



RICHMOND

LONDON, 1 SEPTEMBER 2025

London Richmond Prime London Real Estate Fund

EXCLUSIVE PROPOSAL FOR £200M DEPLOYMENT

INTRODUCTION

This document has been prepared exclusively for a Chile-based Family Office that has expressed its intention to deploy £200 million into Prime London residential real estate within six months.

Our objective is to provide a clear, transparent and secure investment opportunity that balances capital preservation, steady income, and significant growth potential. Unlike many funds that rely heavily on debt, this strategy is 100% cash-based and further de-risked by a first legal charge in favour of the Family Office over every property acquired.

FUND OVERVIEW

The Fund will be established as a Luxembourg Reserved Alternative Investment Fund (RAIF), structured as a Special Limited Partnership (SCSp). It will be managed by London Richmond, a seasoned developer and investment manager with a proven track record in Prime London real estate.

- Fund Size: £200m (committed by the Family Office)
- Deployment Target: 50 properties over the first 6 months
- Fund Term: 5 years, with a 2-year extension option if needed
- Investor Security: First legal charge over all properties acquired

INVESTMENT STRATEGY

The Fund focuses on acquiring Prime London homes priced between £1 million and £5 million, primarily located in three highly sought-after boroughs:

1. The Royal Borough of Kensington & Chelsea
2. London Borough of Hammersmith & Fulham
3. City of Westminster

The fund may also from time to time select other borough's within Prime Central London when exceptional investment opportunities arise.

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London Richmond Limited is a company registered in England and Wales with Registration Number 12570866

Each property purchased will be enhanced with a refurbishment and extension programme, expected to cost in the region of £0.75m–£1.5m.

INVESTMENT PROCESS

The investment process follows a rolling 18–24 month conveyor-belt model:

1. Acquisition – Up to 10 properties per month for 6 months (total target 50)
2. Enhancement – property extensions, refurbishments and high-end finishes
3. Exit – sale to affluent families, international buyers, or institutions at premium prices
4. From Year 2 onwards, as the first homes are sold, profits are realised and reinvested.
5. This creates a continuous pipeline of sales and cashflow for the remainder of the Fund.
6. Total projects during the life of the fund expected to be 150

INVESTMENT RETURNS

The Family Office will receive a 6% annual preferred return, equivalent to £12 million on the £200 million commitment. This will be paid at the end of each year.

After this preferred return is paid, the Family Office will receive 80% of the profits for each property sold. Combining the 6% annual preferred return and 80% profit share, the Fund targets a 15% net Internal Rate of Return (IRR).

Over the life of the Fund (5 years), this means the Family Office is expected to double its investment, achieving a 2.0x equity multiple. Importantly, this is achieved with no leverage and full first charge security over all underlying properties in Prime Central London.

CASE STUDY: 21 SPRINGFIELD ROAD, WIMBLEDON

London Richmond acquired this 2,100 sq. ft. detached family home in Wimbledon for £1.3 million. The property, while well located, was dated and lacked the space and finishes demanded by the modern prime London buyer.

- Refurbishment: £0.7 million was invested in a rear extension, loft conversion, and complete interior modernisation.
- Completed Size: 2,700 sq. ft. six-bedroom family residence with open-plan living spaces and landscaped garden.
- Completed Value: £3 million
- Gross Profit: £1.0 million uplift achieved
- Gross Investment Return: 50% (based on £2.0m total investment: purchase + refurbishment)

This case study demonstrates the Fund's strategy in action: acquiring undervalued homes in Prime London boroughs, creating significant uplift through extensions and refurbishments, generating rental income during the hold, and exiting at a premium to deliver both annual cash coupons and strong capital growth.

WHY INVEST IN PRIME CENTRAL LONDON?

- Resilient Market: Prime London property values are forecast to grow 4–6% annually over the next 5 years (Knight Frank, 2025).
- Limited Supply: Single-family freehold homes in prime boroughs are increasingly scarce.
- Strong Demand: 60% of buyers in Prime London are international.
- Timing: Post-Brexit and the current interest rate environment have created attractive entry pricing.

RISK MANAGEMENT & SECURITY

What sets this Fund apart is the security package offered to the Family Office:

- First Legal Charge: The Family Office holds a first-ranking legal charge over all properties acquired. This means the investment is fully secured against prime London real estate from day one.
- No Leverage: The Fund does not use bank debt, eliminating refinancing or interest rate risks.
- Diversification: Exposure spread across 150 properties in three core London boroughs.

LONDON RICHMOND MANAGEMENT FEES

The Fund charges an initial 3% subscription fee, an annual management fee of 1%, plus 1% on each property acquisition and sale. After the 6% preferred return is paid to the Family Office, 20% of remaining profits are retained by London Richmond.

KEY BENEFITS FOR THE FAMILY OFFICE

- Full deployment of £200m within 6 months
- Guaranteed 6% annual coupon (£12m)
- Strong capital growth targeted, with 15% IRR net
- First charge security on all properties
- No leverage – 100% cash-based structure
- Experienced management team with a proven track record

NEXT STEPS

1. The family office will sign a binding letter of commitment to invest £200m
2. London Richmond will establish the Fund structure within 6 weeks
3. The investment amount will be paid into the fund by the Family Office
4. Acquisitions will begin immediately thereafter.
5. From Year 2 onwards, the conveyor-belt model ensures regular sales, interest and profit distributions, and continuous growth, while secured coupons are paid each year without interruption.