



BUSINESS & PARTNERSHIP OVERVIEW

Clarity, analysis and opportunity — built around the property investor

Evidence-led property deal analysis and sourcing support across the UK

Prepared by Michele Williams | Founder, Director & Property Deal Analyst

Clearer decisions before capital is committed

Aura Property Deals Ltd helps investors look beyond the headline and understand the numbers, evidence and risks behind a property opportunity.

Clarity

A concise view of what is known, what is assumed and what still needs verification.

Analysis

Structured appraisal of comparables, acquisition costs, refurbishment, exits and returns.

Opportunity

Suitable property opportunities considered through the lens of investor fit—not hype.

Our role is to support informed judgement—not to make the investor's decision for them.

A property opportunity should stand up to scrutiny

ATTRACTIVE AT FIRST GLANCE

Guide price
Headline yield
Optimistic GDV
Unverified assumptions



ROBUST UNDER EXAMINATION

Sold evidence
True acquisition cost
Realistic works allowance
Multiple exits and risks

Every property is its own market.

Support shaped around the investment decision

Aura Auction Ready™

Pre-auction screening and structured analysis designed to establish the numbers, risks and walk-away position before bidding.

Know your number. Know your exit.
Before you bid.

Bespoke Deal Analysis

Independent review of a specific opportunity, including evidence, assumptions, costs, potential exits, sensitivities and key unknowns.

Sourced Opportunities

Opportunities aligned to an investor brief, presented with proportionate analysis and clear disclosure of the service scope.

Services are agreed in writing so the investor understands the scope, fee and limitations before work begins.

From wider context to deal-specific numbers



Regional context. Local evidence. Street-level comparables. Deal-specific numbers.

A structured view of the whole opportunity

● Comparable evidence

Recent sold evidence and relevant adjustments

● Acquisition costs

Price, tax, legal, finance and transaction costs

● Refurbishment

Scope assumptions, allowances and contingency

● Exit strategies

Resale, rental or development routes where relevant

● Returns

Profit, yield and return scenarios at different prices

● Risk & unknowns

Legal-pack flags, information gaps and dependencies

Assumptions are made visible so they can be challenged, tested and updated.

A clear route from brief to decision



Clear scope • Proportionate analysis • Transparent assumptions • Defined next step

Connecting the right expertise at the right stage

AURA CAN SUPPORT

Investors needing clearer deal analysis

Partners whose clients need an early commercial sense-check

Opportunities requiring evidence-led investor presentation

AURA MAY REFER

Planning and design specialists

Finance, legal and tax professionals

Surveyors, valuers and refurbishment specialists

The preferred starting point: a non-exclusive, transparent referral relationship with clear handover and responsibility.

Professional boundaries protect every party

-  **Clear scope** Each instruction defines what Aura will review and what is outside scope.
-  **No substituted advice** Analysis does not replace legal, tax, finance, survey or formal valuation advice.
-  **Investor due diligence** The investor remains responsible for independent checks and final decisions.
-  **Compliant delivery** Property sourcing is undertaken only when appropriate compliance and contractual arrangements are in place.
-  **Transparent referrals** Introductions, fees and responsibilities are disclosed and agreed before engagement.

Clear expectations build trust—and better working relationships.



LET'S EXPLORE THE OPPORTUNITY

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