

LIFESTYLE

PROPERTY GROUP



INVEST ONCE, EARN FOREVER.

Welcome to our 2025 Brochure – your gateway to building long-term, hands-free income through smart property investment.



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We believe everyone deserves financial security and our mission is to help people achieve it through smart, sustainable property investment.

By opening the door to the untapped Northern market, we help everyday people build lasting wealth and create the lifestyle they truly deserve.

Shiv Haria
MD & Founder

”



PROPERTY INVESTMENT HANDS-FREE.

Over the years, we've helped hundreds of everyday people begin or grow their property investment journey — many of whom return to us again and again.



At Lifestyle Property Group, we're an award-winning property investment company helping everyday people build long-term wealth — without the hassle.

We specialise in fully managed, hands-free buy-to-let investments in Leeds and Sheffield, taking care of everything from sourcing and refurbishing high-quality homes to arranging lettings and long-term management.

Our end-to-end service makes property investing simple, stress-free, and successful — whether you're just starting out or expanding your portfolio.

AS FEATURED IN AND TRUSTED BY

**The
Guardian**



The Telegraph



WHY PEOPLE INVEST

Over the years, we've discovered that our clients each have their own reasons for starting their investment journey. **Which one speaks to you?**



A LEGACY FOR YOUR CHILDREN

Many of our clients want to create something meaningful for their children. Whether it's funding their education, helping them buy their first home, or simply giving them financial security, we'll help you build a property portfolio that provides long-term value and a legacy that lasts.

[READ SURAJ'S STORY](#)



AN INCOME STREAM FOR YOUR RETIREMENT

If you're thinking ahead to retirement, a steady income stream can make all the difference. We'll help you invest in property that pays you long after you've stopped working — so you can enjoy life on your terms, with financial peace of mind.

[READ KALINA'S STORY](#)



FINANCIAL FREEDOM FOR YOURSELF

Creating a passive income isn't just about money — it's about freedom. Freedom to travel, switch careers, start something new, or simply take back your time. We help you build that freedom through smart, hands-free property investment.

[READ NEHA'S STORY](#)



“

You took the time to help us understand the whole process and figure out exactly what it was that we were trying to achieve

Rikesh & Jayna

”



WHY US?

We've helped over hundreds of clients build profitable property portfolios in the North — many of whom return to us again and again. With a decade of experience, five-star reviews, and award-winning service, we've become a trusted partner for hands-free property investment.

OUR FOUNDER'S STORY

After both his parents suffered heart attacks in 2013, Shiv Haria realised how fragile financial security can be. Determined to create passive income for his family, he began investing in property — and soon saw that others wanted the same, but lacked the time or knowledge. Lifestyle Property Group was born to make hands-free property investment simple, accessible, and secure for everyday people.

[READ SHIV'S STORY](#)



FULLY MANAGED EXPERIENCE

From sourcing and finance to furnishing and lettings, we handle the entire process, keeping you informed every step of the way.



TRUSTED & FIVE-STAR RATED

Our clients have been returning to us since 2016. Backed by five-star reviews and trusted relationships with local agents, we negotiate the best deals and deliver consistently.



AWARD-WINNING EXPERTISE

Having done this for nearly a decade, we have experience in helping first time investors navigate the process and optimise their rental return.



FROM £70,000 INVESTMENT TO £3.6 MILLION PORTFOLIO

We've developed a strategy that helps our clients turn a **one-time investment** into long-term wealth — without the stress.

With as little as **£70,000**, you can get started with your first buy-to-let property. Over time, by reinvesting profits and refinancing as values grow, that initial investment can scale into a **£3.6 million portfolio** delivering **£72,000 a year in passive income**.

Here's how it works:

- ✓ **Year 1** – Start with 3 properties, generating rental income from day one
- ✓ **Year 5** – Refinance and grow your portfolio to 6 properties
- ✓ **Year 10** – Refinance again to reach 12 properties, earning £72,000 a year



And the best part? **We manage the entire journey for you** from sourcing and finance to lettings and beyond.



OUR PROCESS

1. ONBOARDING

Good properties sell fast, so we must act quickly to secure a purchase and avoid being gazumped. To prepare, we confirm your purchase structure, collect necessary documents (ID, Proof of Address & Funds), and ensure mortgage approval (Decision in Principle).

