



# Transforming futures with Karm Homes

A premier investment opportunity in sustainable and innovative property development.







01

Company  
**Overview**



# About Us

Karm Homes is a pioneering real estate development company committed to creating sustainable, innovative, and community-centric living spaces.

Our mission is to revolutionise the residential real estate landscape by integrating cutting-edge technology, sustainable design principles, and a focus on social responsibility.

For further information visit  
[www.karmhomes.com](http://www.karmhomes.com)



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Executive  
**Summary**

At Karm Homes, we believe in building more than just structures; we aim to construct communities that foster well-being, connectivity, and environmental stewardship.

Our approach emphasises:



## Innovation

Incorporating advanced technology and design solutions to create homes that are efficient, comfortable, and future-proof.



## Sustainability

Prioritising environmentally friendly practices throughout the development process, from construction to ongoing operations, to minimise our ecological footprint.



## Community

Cultivating vibrant, inclusive neighbourhoods where residents can thrive, supported by amenities and shared spaces that encourage social interaction and a sense of belonging.



## Ethical Responsibility

Upholding the highest ethical standards in all our endeavours, ensuring transparency, integrity, and accountability in our interactions with stakeholders.

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Investment  
**Opportunity**

Karm Homes presents a unique investment opportunity in the rapidly growing property sector, with a focus on sustainability and community development.

By investing in Karm Homes, you are not only gaining potential financial returns but also contributing to the advancement of environmentally conscious and socially responsible housing solutions.

## Key Investment Highlights:

### Market Potential

The demand for sustainable and community-focused housing is on the rise, driven by shifting consumer preferences and increasing awareness of environmental issues. We are strategically positioned to capitalise on this trend and capture a significant share of the market.

### Proven Track Record

With a team of experienced professionals and a successful track record of delivering high-quality projects, Karm Homes has demonstrated its ability to execute and generate value for investors.

### Differentiated Offering

Karm Homes sets itself apart by offering innovative and high quality bespoke housing solutions that appeal to a diverse range of homebuyers and renters.

### Expansion

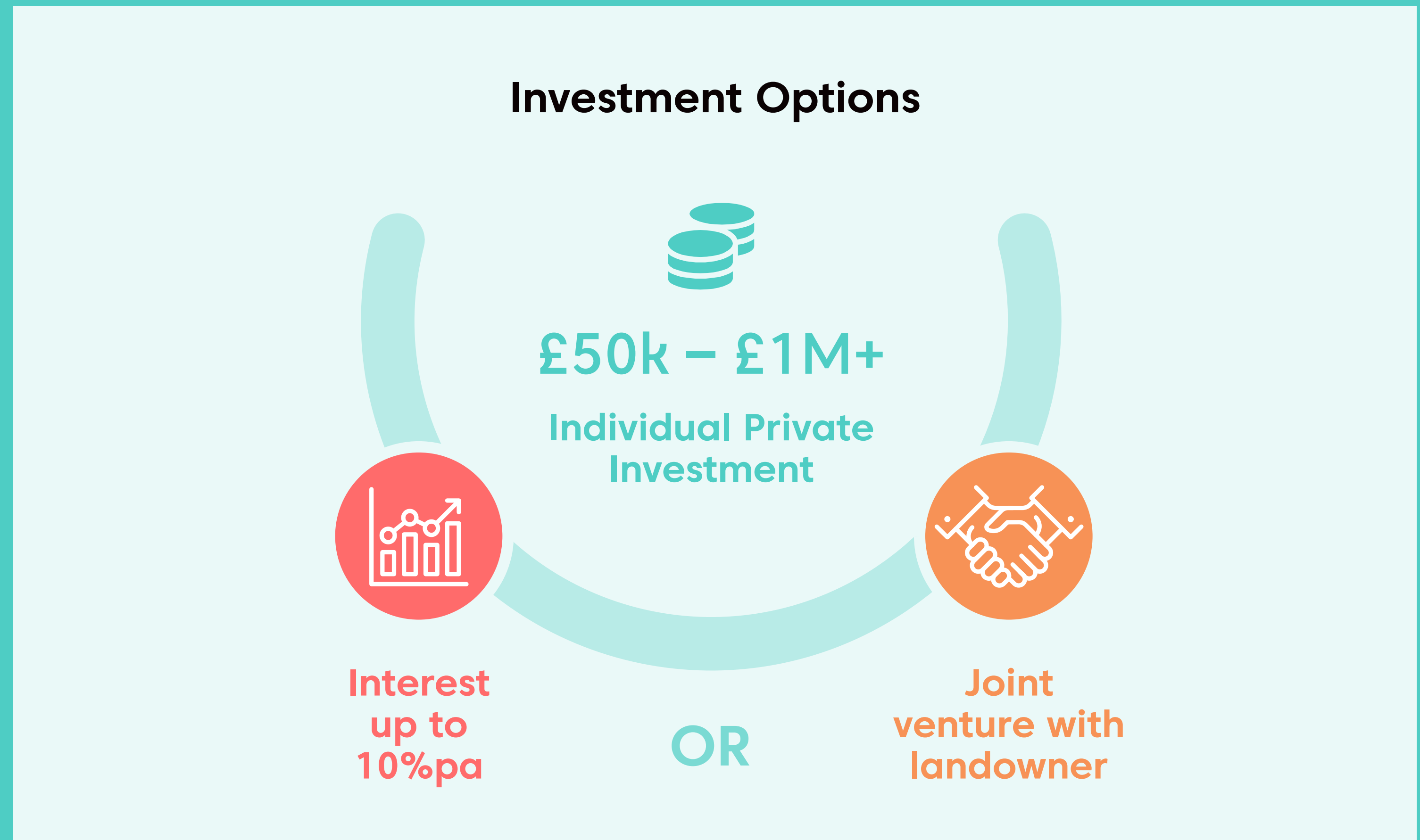
We have recently moved into new offices and taken on a land buyer to increase the capacity of the business. We are intending to move from 2 sites per year currently, to 5 within the next 2 years.

