



Strategic Land Investment



Expert investment gaining optimum returns

EXCEPTIONAL RETURNS CAN BE ACHIEVED FROM STRATEGIC LAND OWNERSHIP

SJ Capital Group offers private investors the opportunity to purchase strategic UK land alongside top land planning specialists. Historically only developers were able to take advantage of the potentially large returns that UK land ownership offers. SJ Capital offer professional and experienced help in making the land-buying process as easy, simple and effortless as possible. SJ Capital excels at simplifying the land acquisition process enabling individuals to take advantage of potentially large returns. Prime tracts of pre-developed land are identified based on their potential to gain planning permission. These sites are sub-divided into affordable, residential-sized plots and offered to individuals on a Full Freehold Title basis – a simple way for you to buy prime pre-developed land!





THE FACE OF LAND IN THE UK IS CHANGING

“Buying UK land with development potential isn’t a new concept, property developers have been doing it for decades. It’s just until now they have been the only ones who could afford to.”

Brian Smith, Strategic Land Director

Once, the opportunity to buy land with development potential was open only to the property development industry and larger building firms. SJ Capital has changed all of that forever. We’ve developed a simple, new way for individuals to buy land comprising of the following:

- Experienced full-time professional’s source and purchase, pre-developed land that falls within specific, agreed criteria maximising the genuine potential for future development.
- These key strategic sites are then sub-divided into plots for resale to investors.
- SJ Capital then drives the rezoning process.

SJ Capital currently manages and sells several prime strategic land sites in the UK.



10 YEARS OF TOTAL RETURNS

2008

marked the fourteenth successive year that the value of land has increased. Over the past ten years the value of land has risen by

370%

- Over the years land as an asset has steadily increased in value.
- Land has proven to be one of the most robust and resilient investments.
- Land is one of the most secure and stable assets.



SOURCE: THE VALUATION OFFICE AGENCY, FINANCIAL TIMES

The perfect climate for increasing land values



Official estimates cite a requirement of 3,2 million new homes in the UK within the next two decades. This estimate, together with a rapidly expanding population, has forced the British government to reconsider earlier land policies regarding the protected countryside known as the Green Belt areas.

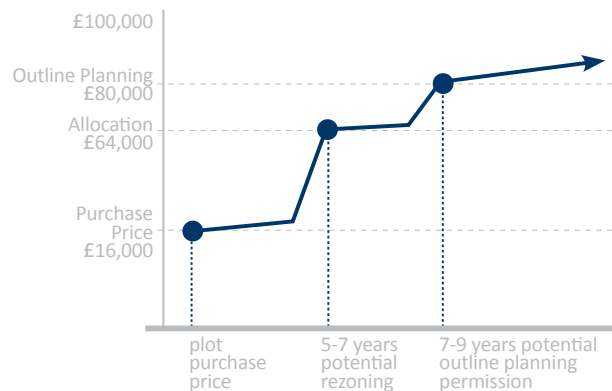
A drastic allocation of such areas is foreseen in order to meet government's targets in the increasing demand for new housing. Consequently Green Belt boundaries are to be reviewed in new regional spatial strategies, with the status of five such areas already under review and boundaries already having been moved to accommodate more housing construction.

While there is a continually rising demand for farmland suitable for commercial and residential development, the restricted availability of such land pushes prices up. Additionally, there is an ever-growing demand for new homes, particularly in the south-east of England. This is a trend that is not likely to change, with the construction of houses having declined from a peak in the late 1960s.

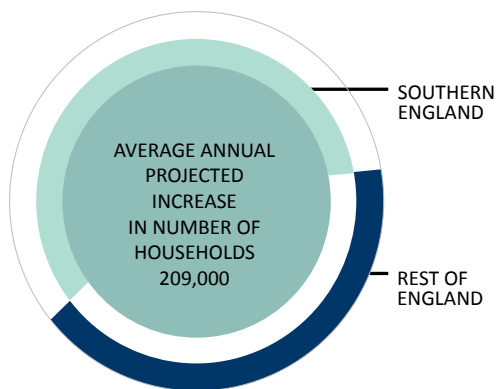
More than 160 000 new homes need to be built every year in order to keep up with the demand in the UK. Such a demand only fuels the value of this country's residential land. Due to numerous demographic and socioeconomic factors, there is steady growth in the value of land and property in the UK.



