

BROCHURE

Rudolf Wolff Residential Parks Fund

*Powering the development of UK Home & Holiday
Parks into Luxury Gated Residential Communities*



THE FUND BASICS

Investment in the Fund enables (via secured loan) the purchase and development of Residential/Holiday Park Assets into Luxury Residential Communities, which are in high demand in the UK. The Sourcing, Acquisition, Development and Sales are all taken care of by our trusted Development partners. Our loans to the Developers are Secured and subject to intense scrutiny by our FCA Regulated Manager- who has vast experience in the lending side of this sector.



The Fund is open ended and investors have the opportunity periodically to exit. Investments are via Platforms (ISIN) or Direct Application (Loan Note).

→ Fixed Income 8.00%p.a.

→ FCA Regulated Manager

→ High Margin Sector

→ Potential Capital Growth

→ Secured against Property

→ Short Development Timelines

→ Audited Fund

→ Roll-Over or Exit at 4 Years

→ Strong Market Forces



THE FIRM

The name Rudolf Wolff has been associated with the City for over 150 years. The original 'Rudolf Wolff' was a German metals merchant who established Rudolf Wolff & Co. in London in 1866. In 1877 it became a founding member of the London Metal Exchange which continues to be the pre-eminent international market for primary base metals. Marked by the service ethic of the traditional, family-managed, 'City' business, Rudolf Wolff & Co was a pioneer in many fields – notably nurturing some of the investor legends that pioneered the alternative investment industry of commodity traders and hedge funds since the 1980's. This ethos continues with us today.

In 2008, the Rudolf Wolff brand name, with all its historic values, was re-launched by a team of experienced investment professionals, including some of the former Rudolf Wolff management. Our motto of 'traditional values for changing times' demonstrates we continue to recognise the importance of forward-thinking investment combined with old-style prudence, practicality and premium service. These attributes are all core principles of Rudolf Wolff Limited.

- ▶ 150 Year old Name with Historic values
- ▶ Extensive Track Record in Fund Management

- ▶ Highly Experienced Team and Board
- ▶ FCA Regulated (FRN:468022) since 1998

THE MANAGER



Paul Chadney - Investment Manager
Rudolf Wolff Residential Park Fund

Paul Chadney has been involved in the Holiday & Home Park Sector for 25 years since renting a house on a Holiday Park and then creating the Barclays Holiday & Home Park Team in 2003 taking sector debt towards the £1bn exposure level. In 2006 Paul purchased a holiday park on Dartmoor which was successfully sold in 2008 after securing trading and planning uplifts.

After 23 years at Barclays, Paul moved on to Clydesdale Bank in 2010 before leaving the Banking sector to join Parklife Group in 2012 as Director of Mergers & Acquisitions. This time within a Holiday Park business on a day-to-day basis proved invaluable in expanding Paul's expertise in the sector.

Following a stint in Business Development at Santander, Paul joined Together Money in 2015 and then decided to form Capisce Finance, becoming a commercial finance broker in 2017. Within a month of creating Capisce the first purchase was completed and since then the business has assisted in over £175m of transactional park finance.

▶ Successful Career at Various High Street Banks

▶ Vast Knowledge of the Sector and Key Players

▶ Unrivalled Experience Lending to the Sector

▶ Hands on Experience from Lending to Management

COMPLETED DEVELOPMENTS



▶ Luxury Bungalow Style Units

▶ Eco-Friendly Low Cost to Run

▶ Modular Construction - Outsourced and Quick

▶ Retirement Community in Picturesque Setting

UNDER DEVELOPMENT



- ▶ Basic Landscaping and Infrastructure
- ▶ Short Timeline and Relatively Low Cost

- ▶ Factory Built Units - Outsourced and Quick
- ▶ Units Delivered with Minimal Installation Required

COMPLETED DEVELOPMENTS



The Headland (Cornwall)

Site purchase cost
£2m

Sale of Site
£4.5m

Profit
£2.5m



Kingsdown Meadow (Kent)

Total development cost
£1m

Sale of Units Revenue
£9m

Development profit
£5.4



Cheshire Parks (Cheshire)

