

## Genius Renovate Limited Business Plan 2022

### What is Genius Renovate Limited?

The present Genius Renovate Limited was set up in April 2010 as JC Crook t/as Genius Property. It was incorporated as Genius Property Teamcare Limited in May 2015.

In April 2010 My friend asked me to renovate two flats he owned that had just vacated. One hadn't been maintained for over ten years. We managed to do a repaint, electrical upgrade, new kitchen and replacement window for 10 percent of ten year's rental income.

The other flat had a flat roof leak. We had a flat roofing company put on a polyester sheet roof covering with a 25 year guarantee. However the support timbers had to be renewed. We were advised by our structural engineer to put in two double rafters and flitch beam. As the rafters required were so long, we couldn't buy them at the timber merchant and had to ask a local sawmill. They had to find a tree tall enough to get the length of rafter required.

As it was a top floor flat we obtained permission, made contracts and invoices for all the other landlords who owned the lower flats. My friend paid 2/6ths, another 3/6ths and a third 1/6th of the total job value.

We have experience in adapting properties for Homes for Multiple Occupation (HMO). We can do all preliminary investigations for you and up to arranging tenants.

We have had other customers, but not as complicated as this job.

Our intention is to do the same types of job but acting as property managers rather than contractors. We have always been surveyors too, but now are interested in managing buildings with the hope of administrating holiday home, buy to sell and buy to let property maintenance.

### Who owns GRL?

John Crook who owns Genius Renovate Limited, has been working in the construction industry since 1981. Some of the job types he has experience in are, kitchen fitting, cabinet making, ship carpentry, joinery, windows, damp-proofing, timber preservation, concrete shuttering (for portal pads, columns, beams, slabs and stairs), dry rot control and surveying. John's dad was an engineer and electrician, so since the age of four John has tried to follow in his footsteps.

Genius Renovate Limited is part of a franchise network controlled by Genius Teamcare Limited, which charges an annual administration fee from profits for advertising, contract management, payment facilities, reply paid envelopes, invoicing, direct debit processing, card payments and intellectual property.

## **Experience in activity**

We are also building surveyors and can use our experience to identify all building defects from dampness to gas system function and electrical circuits. Having experience in building technology and structural surveying along with our trade sub contractors.

Having experience in renovations from an early age, John is keen to continue with this as a service, as it is such a fascinating industry.

## **Surveys cover the following: (Service from Guidelines)**

“ Surveys cover examination and checking items on the homebuyers report. Visual inspection of external areas of the property including common areas. Notes taken externally of roof coverings, skew pointing and tablings, rainwater components, external wall finish, ground level, any visible moisture entering property above damp proof course, wall vents, fans, telecommunications and power cables. Visual inspection of kitchen, bathroom, heating system, electrical power points, switches, lights and distribution board (consumer unit). All ground floor underfloor voids available from mat wells. Internal Notes cover condition of wall coverings, floorboards where visible particularly at recesses like windows and doorways. Stair ways, first floor and subsequent floorboards where visible, condition of accessible roof void timbers for water penetration, wood rotting fungi and wood eating beetle, internal faces of flat roofs. Use non-invasive meter to check all moisture contents. Visual inspection of possible settlement by checking cracks in wallcoverings, slope in floors, noting support columns and beams for settlement, or subsidence. Checking skirting boards for gaps where they meet flooring. Externally inspect cracks in external walls for shrinkage, heave or subsidence. All surveys include itemized survey report, photos and floor plan (not to scale). Plus a provisional estimate for repairs. Inclusion of further examination of roof voids. Take down damp plaster/plasterboard to find extent of any decay. Lift floorboards to expose joist ends and column (based on our initial communication with customer) cost for upgrade of basic amenities where defective. Probable cost of additional works. i.e. for Homes for Multiple Occupation (HMO) with reports from local authority and Fire Service. Improvement costs for electrical and gas installation and fittings/appliances. Renegotiate potential incomes, survey for insurance, electrical and gas installation plus reports, recommendations and documentation. Booking of essential services such as cleaning, building maintenance and such. To be arranged as required.

## **Renovations cover the following: (Service from Guidelines)**

“ Measuring of total works, labour and procurement of materials including timescales for all and identifying unforeseen situations developing on the project. All works are undertaken subject to our Terms and Conditions of Business and

include signed and stamped documents and plans approved by the local authority building and planning department. Plus any calculations of our structural engineers.

## **Property Management**

We are not going to take on letting buy to let properties.

We are interested in managing holiday homes, BnB (bed not breakfast – similar to the AirBnB facility) and buy to sell properties. We feel there is a niche in this market we can fill that gives us greater control of the property including its long term condition and preserving its long term heritage. And is lower risk to our client and us.

## **Strengths/Weaknesses**

Every company has its strengths and weaknesses. Our biggest strength is we know property and everything that can go wrong with buildings and how to fix them when it does. We know the legal implications around pricing, invoicing and building work contracts. We have also learned the hard way what makes a good or bad customer.

John Crook's biggest weakness is communication, particularly answering phone calls. Our company is going to focus on using texts, email and Whatsapp. The advantage with this is that everything is written down and there are less misunderstandings. Eventually John intends to outsource telephone answering to a virtual office when he changes the registered office. In addition to employ administrators who have these as their greatest strengths.

## **What are we going to use out of our skill set to develop Genius Renovate Limited?**

We already have in place procedures and experience through working with our franchisor Genius Teamcare Limited, such as legal support, contract management, invoicing, telephone answering, payment processing, advertising, web design and domain names, day to day running of a limited company and its regulations and obligations. All we need to do is concentrate on finding customers.

## **What are our objectives?**

We want to build the business, not necessarily in a financial sense, but develop and implement goals in and around site labour, management of the properties, developing administrative management positions and learning how to attract new customers and their properties. Financial success can come after sound service provision and loyalty to existing customers.

## **Expansion Policy**

We are not sure how quickly we will expand the business, but will concentrate on providing a better and better customer experience through following sound procedures, creating better social media reviews and maybe a larger customer list and managing it properly.

If you would like to support our business by being a customer, supplier, specialist contractor, investor, surveyor, site manager, property developer, administrator or want us to advertise your property for sale, please get in touch.

Phone: [07436936600](tel:07436936600)

Email: [property@genius-renovate.com](mailto:property@genius-renovate.com)

## **How will GRL use income for expansion?**

We would like to reinvest 10 percent of sales for expansion in year 1, and 25 percent in years 2-5. Advertising will not have to cost much, just going round solicitors for brand awareness. Genius Teamcare Limited will provide most of the support setting up their support services within our company during year 1.

Our intention for [Genius-Renovate.com](https://www.genius-renovate.com) is to provide an app for managing all our contractors, clients, and tenants maintenance tasks using a stand alone facility or run the package and login on a subdomain like: <https://www.app.service.genius-renovate.com>.