

2

3

Become an International property Landlord.



4

Together We Can Buy

Members in the community can participate in a variety of land and property projects. Chose property and diversify across growing cities around the world.

Start with as little as 1% in a project and plan your steps to becoming a true baron. Visit [How it Works](#) to find out more.

5



Join our international community and register as a Crowdbaron.

[Become A Member](#)

6



For property developers, submit your project to our international community.

[Submit Your Project](#)

1 Replace with horizontal layout i.e. *[logo] crowdbaron.com*

2 3 rotating Images:

1. Image (or graphic or collage) to illustrate the stresses of property purchase. For example: Many For Sales signs, crowds looking for ideal property, too many locations, increasing prices, interest rates, expensive loans, property damage, disrepair, tenancy issues...

2. Image (or graphic) showing a map and images of people from different countries around the world connected together to buy single property (e.g. in London). Each contributes a small amount.

3. Need an image or graphic that conveys trust, credibility, strength

3 Copy for each image. Copy format / placement could be similar to that you shared in the first draft (a band overlaid across the image).

1. Property buying **is stressful, outdated and in need of change.**

2. **The crowdbaron community is social and collaborative. Pool with friends. Share any gains.**

3. **Crowdbaron is regulated by the UK Financial Conduct Authority to conduct crowdfunding.**

4 **Reconstructing a property ladder that's strong and fair**

By harnessing the power of crowds, it's possible to become a landlord in locations around the world. Forget the burden of financing 100% of the purchase.

Leave the day to day management of your property portfolio to us.

Start with 1% in a project and plan your steps to becoming a true baron

5 Reference for the graphic:

Sign up to buy

Find properties

Sign up to browse the portfolio.

Your journey to becoming a real estate baron starts here

Link the above to: **How it Works:**

Investors (see below)

Highlight when mouse over. Reference:

Seedrs homepage. (invest)

6 Reference for the graphic:

Submit a property

Find Buyers

Submit a property or development and raise funds from our real estate barons.

Link the above to: **How it Works: Agents & Developers** (see below)

Highlight when mouse over. Reference:

Seedrs homepage. (invest)

7

HOME SIGN IN HOW IT WORKS DISCOVER A PROJECT

Investors

Agents & Developers

Create 2 sub-tabs:

1. Investors

2. Agents & Developers

8 Featured Projects



21 Wapping Lane LONDON E1

A landmark development in E1 offering panoramic views across the river Thames less than 2 miles from the City and Canary Wharf.

0% funded

[See Project Details](#)



Ontario Tower, LONDON E14

At the heart of New Providence Wharf, a premium residential project by awarding winning developer Ballymore.

4% funded

[See Project Details](#)



London City Island E14

A new Island for London - Introducing London's most connected location from the multi-award winning developer, Ballymore Group

51% funded

[See Project Details](#)

9

10 in

YAHOO! FINANCE

TECHINASIA

crowdsourcing.org
THE INDUSTRY WEBSITE

CROWD SOURCING WEEK

StartUp HK

MONEY 智富

ET
香港經濟日報
www.ett.com.hk

rthk.hk
香港電台網站

South China Morning Post 南華早報

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[Terms of Service](#) [Privacy Policy](#) [How it Works](#) [Discover A Project](#) [The Baron Blog](#) [FAQ](#) [Find Out More](#)

Follow CrowdBaron on



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Crowd Baron is part of the Grow VC Group. The Grow VC Group is a worldwide pioneer and leader in the crowd investing, peer to peer and online investment market.

growvc
group

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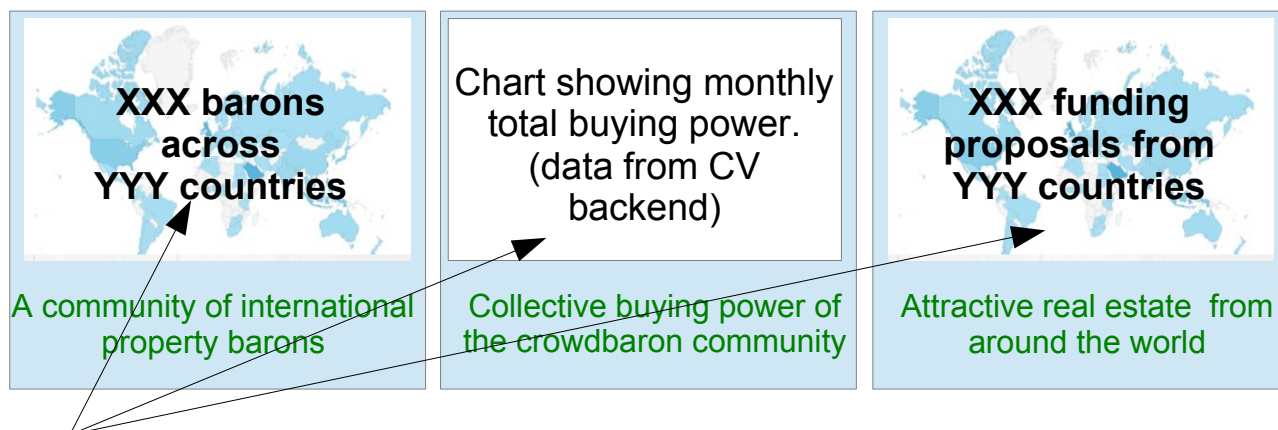
8 **Featured Projects**

