed**

Purchase Price

**£75K**

ROI Up To

**225%**

Developer Call option throughout at 125%

125 Year long leasehold purchase

Title registered with UK land registry

*A fully managed, income generating asset that delivers both a respectable return and has a direct, positive impact on the lives of those in need of quality, affordable care.*

## Opportunity in the UK care industry

*The UK has a growing need for quality, affordable care services, able to provide residential, nursing, palliative and dementia specific facilities that serve the needs of an increasing and ageing population.*



As a country, the UK is ageing; care for the older population is already generating an income of £14.5 billion for the UK economy every year (AMA Research Ltd), the majority of which is funded by the government.

This figure is due to increase as the UK population ages. Estimates from the Office for National Statistics ([www.ons.gov.uk](http://www.ons.gov.uk)) suggest that 1 in 4 people will be aged 65+ by 2050, representing a 56.3% increase from 2012. A total of 8 million people will be aged 80+ by the same year.

In order to begin to meet the demand, the UK government has committed to transferring £3.8 billion from the NHS (National Health Service) for joint NHS and local council decisions about the funding of health and care services from the outset of 2015. Key decisions are now being made at local levels to 'deliver better outcomes and greater efficiencies through more integrated services for older and disabled people' (Age UK).

The social care funding and supply within the UK is currently under intense pressures and it is into this new market that Qualia Care Developments offers its new and innovative service.

With supply dwindling and owners and operators under increasing pressures, relying on the old models of supply and finance is no longer a valid option.

Your purchase helps to maintain the supply of care while providing the opportunity for people who require care to benefit from exceptional facilities and excellent service.

## Key Facts



**£14.5  
BILLION**

As a country, the UK is ageing; care for the older population is already generating an income of 14.5 billion (AMA Research Ltd).



**AGED 65+  
BY 2050**

1 in 4 people will be aged 65+ by 2050, representing a 56.3% increase from 2012 ([www.ong.gov.uk](http://www.ong.gov.uk)).

**£3.8  
BILLION**



The UK government has committed to transferring £3.8 billion from the NHS for joint NHS and local council decisions about the funding of health and care services from the outset of 2015 (Age UK).



**Intense  
Pressure**

The social care funding and supply within the UK is currently under intense pressures.



**Supply  
& Demand**

Your purchase helps to maintain the supply of care while providing the opportunity for people who require care to benefit from exceptional facilities and excellent service.

## Purchase Details



<b>Purchase price</b>	<b>£75,000</b>
Client cash input	£75,000
Reservation fee	£500
Balance of cash deposit	£74,500
Assured tenancy period	25 years
Rental income (circa)	8%
<b>Rental income per annum</b>	<b>£6,000</b>

By purchasing a unit at Gramont House, you benefit from an annual rental income being paid from year 1 onwards. The first year's rental income is paid within 28 days of exchange. Years 2-25 are paid annually in arrears.

Alternatively, you are able to offset your total capital outlay from £75,000 to £69,000 by deducting your first year's rental income from the purchase price with all rental income from year 2 onwards paid annually in arrears.

For more information on this deal please contact your sales agent.

Year	Rental income Schedule (circa 8%)
1 - 25	£6,000 pa
<b>Total</b>	<b>£150,000</b>



Download our 'About Your Room' Document for more information.

# A Choice of 4 Exit Strategies

Through a unique structure, the developer is able to offer you a choice of 4 exit strategies for ultimate flexibility:

	Year 10	Year 15	Year 20	Year 25
Buy back	115%	120%	125%	125%
Buy back value	£86,250	£90,000	£93,750	£93,750
Total rental income	£60,000	£90,000	£120,000	£150,000
Total purchaser returns	£146,250	£180,000	£213,750	£243,750
Cash received over and above initial cash input	£71,250	£105,000	£138,750	£168,750
ROI	95%	140%	185%	225%

### Example ROI Calculator: 15 year exit strategy option

Purchase price = £75,000 x 8% = £6,000 x 15 years = £90,000

Buy back option at year 15 = £90,000 (120%)

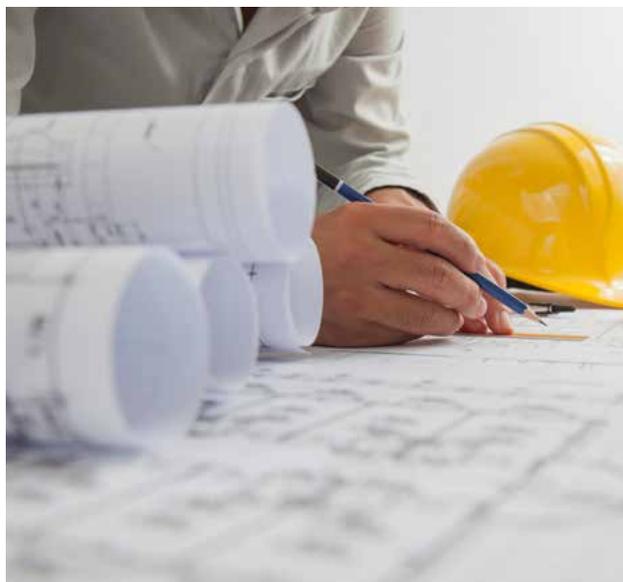
ROI = (Buy back £90,000 + Cash rental income £90,000 – Purchase price £75,000)

÷ Purchase price £75,000 = 140%

ROI: Return on investment.

