



**EXCEL FUNDS  
MY HOTEL  
GROUP  
EXPANSION**

**W**ork has begun on-site to transform a disused car park in Brighton into a luxury boutique hotel, thanks to £1.5million funding from short-term commercial property lenders Excel Securities. London based entrepreneur and CEO of myhotels group, Andy Thrasylvoulou, will use the funds to build an exclusive hotel-cum-lifestyle establishment, which will be the third development.

Myhotel Brighton, which is due to open in summer 2007 as part of the Jubilee Street development, will mark the beginning of a new chapter for

myhotels as it will be its first new build project. The hotel will offer stunning guest rooms, various dynamic event spaces, a groovy mybar and an indulgent Eastern influenced jinja spa offering exceptional treatments and massages.

Uniquely designed by New York designer Karim Rashid, the hotel boasts a balance of timeless principles of feng shui working alongside innovative design. The hotel aims to combine spirituality and technology to create a completely new hotel experience.

With a lengthy career in property, founder and principle shareholder Andy is keen to develop the myhotels group. After studying architecture at the Architectural Association and University of Westminster, Andy worked for a number of architectural practices before being appointed group managing director for Parkgate Properties. It was here where he gained a vast amount of experience and began formulating the concept for the

myhotels brand. Following extensive market research, a model was formed which involved creating a collection of unique lifestyle boutique hotels, that are individual to their location whilst staying true to the core brand values.

The myhotels group comprises of two trading hotels, Bloomsbury and Chelsea, with a further one underdevelopment in Brighton. The company has plans to expand within the UK and throughout Europe, aiming to open six to ten hotels by 2010.

Says Andy: "Since forming the company in the mid 1990's, I have concentrated on the hotel's core values, focusing on embracing and complementing the design concept. We aim to deliver individualised service, while providing the ultimate sensory journey. I approached Excel Securities for funding, as I knew they were fast and reliable and I wouldn't have to overcome all the obstacles required by traditional lenders. The expansion is great news for the group."

**D**ON YOUR MARK!



Despite running the 2006 Flora London Marathon wearing a fancy dress baby costume, Excel Securities' sales and marketing director, Mark Keating managed to complete the 26.2 miles in an official time of just 4 hours 1 minute and raised £3,000 for Voluntary Service Overseas (VSO).

Mark took on the challenge following a New Year's Eve bet after a friend teased him as being too 'past it' to complete another marathon in his personal best of 3 hours and 35 minutes.

Says Mark: "In reality I think completed the course in a pretty good time. My unofficial time was 3 hours and 48 minutes, as it took ten minutes to reach the start line – and that in fancy dress!"

"I should really say 'never again', although rumour has it there will be a giant pepperami running next year.

**We are happy to lend on all land and property transactions anywhere in the UK with the exception of first charges on owner occupied residential property. A summary of our lending criteria:**

- Up to 75% of Open Market Valuation irrespective of purchase price
- Loans from £100,000 to £3,000,000
- Immediate decision in principal
- Competitive rates of interest
- Fully Non-Status
- No up-front fees
- Expedited completion process

**For further information please contact Mark Keating or Jamie Bleakley on  
0161 832 9898**

# express

With your help, we will continue our success into the second half of 2006

As an introducer of business to Excel Securities Plc, we would like to take this opportunity to write to you with details of some of our recent completed transactions and an exclusive offer available to you.

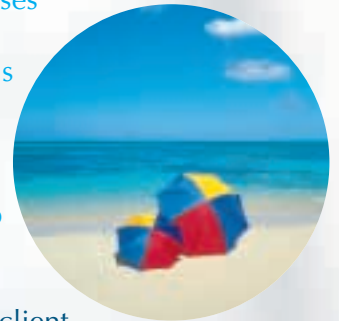


As an introducer of business to Excel Securities, undisclosed commission (typically 1% of the gross loan amount on completion and an additional 0.5% on repayment) is payable to you. In addition we are happy to make the following offer:

For one completed case introduced to Excel during the months on June, July and August 2006 you will receive a complimentary case of wine (red, white or mixed – your choice). For



three completed cases introduced to Excel during these months you will receive a complimentary all expenses paid weekend for two to a top European destination!



As long as your client has a commercial property, land, or residential investment property located anywhere in the UK (including Northern Ireland), or is purchasing such a property, we may be able to help you. Just pick up the phone and we can structure a deal with you, overcome difficulties and secure the early release of funds to your client.

Our intention is to keep the process as simple and transparent as possible with no upfront fees. The key to our success is the ability to work closely with clients and their professional advisers. We have enjoyed record growth in the first half of 2006 and with your help we hope to continue our success into the second half of the year. We have further details of just some of the transactions we have recently completed.