Site development cost
£0.4m

Sale of Units Revenue
£4.6m

Development profit
£2m



▶ Luxury Bungalow Style Units

▶ Eco-Friendly Low Cost to Run

▶ Modular Construction - Outsourced and Quick

▶ Retirement Community in Picturesque Setting

UNDER DEVELOPMENT & PIPELINE



Salcombe Regis (Devon)

Development cost = £2.4m

Number of units = 73

Units Sale Revenue = £27.1m

Development profit = £13.8
(before finance costs and pitch fees/operating costs)

Status = Awaiting Planning
Above are projections only



Great Yarmouth (Norfolk)

Development cost = £1.9m

Number of units = 80

Units Sale Revenue = £14.4m

Development profit = £5.1
(before finance costs and pitch fees/operating costs)

Status = Awaiting Planning
Above are projections only



Chivenor Park (Devon)

Development cost = £0.8m

Number of units = 32

Units Sale Revenue = £5.6m

Development profit = £2.1
(before finance costs and pitch fees/operating costs)

Status = Ready to Develop
Above are projections only

▶ Luxury Bungalow Style Units

▶ Eco-Friendly Low Cost to Run

▶ Modular Construction - Outsourced and Quick

▶ Retirement Community in Picturesque Setting

THE PROCESS





SERENITY PARKS

Our Primary Development Partner

Serenity Parks Ltd is a leading UK developer and operator of high end residential parks established in 2016. The focus is building communities designed for the discerning needs of the aging UK population. In addition to a robust Track Record and development pipeline, they currently operate fully-owned parks which continue to generate recurring revenue.

MANAGEMENT TEAM



Gary Burns – Founder and CEO

- 20 years experience of establishing and growing successful businesses
- 10 years experience of buying, developing and operating residential and holiday parks
- Clear strategic vision for the business with a deep understanding of the market
- Skilled leader, who attracts and retains talented people, empowering them to achieve great things



Gavin Leverett – MD and CFO

- Grant Thornton qualified accountant
- Experienced CFO and MD with exposure to a range of sectors and company structures
- 25 years construction industry experience in £100m+ businesses
- Expert in modelling businesses, fund raising and implementing efficient business management systems
- In-depth knowledge of residential park homes sector and what the key profit drivers are



Guy Bailey – Planning Director

- Chartered town planner with 30 years experience
- Previously senior director for a multi-national development consultancy
- Significant experience across the leisure, sports and tourism sectors
- Extensive experience across both the public and private sectors
- Regarded as an expert in the park homes sector and particularly the identification of uplift opportunities

*Please note that the Serenity Parks website is an Operator website not a Developers website. This is because if sellers are aware they are selling to developers pricing will increase.





THE MARKET

“ England needs as many as half a million new homes a year to keep up with the country’s rising population...

-Financial Times  <https://www.ft.com/content/32846f68-52fd-40e1-9328-0fe6bb3b9c19>

🔄 Across the UK, 3 million retirees are looking for a way to downsize – but struggling. The problem will grow as the population ages and the number of over 65s hits 17.5m by 2026, accounting for nearly 21% of the entire UK population

Source- ONS 

“ £750 billion to £3 trillion worth of housing equity is held by our elderly population... One of the major benefits of downsizing is to free up housing equity to assist in funding one’s retirement.

-CBRE  <https://www.cbre.co.uk/insights/articles/senior-living-offers-more-than-just-bricks-and-mortar>

▶ Lack of Suitable / Accessable Housing

▶ Downsizing can Finance Retirement

▶ Growing Demographic Looking to Downsize

▶ Residential Parks help meet this Demand

THE SOLUTION

Residential park homes are small and built on one level so may be suited to people who want a home that's easier to manage. Buying a residential park home can be a more affordable way of living in an area you like. Park home sites can also have more of a sense of community when compared to traditional housing.

-Age UK (charity)



<https://www.ageuk.org.uk/information-advice/care/housing-options/residential-park-homes/>

- The property itself can be cheaper than equivalent 'bricks and mortar' homes.
- Park homes are always single-storey and usually smaller.
- Park home sites are often in rural and peaceful locations.
- Park home sites can offer a feeling of security, as they are often gated and only allow access to residents and their guests.
- Some park homes are designed to assist with independent living.