- At the end of your chosen term, an assured buy back can be initiated whereby the developer will purchase the unit back from you at the relevant buy back percentage. To give you opportunity to initiate a buy back, the developer will contact you 2 years in advance of each exit option, during which time, you will have 6 months to respond.
- You have the option to sell your unit on the open market at any given point.
- Should the developer initiate the freehold sale of the facility to an external operator at any point from your exchange process, you will receive the higher 125% buy back amount.

## About the Developer



*The Qualia synergy between developer and operator delivers an ethical ROI, based upon a sustainable model that thoughtfully balances the needs of all parties.*

### **Qualia Care Developments Limited**

Fully managed, their buy-to-let property purchases provide an annual rental income and clear exit strategy, that offers clients an attractive ROI. Clients can have confidence in the operational longevity of each project, thanks to a sustainable business model, specifically designed to ensure the long-term success of the operational business, safeguarding both investors returns and residents' care.

With a strong background of identifying opportunities within the UK income-generating asset marketplace, all projects are fully researched and analysed prior to launch to ensure their feasibility. Each project is developed to exceed CQC (Care Quality Commission) guidelines, who are the independent regulator of health and social care in England, responsible for monitoring, inspecting and regulating health and social care services.

Qualia Care Developments works strategically with the operating company Qualia Care, who are responsible for the day-to-day management of facilities and the provider of care services. This win-win combination of developer and operator delivers operational efficiencies that improve financial performance and create attractive returns based on sound industry insight and expertise.

With the shared vision of becoming a 'best-in-area' provider, Qualia Care Developments are advancing forward to deliver new levels of excellence within the UK care sector.

# About the Operator

## Qualia Care Limited

Qualia Care will focus on providing high-end care provision and accommodation in the North of England, predominantly to people living with dementia and those requiring end-of-life care.

Led by a highly experienced management team, Qualia Care is able to deliver operational excellence through the expertise and leadership of its key team, whilst benefiting from operational efficiencies gained from a strategically focused geographic based operation.

Due to an innovative funding model, Qualia Care can offer affordable prices, retaining a high predominance of social-funded places, whilst upholding the furnishing and staffing standards one would expect from a private provider.

With sophisticated need mapping, and high-level industry intelligence, Qualia Care will provide services in areas where the population need is high, fees are sustainable, and high occupancy can be predicted by becoming a 'best-in-area' provider.

A keen emphasis is placed on enriching the lives of those living with dementia and providing a dignified closure to life in all their facilities. The commitment to this can be seen from the use of specialist interior design choices and dementia-specific garden designs and their end of life provision at each service. These features are vital for a care facility in the UK today as there are currently 850,000 people living with dementia, a number expected to increase to 2 million in the next 10 years.



*Qualia Care is passionate about people, committed to delivering excellence in care and becoming a voice for positive change within the UK care industry.*

# Welcome from Paul TM Smith

## Managing Director, Qualia Care Limited



As an investor, by choosing to invest in a Qualia Care facility, not only will you receive a respectable return over time, your investment will also have a direct, positive impact on the lives of others by enabling some of the UK's most vulnerable older people to be provided with quality, affordable care.

*"Your investment accelerates the pace of improvements, and enables the creation of specialist care environments tailored for residents' needs."*

We passionately believe there is a bright future for social care provision in the UK and believe that we are a key part of that bright future. The way services are currently delivered and are afforded in the UK needs to change, as traditional industry approaches are no longer the best option to meet new emerging challenges or the growing need.

That's why everything we do within Qualia is about finding new and innovative means to deliver excellence of service. Our models, ideas and attitudes are curated from the tested worlds of business and care, and are supported by the very latest insights drawn from extensive research.

Having spent my professional life in the healthcare sector, I am proud to play a key role alongside Robin Forster in the creation and direction of Qualia Care and Qualia Care Developments – two companies, with one brand and one shared vision.

The industry is in need of change and the time is right for an innovative provider to bring a fresh approach to care, to help transform the quality of care available for those in need, especially to the older person living with a dementia or a related condition.

Qualia Care and Qualia Care Developments, collectively known simply as Qualia, has been built specifically to meet this need, with the right mix of people, expertise, and structures that are required to become a sustainable, profitable and high performing organisation.