2. SOURCING

We'll discuss your specific criteria, then start viewing matching properties. Once a property passes our quality checks, we'll review the details with you and send the appraisal for approval. We'll proceed with the purchase only when you're fully satisfied.

3. PURCHASING

We will guide you through our 5-step purchasing process, including mortgage offers, property checks, legal due diligence, and insurance quotes.

4. REFURBISHING

After the house is purchased, we contact utility suppliers and start refurbishment. Our goal is to finish within 4 weeks, making the property highly appealing for quick rental. We'll keep you updated with progress reports and before-and-after photos.

5. RENTING

We will work with the Letting Agent to market the property, help select tenants, and ensure the Tenancy Agreement is signed, confirming the move-in date.



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It's not just about making a good return, it's about building financial security for the future

Kajal Shah

”

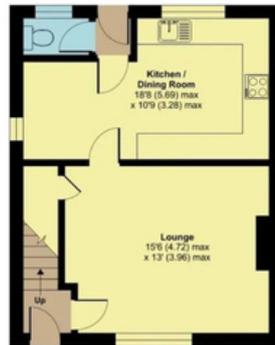


SMART INVESTMENTS. BEAUTIFUL HOMES.

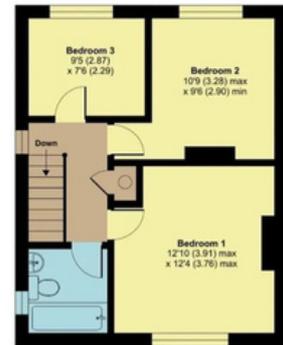
We invest in quality family homes across Leeds and Sheffield — vibrant, high-demand areas where people want to live and investors can benefit from both strong rental income and long-term capital growth.

A TYPICAL PROPERTY:

- 2-3 bedroom properties
- Between £120,000 - £180,000
- Semi detached or terraced houses
- Family homes with yards or gardens
- EPC Rating of D or above
- Double glazed & centrally heated
- Close to schools & transport links



GROUND FLOOR
APPROX FLOOR
AREA 41.9 SQ M
(451 SQ FT)



FIRST FLOOR
APPROX FLOOR
AREA 41.9 SQ M
(451 SQ FT)



GARAGE
APPROX FLOOR
AREA 13.2 SQ M
(142 SQ FT)



A RECENT DEAL

At Lifestyle Property Group, transparency is key. Here's a recent 2025 example of the kind of home we've sourced — fully refurbished and ready to let, with actual returns outlined. It gives you a clear sense of the numbers, so you can see if our service aligns with your investment goals.



HEADLINE NUMBERS

Purchase Price		£143,000
Mortgage	75%	£107,225
Deposit	25%	£35,750
Legal		£1,555
Mortgage Advisor		£500
Survey		£500
Stamp Duty	5%	£7,150
Refurbishment		£9,214
Project Management	20%	£1,843
Lettings		£825
Funds Required		£57,337

Gross Rent	£875	£10,500
Mortgage Interest	4.2%	£4,493
Ongoing Management	10%	£1,050
Buildings Insurance		£365
Service Charges		£0
Cash Flow (PA)		£4,592

Gross Yield (PA)

7.3%*

Gross Rent / Purchase Price

Capital Return (PA)

10.0%

Minimum average expected over a 20 year period

*These numbers do not include Mortgage Product fees and costs which can usually be added to the loan.

Capital at risk. Returns can go down as well as up
*Calculated as Annual Gross Rent divided by the Purchase Price



OUR PACKAGES.

BRONZE	SILVER	GOLD
<p>£13,995 per property</p> <p>FUNDS REQUIRED: £70,000</p>	<p>£12,995 per property</p> <p>FUNDS REQUIRED: £210,000</p>	<p>£12,495 per property</p> <p>FUNDS REQUIRED: £350,000</p>
1 - 2 BTL PROPERTIES	3 - 4 BTL PROPERTIES	5 - 9 BTL PROPERTIES
PLATINUM £POA 10+ BTL PROPERTIES		

INCLUDED AS STANDARD

- ✓ **GUARANTEED RETURNS**
We guarantee at least a 5% gross yield*. If we don't deliver, **we'll refund 200% of our service management fee**.**
- ✓ **ONE-OFF, ALL-INCLUSIVE FEE**
No hidden charges. One fixed fee covers support, guidance, and VAT — so there's nothing extra to pay.
- ✓ **FIXED PRICE, NO SURPRISES**
Your fee won't increase, even if your returns exceed expectations.
- ✓ **ONGOING COMMUNICATION**
Stay in the loop with regular updates and direct access to our team via our exclusive client WhatsApp group.
- ✓ **FULLY MANAGED, END-TO-END**
We handle every step of the process — from sourcing to completion — so you don't have to lift a finger.