-Independent Age (charity)



Independent Age

<https://www.independentage.org/get-advice/housing/housing-options/park-homes>



- ▶ Smaller, Cheaper, Easier to Run & Maintain
- ▶ More Accessible enabling Independent Living

- ▶ Better Quality of Life and Community
- ▶ Downsize to a Scenic Area and Fund Retirement

Factors Pushing Demand for Residential Park Housing



RESIDENTIAL PARKS OFFER A CHEAPER OPTION

Average unit cost at Developers last site was - £219,512 (Kent, South East)

Average cost 2022 of Bungalow South East - £482,000

Average cost 2022 of Detached South East - £749,000



RETIREEES DOWNSIZING TO RELEASE FUNDS FROM THEIR HOME

There are 1.29 million owner occupiers aged 65 and over living in a four bedroom house...Downsizers across England and Wales could unlock an average £305,090 by moving from a four bed to a two bed home

Source:



HOUSING CRISIS ADDS PRESSURE TO THIS MOVEMENT

Between 1970 and 2022, house prices in the UK increased in real terms by 441%, yet construction fell by 46%: from 378,320 to 205,340 units.

Source:



RETIREEE FRIENDLY ACCOMODATION

Lack of homes suitable for older people fuels the housing crisis.

<https://www.theguardian.com/society/2019/jul/14/lack-of-homes-suitable-for-older-people-fuels-housing-crisis-report>

Source:



Why This Fund?

-  Fixed Income and potential Growth
-  FCA Regulated Firm (150 Year old Name)
-  Highly Experienced Manager
-  Audited Fund Secured Against Assets
-  Strong Market Demand



THE FACTS

The Fund Facts

Investment Manager: Rudolf Wolff Limited
IM Regulator: FCA (UK) Ref: 468022
Auditors: Shipleys LLP
 Legal Advisors: Conyers Dill & Pearman Limited
 Administrator: Atree Fund Services
 Dealing Line: +1 441 278 7615
 Email: info@alreefundservices.com
 First Income Date: 14th December 2024
 Fixed Income Dates: 14/Mar, 14/Jun, 14/Sep, 14/Dec
NAV Valuations: Annual starting 30th November 2024
Exit/Rollover: Investors can exit on the 4 year anniversary month of their initial Investment. Without notification of a Sell order, the investor will roll over into another lock in period. Sell Notifications should be emailed to info@rudolfwolff.com

ISIN Numbers

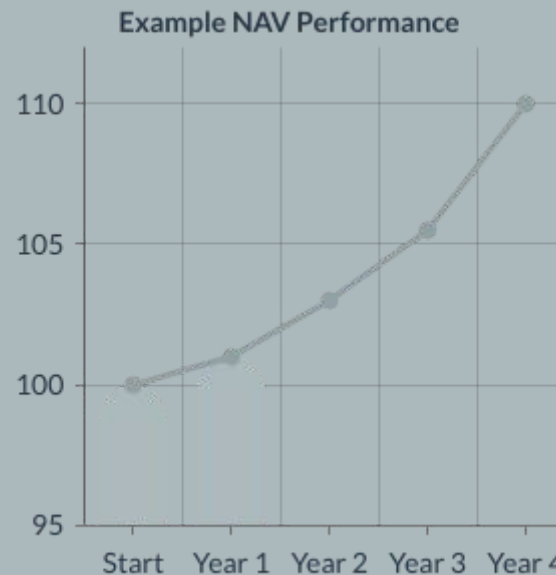
A Shareclass GBP £ - [BMG771011639](#)

A Shareclass USD \$ - [BMG771011894](#)

A Shareclass EUR € - [BMG771011480](#)

Growth Element

The value of your investment will fluctuate depending on the annual NAV (Net Asset Value) of the fund. In the same way that a Mutual Fund has a value which fluctuates, your investment in this fund will fluctuate in value as determined by our fund Auditors. Our aim is that with the level of Asset Security, and upside value of our loans, that this value will grow. This is only an estimation and it is possible for NAV to decrease.



On this basis, when the investors are eligible to exit at the end of their 4 year term, their NAV value would be 110%

If added to the 8%p.a. income received
 Total return = +42%

or 10.5% (annualised)

Disclaimer and Risk Warning - Please Read

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Please contact your advisor or
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