Together as both developer and provider we can realise our vision to provide high need nursing care across the North of England and meet the needs of investors looking for an ethical investment by being fully committed to transforming the quality care available to the communities we serve.

We would like you to be a part of our journey and with your support and investment we will continue to innovate as a team and work consistently to deliver quality, affordable care for those in need.

# 'Triangle of Convergence' Philosophy

The 'Triangle of Convergence' philosophy underpins everything Qualia Care do. It is a new term created to best express the changes they have made to the original 'Triangle of Care' or 'carer-included' framework, initially developed from a recovery approach to mental health, then adapted for the dementia care specifically within the NHS.

The model came to formulation from an understanding that people with mental health needs recovered at a faster pace, and experienced better life outcomes, when their family and friends were involved in their care, or within their outpatient treatment package.

The Qualia Care team believes that true person centeredness is an emergent property when the emotional, physical, social and spiritual needs of an individual are met. They believe these are best met for anyone coming to live in their care facilities when they remain strongly attached to family, friends, and their community – through the sustenance of therapeutic relationships – and when they, their family and friends, and the direct care employees are empowered as equal citizens.

It is the essential essence of this inclusive approach to the application of their caring, which defines the tangible differentiator between the Qualia Care offer from other providers, many of whom are currently using more traditional, top-down approaches.



# The Purchase Process



We believe that by taking our time to listen to your needs and establishing your unique client profile, we can confidently confirm whether Gramont House is the right opportunity for you.

It is assuring to note that once you feel ready to proceed, you will be guided through the three step purchase process.

## A three step process:

- 1** Your sales consultant answers your questions while guiding you through every aspect of this buy-to-let opportunity and recommends a unit for consideration. On acceptance, you receive a reservation form and are asked to make a £500 payment to reserve the unit. Within 7 days, you are required to send us your certified identification documents along with source/proof of funds for the unit to be secured and assigned to you.
- 2** The contracts are issued to your lawyer for review. You and your signatory witness then sign the contract and return it to your lawyer using a secure, signed-for delivery service. At the same time, you pay the outstanding balance of purchase monies into your lawyer's client account.
- 3** Upon receipt of your documents and balance of purchase monies, exchange and completion can take place. Your lawyer will then attend to all registration formalities with the Land Registry. Omitting delays, the purchase process is scheduled to take no longer than 28 days from the point of reservation.

## About the Leaseback



A leaseback arrangement is a financial transaction whereby a seller of an asset (the developer) leases back the same asset from the purchaser (you).

The operator, Qualia Care in this case, assumes all responsibilities for the day-to-day running of your unit and for all costs.

Unlike a traditional buy-to-let, you are not responsible for: monthly property management fees, property maintenance, refurbishment, or any tenant-related issues, including vacant periods that may result in a loss of earnings. This opportunity provides a hands-off, hassle-free, income-generating asset.

*Providing a hassle-free, fully managed commercial property purchase, with a choice of 4 exit strategies for ultimate flexibility.*

## Aftersales Support



*The decision to invest in a Qualia Care facility is more than a purchase, it is the beginning of a journey and the start of an ongoing relationship with you.*

As part of your purchase you will receive ongoing support from our dedicated aftersales team, congratulating you and guiding you through the process following your purchase.

The aftersales team are responsible for building existing client relationships and assisting with enquires. All clients who choose to invest in one of our care homes benefit from our Aftersales service which includes the following:

**A Call from the Aftersales Team** - Upon completion, you will receive a call congratulating you on your purchase. The team are always on hand to assist should you have any questions.

**A Welcome Letter** - Issued upon completion, this letter provides information on Land Registry and guidance if you are a non-UK resident.

**A Welcome Pack** - This document provides you with full information regarding your project. The welcome pack includes key information such as; rental payment dates and project information in addition to relevant forms including a bank mandate, which allows us to process your rental payments and allows you to update your information should your details change.

**Quarterly Updates** - At the end of each quarter, all our clients receive a quarterly update which provides information on the status of your project each quarter as well as topical and interesting news articles.

**End of Year Reports** - At the end of each year, clients will receive an overview of the past year including an insight into plans for the following 12 months.

**An Annual Statement** - An end of year financial report which details your financial income from your purchase and any deferment payments.

## More Information



### **Operator: Qualia Care Limited**

For more information about the ethos and operation of Qualia Care and its facilities call:

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### **Developer: Qualia Care Developments Limited**

For more information on the latest news and portfolio of Qualia Care Developments call:

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## Supporting Documents

A selection of supporting documents are also available. To download these documents please click on the links below in your digital brochure or alternatively contact your sales agent.



About Your Room

**To register your interest and secure your unit with a  
£500 reservation fee, contact us today.**

