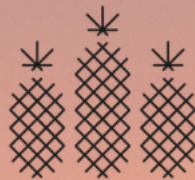




PINEAPPLE INVESTMENT
GROUP



PINEAPPLE PROPERTY
GROUP



PINEAPPLE LIVING

Group Brochure

Your personal
Investment Company:
Run by investors, for
Investors



[Pineapple-Group.co.uk](https://www.Pineapple-Group.co.uk)



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before and
after projects
page 11



Table of **contents**

01 Why Us?

What makes us so special that we deserve your time and energy?

02 Our Team

Who keeps the cogs turning for you.

03 We Make A Difference...

Viewing rentals from the perspective of an investor, not a letting agent has given us some unique industry perspective

04 What we're proud of...

Take a look at a small selection of some of our projects



Our mission is to raise living standards across our investment areas which will in time drive living standards up in general as higher standards become the norm.....

We don't deliver a property to market unless its at a standard where we personally would be happy living



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Get in Touch (form)



01 | Why Us?

Have you ever heard of the saying ‘relationships are what makes the world go round’? Ok, we haven't either but it's true!

We have built our company on relationships. We cover all aspects of investing, from sourcing through to lettings. Across the group, our people and the teams we use know their roles and where they fit in the big ‘Pineapple Jigsaw Puzzle’.

TENANT FIRST

With decades of investing under our belts between us, we realised that there is a win win win if Property investing was approached in a different way. You see, bringing a property to a high standard with tenant convenience and comforts at the forefront from the design phase, coupled with the fresh approach to property managing that we bring. Tenants feel and know that they matter. They are more open to forming a community within the house and are generally happier. We break down the 'them and us' relationship stereotype which is common place between the landlord and tenant in the PRS sector.

A happier tenant that knows they matter, will stay longer and as a result the landlord (us) benefit from attracting and keeping the right tenants in our properties. The Win Win Win.

02 | Our Team



Vanessa handles everything. I barely hear from her and I know that behind the scenes she's getting ahead of issues before they even begin to form. She brings solutions, not problems. Exactly what I want from an agent!

At Pineapple we are all about our people and building strong relationships with our affiliates. So before we tell you about our services, here's how you can contact any of the Pineapple Living Team Members, any time.

Vanessa Pope
Property Manager

Vanessa@Pineapple-Group.co.uk

With 10+ years in lettings, there isn't a tenant dispute I can't solve. Working with a more specialist agency like Pineapple Living also gives me the freedom to be selective with tenants, as our properties are always in demand!



Greg Railton
Director

Greg@Pineapple-Group.co.uk

I studied at Kingston University London and worked as a Licensed Aircraft Engineer for 12 years.

I started investing in single lets whilst employed but it became very clear to me that my future would be in property despite loving my job. As my skills and knowledge grew, I took on bigger and complex projects. My portfolio is made up of single lets, HMO's and blocks of flats across the south east.

My days are now spent running a team with my business partner Stuart, completing our own projects, running a lettings agency and sourcing properties for clients to buy where I can channel my passion into developing and improving their properties too.



Stuart French
Director

Stuart@Pineapple-Group.co.uk

After falling in love with property in 2014 after buying my first rental property, I quickly noticed how being an Investor and being a Landlord are much the same when it comes to how we make our money. It's a passion of mine to offer serious professional investors an alternative that puts them in charge...not the Letting Agent.



YEARS OF EARNED EXPERIENCE

With our foundations in property investing we know what Landlords and tenants need...we are landlords ourselves. Almost 30 Years of experience at Pineapple, implemented in the day to day.

FRESH IDEAS AND A MORE PRO-ACTIVE, TENANT-FOCUSED STYLE.



FULL ACCESS TO OUR POWER TEAM, AND SUPPORT IN EVERY PART OF YOUR JOURNEY

The reassurance that as our business grows, only the quality of service will increase to both landlords and tenants.



03 | We Make A Difference...

After experiencing the world of dreadful letting's agents and insane prices for years as Landlords, we knew there had to be a better way. To take profit from an investment in exchange for services is one thing, but the letting agency industry, frankly, is broken.

We decided we could do it better and went back to the core principals of what a letting agent should do, and how they should be operating. What came out of that process form our core business principals...

We make a difference...

✓ **BY TRANSFORMING TIRED AND UNLOVED PROPERTIES TO THE BEST STANDARD**

You see them everywhere you go. They are in and of themselves their own billboard. Unloved and poorly maintained properties. As a group. These are the properties we target and are on a mission to raise standards and improve the look and feel of an area. One property at a time.

✓ **...BY EMPLOYING THE RIGHT STAFF.**

We only staff key roles across the whole group, with individuals that have years of proven experience. Promoting their training as the world changes and supporting their development is a cornerstone for our group too. We know it's vital to have competent staff, who know the lettings industry inside and out, and can effectively navigate those tricky tenancies with calmness...

...Our aim is to deliver a market leading quality of service to both tenant and landlord that doesn't cost more than was budgeted for, both now, and into the future.

✓ **.....BY PUTTING THE TENANT FIRST FROM THE DESIGN PHASE.**

We go all out on our properties and typically spend more on a a refurbishment than the property cost to buy itself. Upwards of £300k in some cases. Why would we do that? Because that is what tenants want. They want their home comforts during this phase of their life. They have fled the nest and our mission is to be the best provider of housing in our areas. Space, Storage, layout, flow, security, privacy and comforts are just some of the things we factor in to any project.



And...



...BY ONLY WORKING WITH THE BEST QUALITY CONTRACTORS AND PROFESSIONALS.