*calculated as Annual Gross Rent divided by the Purchase Price

**at the point of initial rental



“

It has been a truly life changing experience and this process has given us so much more confidence in ourselves.

Sunny Singh

”



THE DEALS

Since we started the business, we have purchased over 350 properties in the North and below are a selection of our most recent purchases.

Client Case Study



Purchase Price	£126,500
Refurbishment	£2,799
Funds Required	£49,934
Gross Rent	£8,700
ROI	11.4%

Leeds



Client Case Study



Purchase Price	£130,000
Refurbishment	£5,081
Funds Required	£51,039
Gross Rent	£9,900
ROI	8.9%

Leeds



Client Case Study



Purchase Price	£120,500
Refurbishment	£11,339
Funds Required	£53,520
Gross Rent	£8,520
ROI	8.9%

Leeds



Client Case Study



Purchase Price	£106,000
Refurbishment	£9,962
Funds Required	£48,083
Gross Rent	£9,540
ROI	11.5%

Leeds



Client Case Study



Purchase Price	£122,505
Refurbishment	£4,000
Funds Required	£47,582
Gross Rent	£8,620
ROI	9.8%

Leeds



Client Case Study



Purchase Price	£129,250
Refurbishment	£4,830
Funds Required	£50,690
Gross Rent	£9,300
ROI	9.3%

Leeds



Client Case Study



Purchase Price	£132,500
Refurbishment	£6,750
Funds Required	£58,145
Gross Rent	£8,700
ROI	9.1%

Leeds



Client Case Study



Purchase Price	£125,000
Refurbishment	£10,736
Funds Required	£55,963
Gross Rent	£9,000
ROI	9.2%

Leeds



Client Case Study



Purchase Price	£136,750
Refurbishment	£9,128
Funds Required	£60,732
Gross Rent	£8,700
ROI	8.8%

Leeds



Client Case Study



Purchase Price	£145,000
Refurbishment	£3,806
Funds Required	£51,197
Gross Rent	£10,200
ROI	11.8%

Leeds



Client Case Study



Purchase Price	£115,500
Refurbishment	£2,610
Funds Required	£44,217
Gross Rent	£9,100
ROI	9.0%

Leeds



Client Case Study



Purchase Price	£125,000
Refurbishment	£3,144
Funds Required	£45,161
Gross Rent	£9,100
ROI	9.2%

Leeds




FAQS

WHY SHOULD I PAY YOU TO FIND ME A PROPERTY?

It comes down to two things: expertise and time. We know the market, we know what works, and we've done it successfully for years. If anything goes wrong – even years later – we're here to help.

The real question is: **Is it worth the risk of getting it wrong on your own?**

WHAT IF THE INTEREST RATE RISES?

Interest rates will rise and fall over time – it's something no one can control.

We run all our deal analysis using a 5% mortgage rate to keep things realistic. Depending on your circumstances, your rate may be slightly higher or lower. In the long run, rents typically rise too, which can help balance out any increases in your mortgage payments.

WHAT IF THE PROPERTY DOESN'T RENT OUT?

We get it – that's a common concern.

That's why we only buy in areas with strong demand and limited supply. We also work with trusted lettings partners who aim to rent every property within 4 weeks of refurbishment.

Having rented over 350 homes across the North, we're confident your property will achieve at least the rental figure shown in your appraisal.

SHOULD I BUY A PROPERTY IN MY PERSONAL NAME OR IN A LIMITED COMPANY?

It depends on your long-term goals – it's not just about tax, but also how you plan to grow your portfolio and access the profits. As part of our onboarding, you'll get a free consultation with our accountant, who can advise you on the best structure and even help set up a limited company if needed.