Brief details of new and popular projects. To view full listings, you will be required to sign up and become a member.

Show only 3 projects.

9 **Be part of a growing international community**

Gain access to new projects in world class cities and join our growing community of international landlords.



Note these graphics will take data from the back end

10 Each logo to link to the relevant news story. (Links can be copied from the current site).

11 Can completely remove the navigation tabs.
Instead, on these lines, can place the twitter and Facebook follows and © crowdbaron 2014

12 As the twitter and Facebook icons are no longer here, can spread the Grow VC info across the whole page

14

15 Easy as One, Two, Three

Crowdbaron opens the door to international real estate to all aspiring landlords. View our latest projects and build a portfolio in exciting cities around the world.

Step One



If you request to participate, we will send you an agreement which details all aspects of the project including what will happen to the property and when it be sold. Importantly, each agreement covers the risks involved in each project and the fees included. If you agree to participate, sign and return the agreement to secure your share. At this stage, you do not need to send any funds.

Step Two



Track the funding level on the website. If the project reaches 100% of the target within the timeframe, you will be required to transfer funds. If the target is not reached, you won't need to do anything and the project will not proceed any further. In some cases, crowdbaron may provide funds to fill any funding gap to ensure a project goes ahead.

Step Three



As per the agreement, the offshore company will use the funds received from the participant to purchase the property. Share certifications in the offshore company will be issued to all those members who requested to join the project and who transferred funds accordingly.

16 More Information

The community shares the costs associated with purchasing real estate. The same costs you would need to pay if purchasing property on your own. So the price shown for each project already includes any realtor and legal fees, plus any taxes to be paid on purchase. All costs are transparent, and clearly specified on each project agreement document.

Also included in the purchase price is the 4% fee we charge to set up each project.

We manage the project on behalf of the community and charge 1% of the project value each year. This is paid from the funds generated when the property is sold. This means we don't take a fee from the rental incomes, which are shared 100% among the community.

At sale, 100% of the funds net of selling fees and crowdbaron annual management fee are distributed among the community.

Simple and transparent.

14

Consider a banner with the following text and graphics to illustrate the idea. Can you propose alternatives without the banner but the text below needs to be clear and prominent.

Browse property projects in attractive cities all around the world

From the comfort of your own home, browse projects and discuss with the community. Invest only the amount you really want to and complete the paperwork online. Benefit from strengthening property markets without the financial burden of a lengthy mortgage..

Diversify your investment portfolio by adding real estate.

To join the community  **sign up here**
Link to sign up form

15

A simple collaboration among equals with a focus on transparency

Once you've found the ideal investment to add to your portfolio, follow these simple steps and become an international property landlord.

One

Review all documents including the shareholder agreement online, and ensure the project meets your personal investment objectives. The documents detail investment risks, all costs, what happens once the property is purchased and when it will be resold. If you decide to join, sign and submit the forms online. At this stage you will not be required to transfer any funds.

Two

Track the funding level on the website. If the project reaches 100% of the target, you will be required to transfer funds. Your funds will be held in a secure escrow account until a new UK limited company is formed. You will become a shareholder in this new company and your funds will be used to purchase the project.

Three

As per the shareholder agreement the new UK limited company will use the participants' funds to acquire the property. Share certificates will be issued to members. Future rental payments to members and any gains on resale will be handled in strict accordance with the shareholder agreements.

16

The not-so-small print

The community shares the costs associated with purchasing the property, the same costs you would need to pay if you had purchased the property on your own. This means the funding target includes any realtor and legal fees, plus any taxes to be paid on purchase. Where applicable, the costs also include the first year's ground rent and service charges too. All costs are clearly stated in each project agreement document.