Being an all-encompassing property group, we know the best builders. We have felt the pains of slow and unsatisfactory work in the past...which is why we have our approved list of contractors for you to access through us as a member of our family. Leaky shower, Loft extension, or looking to drop onto a commercial mortgage after your fancy-pants 7 Bed HMO conversion and need a broker? We have the right people for you, end to end.

...Oh, and our HMO specialist builder has been involved in more than 80 HMO Conversions, so they really do know what they're doing.



...BY BUILDING A SENSE OF COMMUNITY IN ALL OF OUR HIGH QUALITY HMOS.

If we care, they care. Through quarterly prize draws for HMO tenants, we aim to keep those living in our properties engaged with us throughout the year,

building a professional tenant type that cares about the property through being part of a community, rather than 'just renting'.

An engaged tenant is more likely to have the confidence to report maintenance before it gets out of hand, and feels at home in the comfort that they are appreciated.



...BY NOT CHARGING MORE THAN IT COSTS.

Tenant find is cost price at £150 for HMO & £350 for BTL and comes with a whole heap of optional extras and insurances should they default for any reason during the tenancy. EPC and Certs are all cost price. No markup and no management fee. You pay what it costs and nothing more.

04 | What we're proud of.....

a small selection of our projects to date



38 Holland Road Maidstone



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Maidstone



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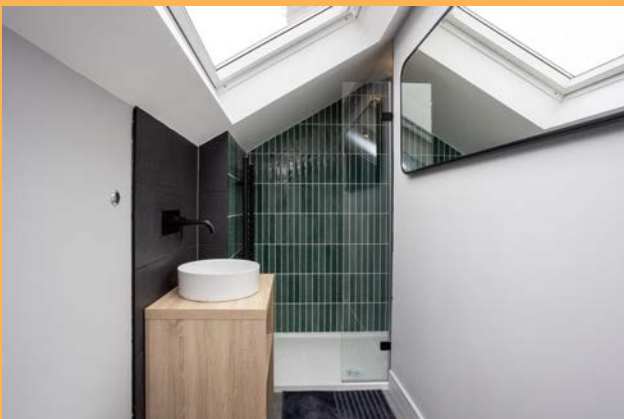
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Maidstone



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12 Fisher Street
Maidstone



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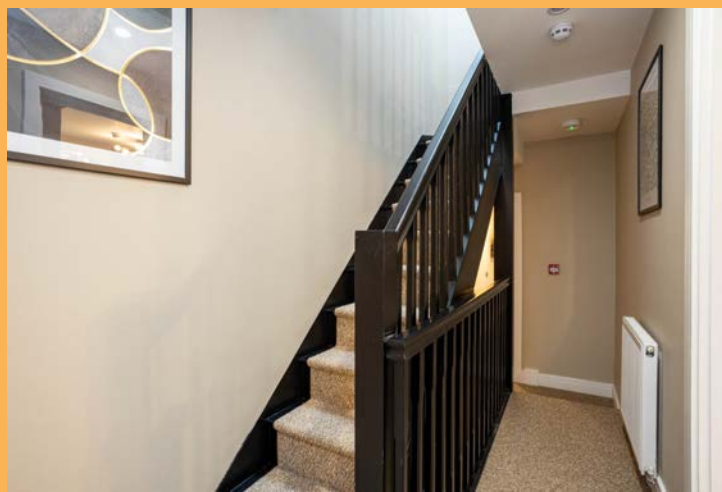
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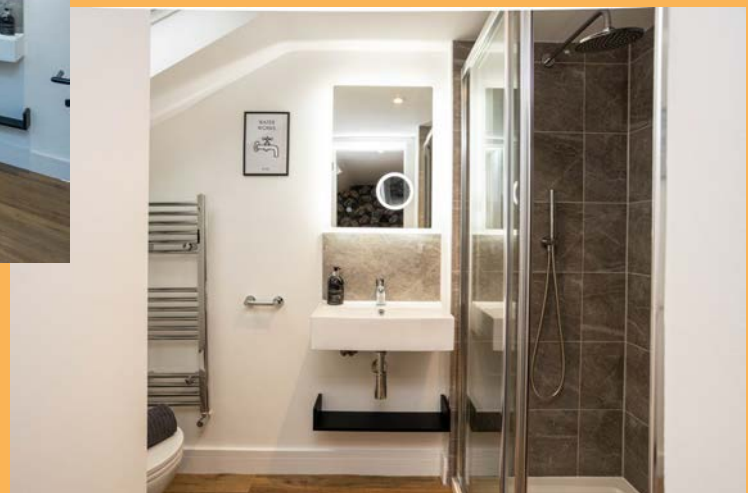
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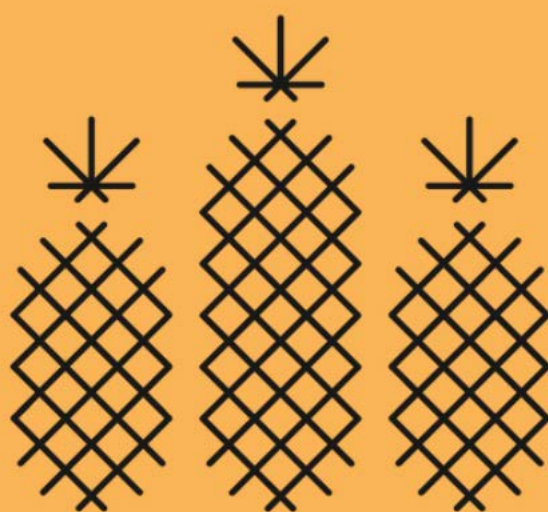


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*Be a Pineapple
Stand Tall
Wear a Crown
Be Sweet on the Inside*



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Get in Touch (form)