SHOULD I PURCHASE THE PROPERTY WITH A MORTGAGE OR CASH?

This decision largely depends on your personal preferences and your attitude towards borrowing. Buying with a mortgage allows you to commit significantly less of your own money per property – around £65,000 compared to £165,000 in cash. This means you could potentially acquire multiple properties instead of just one.

Although the annual profit per property will be lower (due to mortgage interest), the combined profit across three mortgaged properties is likely to be considerably higher than owning a single property outright.

[VIEW MORE FAQS](#)



TESTIMONIALS

Since we started the business, we've helped hundreds of clients invest in Northern property — many of whom return to us again and again. Here's what some of them had to say.



Paula Al Chami

Local Guide · 10 reviews · 4 photos

★★★★★ a week ago

I bought my first BTL property with Lifestyle. They kept me informed of every stage of the process, advising me at every step so I could make informed decisions. I can't wait to continue my property investment journey with them and I highly recommend them.



Thanushn Goneswaramoorthy

2 reviews

★★★★★ a week ago

Lifestyle have been incredibly helpful in sourcing a property. They're quick to respond, supportive throughout the process, and genuinely guide you every step of the way. Would definitely recommend!



Mark Cheriton

6 reviews

★★★★★ a week ago

Thanks to Lifestyle for making the process so easy in buying a property. They were clear and helpful throughout. A great company to work with.



Sujal Shah

4 reviews

★★★★★ 6 months ago

Excellent care and knowledge when buying a BTL property. The team are first class and make the whole process of buying a property 150 miles away very easy. I highly recommend Shiv, Anika, Lucy and the team to anyone looking to buy a BTL property.



Kalpa Shah

3 reviews

★★★★★ 8 months ago

We purchased a property through Lifestyle Property People a few years ago and had an excellent experience. Shiv, Annika, and Jayne were always transparent and responsive to any questions or concerns we had. They were upfront about the costs involved with the entire process, which we really appreciated. We're excited to continue working with them as we grow our portfolio this year. Highly recommended!



Ollie Rhodes

12 reviews · 10 photos

★★★★★ 8 months ago

I have dealt with the team at lifestyle for a few years. The team are all extremely helpful and friendly!



Priti Patel

1 review

★★★★★ 8 months ago

Dear Lifestyle team,

Nav and I wanted to extend a heartfelt thank you for helping us accomplish so much in just over three months something we have been striving for over the past four years. The challenges brought by COVID, including the loss of loved ones, had shaken our confidence, but your support has made all the difference.

We are truly grateful for the exceptional service your team has provided so far. Your professionalism and attention to detail have made the process seamless and stress-free.

We're looking forward to completing our property purchases before the year ends. 😊

READ MORE ON GOOGLE



Google Reviews



5 STARS | 100+ REVIEWS



THE TEAM



SHIV HARIA
FOUNDER



REBECCA TAYLOR
GENERAL MANAGER



LUCY SCATTERGOOD
HEAD OF OPERATIONS



KEZ HANDLEY
HEAD OF SALES & MARKETING



AMIT SHAH
HEAD OF FIANANCE



MEERA SHAH
FINANCE MANAGER



BHAV JOBANPUTRA
CLIENT MANAGER



DAVID WATERHOUSE
CLIENT RELATIONSHIP MANAGER



SARAH SAWKA
PROPERTY PROGRESSOR



JAYNE TEMPLE
DEAL NEGOTIATOR



JACQUIE WESTERDALE
PROPERTY VIEWER



ROSS DOWNS
PROJECT MANAGER



ANDY MILLWARD
PROJECT MANAGER



TANYA MOYSE
EXECUTIVE ASSISTANT



ELISABETH PETERS
SOCIAL MEDIA MANAGER



HALLIE LONSDALE
MARKETING EXECUTIVE



LIFESTYLE



PROPERTY GROUP



Capital at risk. The value of your investment can go down as well as up. The properties that you purchase through Lifestyle Property People are not protected by the FSCS in the event that you do not receive back the amount that you have invested. Forecasts are not a reliable indicator of future performance. Gross rent and capital growth may be lower than estimated. Lifestyle Property People does not provide tax or investment advice and any general information is provided to help you make your own informed decisions. Customers are advised to obtain appropriate tax or investment advice where necessary.

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