# Investment Options

Our aim is to attract further private investment, ideally in the range of £50k-£1M+, depending on particular schemes and desires of the investor.

Investment Options:

1. A straight-forward investment with interest calculated up to 10% per annum, subject to level of investment.
2. Joint venture with landowner, with two different options which are highlighted on the next page.





# How your investment works

## % Return per annum



Each site would be set up as a SPV (Special Purpose Vehicle Ltd Co). The purpose of setting up the SPV is to protect the assets of the scheme both from the external investors point of view and Karm Homes as the contractor.

The investor funds can be used to purchase sites or for construction costs, or both. For these options the investment would be repaid at the agreed % per annum, once part or all of the development has reached sales completion.

## Joint ventures with landowners



A JV can be a flexible investment option for landowners. There are two options we currently operate. Both see acquisition and holding costs reduce with the input of your land, which benefits us both on each project we work together on.

- **Standard JV:** Land & build costs at an agreed value into an SPV, working on an open book basis. Upfront profit share agreed after subtracting the land and build cost.
- **Fixed price JV:** When the landowner doesn't want to take as much risk, we can allow a greater sum for the land as we avoid buying the site upfront and suffering holding costs from day one. A fixed price for the land will be agreed and placed into the SPV. The difference in this scenario is that if the costs and sales revenues increase/decrease, then Karm takes the extra profit or loss.

Our investment document is intended to be used and must be used for informational purposes only. It is very important to do your own analysis before making any investment based on your own personal circumstances. You should take independent financial advice from a professional in connection with, or independently research and verify, any information that you find within our literature and wish to rely upon, whether for the purpose of making an investment decision or otherwise.



# So why private investment rather than banks?

There are a number of reasons for choosing this option;

## 01

Simplicity being the primary driver. Once the investor is on board, funds are committed to the scheme from day one, providing less administration & costs associated with each draw down. This means some of those benefits in savings can be passed onto the investor!

## 02

During challenging times banks often make the situation worse, the old saying of lending you an umbrella until it rains stands fairly true with the large banks. This has the effect of turning a slightly challenging market into a panicking market where the developer needs to off load their assets to satisfy the banks. We would rather keep calm, not panic and still take a profit on the sale.

## 03

It also means we can act fast when needs be, occasionally a deal comes to the market at a good price but needs a quick completion. Using our funds or investors funds means we can move quickly without going through the prolonged due diligence required by large institutions.

For more information or to discuss investment opportunities further, please contact [Jon@KarmHomes.com](mailto:Jon@KarmHomes.com).





04

Meet  
**the Team**





# Roy Alderslade

## Chairman

Now Chairman of Woodford Heating as well as Chairman & Shareholder in Karm Homes, Roy started Woodford Heating & Energy Ltd in 1994. The company grew from humble beginnings in 1994 to a leading M&E contractor today, working for Developers such as Barratt Homes, Berkeley Homes, Telford Homes and many more clients in the new build sector. Having navigated arguably 3 recessions, the company has continued to make profits and survive troubled times when many others have failed. With sales

forecast in excess of £50M this financial year, Woodford Heating are well on their way to record-breaking turnover.