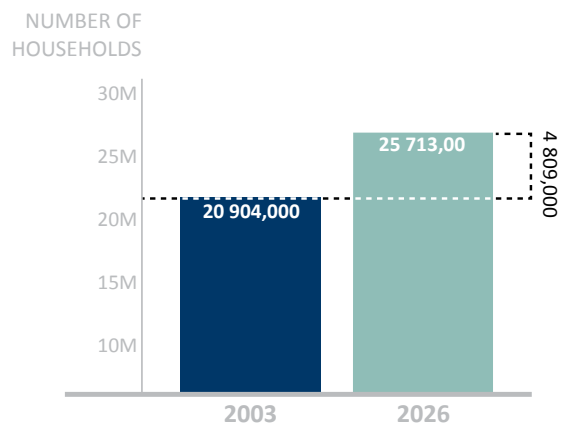
THE DEMAND FOR NEW HOUSING TO MEET GOVERNMENT TARGETS IS INCREASING



Potential uplift for rezone/
outline planning



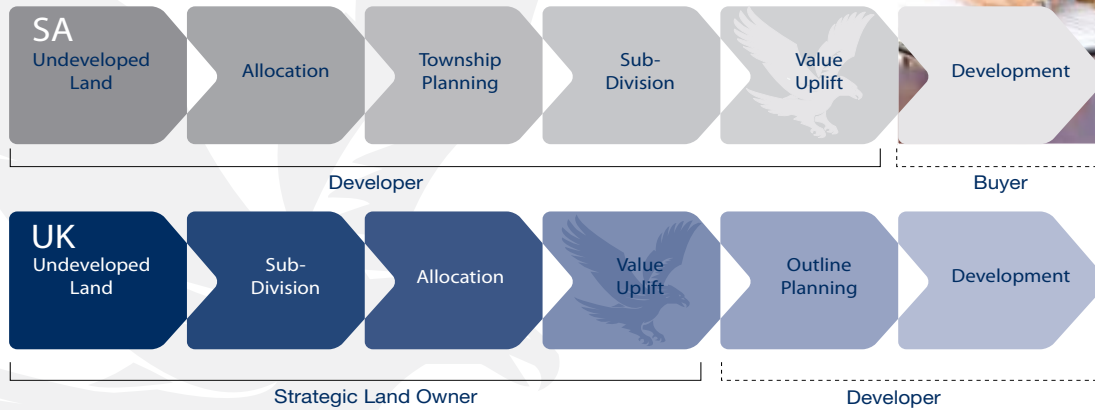
Geographical projections for
new Households in the UK



Number of households in 2003 vs.
Projected number of households 2026

* Source: (ODPM) Office of the Deputy Prime Minister Figures are based on historic trends.

KEY BENEFITS



Route to development

Over the past decade and more, the value of land has risen exponentially. Since the early 1960s, property development has delivered spectacular returns in the UK.

The figures are supported by indisputable facts:

- Land ownership has proven to be one of the most robust and resilient investments one can make.
- The value of agricultural land across the UK has increased by 800 % over the past two decades.
- Once allocation is secured, a good investment rapidly becomes an extraordinary one.
- Investment in land has historically outperformed all other traditional types such as equities, bonds and bank deposit accounts, where growth is cyclical or fixed.
- Many of the world's wealthiest people are property developers or land owners in the UK.



Brian Smith,
*Strategic Land Director
SJ Capital Group.*

- Chartered Town Planner with over 25 years experience in the UK house building sector
- Track record of over 30,000 homes
- Worked for several local authority planning departments in a number of areas in the UK.
- Senior Management responsible for the Sales of Major house builder George Wimpey (now Wimpey Taylor)
- Ex Managing Director of George Wimpey Strategic Land responsible for 400 sites comprising of £85m of assets.

OUR APPROACH

- 1 Identify areas in the UK that have a high demand for new housing
- 2 Review current allocated areas for development
- 3 Identify new areas for potential allocation to meet new housing targets
- 4 Identify strategic sites within these areas to promote for allocation
- 5 Buy strategic sites and sub-divide into plots ensuring everyone has rights of access
- 6 Retain 20% to 25% of the site for our own investment and sponsor this area for allocation
- 7 Achieve allocation, resulting in an increase in the potential value of a site

HOW TO PURCHASE YOUR LAND



Buying land is generally a lot simpler than buying a house and with SJ Capital alongside it couldn't be easier.

Whether you are an experienced property investor, or a first time buyer, we are here to make the buying process as easy as possible.

All you have to do is to follow this simple, step-by-step process:

- 1 Speak to one of our experienced consultants about the available plot(s)
- 2 Select the plot(s) that you wish to purchase
- 3 Place a 10% plot reservation fee on signing Offer to Purchase
- 4 We will process your FICA and Tax Clearance documents for you.
- 5 Final payment of the balance locally and offshore, for your land to complete the purchase
- 6 You will not be liable for any other costs over and above the cost of the land that you invest in.
- 7 We will then register the land in your name.

Congratulations! You are now the freehold owner of your land!





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