Also included in the funding target is a 4% fee which we charge to help market and raise funds for each project.

We manage the UK limited company on behalf of the community and charge 1% of the property value each year. This is paid from the funds generated when the property is sold. This means we don't take a fee from the rental income, which is shared 100% among the community after any applicable taxes or costs are deducted.

At sale, 100% of the funds net of selling fees, crowdfunder annual management fee and any taxes are paid out among the community.

Simple and transparent.

Consider a banner with the following text and graphics to illustrate the idea. Can propose alternatives without the banner but the text below needs to be clear and prominent.

Whether you're a developer seeking funds or an agent looking to reach a new wave of potential buyers.

It's free for estate agents to list projects on crowdbaron. Because we don't charge a fee, you are able to retain all commissions payable by the seller you act for.

In some cases we may also pay you an incentive for referring your own clients to invest in the properties you submit.

For developers, we charge 2% of the funds raised only where the project successfully achieves its funding target. If the target is not met, no funds are raised and no fee is payable.

To submit a property or project **follow these instructions.**

[Link to Submit a project form](#)

Reach a growing investing community keen to buy real estate.

We only accept proposals from reputable developers and leading estate agents. New projects will be listed for free if they can be shown to be attractive to the community.

One

Fill in the project submission form, ensuring you include all relevant details. Note ownership by a UK limited company must be possible. Provide estimates of the potential rental income and include relevant benchmarks for similar properties in the same area.

Two

Crowdbaron will review the submission with you to better understand the property and gauge its potential to be crowd funded among the community. We prepare the listing based on your materials.

Three

Once the project is listed on the website, follow the funding progress in real time. As soon as the funding target is reached we will take care of all the administration and complete the purchase through you, on behalf of the community and your seller.

Additional incentives that reward you

Ask about the referrers scheme that rewards you for introducing buyers from your existing client base who may not be able to purchase alone. Find out more.

[Link to message form](#)

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19

Discover a Project

Featured projects have the potential to be funded quickly. We are counting down the final days to close this project.
Become part of the crowdbaron community and share in the gains.


20

Browse Projects

Browse all open projects. They cover a wide range – from simple land ownership to property development.
Find projects that suit your needs and spread your investment across several of our highlighted projects.

21

new launch From GBP 3,600




21 Wapping Lane, LONDON E1
A landmark development in E1 offering panoramic views across the river Thames less than 2 miles from the City and Canary Wharf.

0% funded

[See Project Details](#)

new launch From GBP 3,275




Ontario Tower, LONDON E14
At the heart of New Providence Wharf, a premium residential project by awarding winning developer Ballymore.

4% funded

[See Project Details](#)

new launch From GBP 760



London City Island E14
A new Island for London – Introducing London's most connected location from the multi-award winning developer, Ballymore Group

51% funded

[See Project Details](#)

From GBP 605




Canary Gateway, LONDON E14
Exclusive apartments little over 10 minutes walk from the Capital's showcase global business district - Canary Wharf

100% funded

[See Project Details](#)

the vision From GBP 3,250

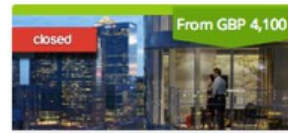


The Pump House, East LONDON
At the heart of a major GBP 5billion regeneration project in the Royal Victoria Docks and London City Airport area of East London.

100% funded

[See Project Details](#)

closed From GBP 4,100



Providence Tower, London E14
A new standard of living in Canary Wharf, London's premiere financial centre. Home to over 90,000 executives and the world's major financial institutions.

0% funded

[See Project Details](#)

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Consider a banner with the following text and graphics to illustrate the idea. Can propose alternatives without the banner but the text below needs to be clear and prominent.

Browse all open projects.

We continually add new properties covering a wide range of possibilities.

From property development to rentals. Find a project that suits your individual investment objectives.

Spread funds across properties and create your very own diversified property portfolio.

With crowdbaron start a portfolio with 1% invested in a property and share the benefits.

19

Discover a Project

Featured projects have the potential to be funded quickly. We are counting down the final days to close this project.
Become part of the crowdbaron community and share in the gains.

20

Browse Projects

Browse all open projects. They cover a wide range – from simple land ownership to property development.
Find projects that suit your needs and spread your investment across several of our highlighted projects.

21

Note these project summaries will be taken from the backend of the system but you can design the template box. Each box must show the data in the examples.

22

Log in or sign up to see more details.