Roy has been the primary investor in Karm Homes today, he is confident with his cautious approach in the sector that Karm will be transforming from a small developer to a company with sales in excess of £10M within the next 2 years. Beyond that, we see no reason why this shouldn't gather further momentum.

# Martin Keenes

## Finance & Technical Director

In 2007, Martin co-founded Karm Developments Ltd and 10 years later Karm Homes Ltd with a mission to create eco-friendly, affordable housing that meets the needs of modern living. Under his leadership, the company has grown, completing numerous residential projects that exemplify excellence in design, and community integration.

With over 17 years' experience in the property industry, Martin has established himself as a visionary leader committed to transforming urban landscapes through sustainable development practices. His passion for creating a better future is reflected in every project Karm Homes undertakes. With a strategic vision and unwavering commitment to sustainable

development, this continues to drive Karm Homes Ltd toward a greener, more inclusive future.

Martin has pioneered numerous initiatives aimed at reducing the carbon footprint of residential properties, including the use of renewable energy sources, sustainable building materials, and energy-efficient designs.

He merges technical expertise with a sharp business acumen. Championing the use of modern methods of construction (MMC), incorporating innovative, more efficient working practices and advanced technologies in all projects. This approach ensures sustainability and meets contemporary environmental standards and market demands.







# Jon Winson

## Operations Director

Jon's role in the business is very much 'front of house' providing support on a day-to-day basis to the construction team, ensuring effective project delivery and giving general guidance. Being actively involved in the life-cycle of each scheme through regular contact ensures each project goes according to plan in terms of remit, budget and time.

He takes overall responsibility for executing the company's strategies to achieve the planned growth outlined in the business plan.

Promoting the brand through proactive marketing strategies and general networking he has built up many

useful connections within the world of residential development. This has proved to be a huge asset to the business and has assisted to acquire sites off market.

Prior to joining Karm Jon was employed by a large independent estate agency chain and quickly worked his way up to main board level, overseeing a number of sales offices. This background in property sales and marketing has proved extremely valuable to Karm.

Jon works closely with solicitors and agents involved with the property sales dealing with enquiries quickly ensuring completions are met as soon as possible to provide comfort for our investors.

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# Most Recent **Projects**



# Westhill House

The purchase of a late 1920's run-down house without planning permission and at the first attempt gained detailed consent for a development of six spacious 2 bedroom, 2 bathroom apartments.

Five of the six properties benefit from a private balcony and external storage within a heritage style car port. Built over 3 floors with passenger lift. Air source heat pumps for underfloor heating in each apartment. Located a short walk from the centre of Broadstone these properties were built targeting local purchasers looking to downsize. Within 6 weeks of marketing launch all properties were under offer.



## Key Information

 6 homes

 £2.3m cost

 19% profit



# Tuttons Rise

Located in Stanpit, next to the very popular area of Mudeford we purchased numbers 17 and 19 Stanpit unconditionally and successfully gained detailed planning approval for the development of five properties.

A pair of semi-detached houses and three townhouses all with 2 parking spaces. Each property has 3 bedrooms, 2 bathrooms, underfloor heating to the ground floor and an EV charger. We used MMC (Modern Methods of Construction) for the first time on this scheme saving valuable time throughout the build programme. All new units were sold off plan and number 19 sold six months later after the tenancy had expired.



## Key Information



5 homes



£1.6m cost



28% profit



# Field View

Another unconditional purchase. The original property was a dated timber framed bungalow on large corner plot within a popular village.

Planning permission was submitted for two detached chalet style homes and was granted at the first attempt. Each new property being identical with 3 bedrooms and 2 bathrooms. Southerly facing rear gardens and beautiful views across open fields to the front aspect.

With a 9 month build programme starting in September 2023 and completed in June 2024, also using MMC (Modern Methods of Construction).



## Key Information

 2 homes

 £800k cost

 20% profit



# Quakers Mews

The purchase of a run-down block of 10 garages subject to planning permission, located in the heart of Poole.

The application was for two contemporary three-storey townhouses with 2 parking spaces each and was approved first time round. Open plan living on the ground floor with 3 double bedrooms and 2 bathrooms on the upper floors. Courtyard gardens for low maintenance. These properties were both sold to investors for use as holiday lets and have provided a net yield in excess of 10% per annum.



## Key Information



2  
homes



£600k  
cost



23%  
profit





# Get in Touch

For more information please contact  
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