## A LOCAL PROPERTY ENTREPRENEUR GETS RESIDENTIAL DEVELOPMENT OFF THE GROUND

**A** Liverpool entrepreneur has started laying the foundations to a new, £10 million residential development, thanks to a cash injection from Excel Securities Plc.

Work has already started on site for local property developer, Jimmy Hearity (50), after gaining planning consent to build 58 plush residential apartments on Moss Street. The two bedroom apartments, which will boast hardwood floors and contemporary fixtures and fittings throughout, are located in Moss Street (near the Royal Hospital), an up and coming area of the city. With over 80% of the properties already pre-sold, the scheme will also comprise 6,000 sq ft retail space on the lower lever for three tenants all of which are now pre-let.

It was financial assistance from Excel Securities that enabled Jimmy to get the deal off the ground. He says: "Had it not been for Excel, we would have struggled to turn around the deal within the timescales available. With city centre land at a



premium, it was imperative we had the funds in place so we could complete the deal before anyone else beat us to it." The short term loan was secured against planning consent on the plot of land. From start to finish the deal took a little under ten days to complete.

The new site is just one of a number of properties that Jimmy's company is currently undertaking in the city. It is currently putting the finishing touches to its luxurious Lark Lane development in Aigburth which comprises 16

luxury apartments and which will be complete in February.

Says Jimmy: "I'm delighted that Excel Securities could assist in the funding of this deal. Their speed and efficiency meant that we were not restricted by red tape and could respond to the deal on the table almost immediately. The Moss Street development will enhance further the residential accommodation in the city and we look forward to its completion."

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The company has plans to expand within the UK and throughout Europe, aiming to open six to ten hotels by 2010. Says Andy: "Since forming the company in the mid 1990's, I have concentrated on the hotel's core values, focusing on embracing and complementing the design concept. We aim to deliver individualised service, while providing the ultimate sensory journey. I approached Excel Securities for funding, as I knew they were fast and reliable and I wouldn't have to overcome all the obstacles required by traditional lenders. The expansion is great news for the group."

## EXCEL FUNDING SAVES THE ONLY PUB IN THE VILLAGE

**A**ndy Brewer, a local hotelier from Llansteffan, South Wales has secured six figure funding from Excel Securities, enabling him to purchase the Farmers Arms in nearby Llanybri and save what is the village's only pub from potential closure.

Andy, who owns the Sticks Hotel, was urged by villagers to buy the pub as they feared that it would close unless it went under new ownership. The 100 year old public house was previously owned by a private individual and run by a series of managers. The Farmers Arms had been underperformed for a number of years and as a result did not even have proper trading accounts. Andy's first challenge was to take

on a 12 month tenancy at the pub and establish good trading records before he even thought about a purchase.

Twelve months on and Andy, who has more than 25 years' experience in the licensed trade, turned the pub's fortunes around. Wanting to move forward with a purchase quickly he secured £160,000 from Excel Securities to cover the main costs of property acquisition.

Andy Brewer commented: "Once we were in a position to buy the pub we wanted to move quickly and through Lasalle and partners obtained agreement for the funds from Excel. The Farmers Arms is a great community pub, with a Sunday carvery and a games room as well as a great selection of beer and it would have been a real loss to the village had it closed down."

# EXCEL FUNDS LORD NELSON REFURBISHMENT

Over the past year the new group, Lord Nelson Liverpool Ltd, has undertaken an extensive refurbishment programme at the hotel on Hotham Street opposite Liverpool's Lime Street station, transforming it into a contemporary boutique 52-bedroom hotel, complete with a restaurant, residents' bar and the Dugout Bar, open to residents and the public.



Originally a commercial hotel, the Lord Nelson had been providing accommodation to visitors to Liverpool for more than 30 years, but was in need of renovation when it was acquired by Lord Nelson Liverpool Ltd in January 2005. The company set about a programme of works to update the hotel creating a modern, boutique hotel offering affordable, stylish rooms right in the city centre.

Initial works were completed in April 2005 with one floor of the hotel opening, but the company needed additional funding to finish off the project. Keen to keep to the redevelopment schedule, the company's broker suggested they approach Excel Securities plc. After assessing the hotel's open market value, Excel was able to offer the £425,000 needed to

complete the refurbishment of the remaining two floors of the hotel and renovate the residents bar and the Dugout Bar.

The Lord Nelson Hotel has now been completely revamped with a new reception area, new lighting, carpeting and windows throughout and new bathrooms and fixtures and fittings in every bedroom.

Chris White, director of Lord Nelson Liverpool Ltd explained: "It was crucial that we got the final elements of our renovation work on the hotel completed and that's where Excel came in. They were able to make a decision within a matter of days and the deal was concluded and the funds made available allowing us to complete the project."

## FORMER WIRRAL HOTEL IS TO BE CONVERTED INTO LUXURY FLATS THANKS TO £1.33 MILLION FUNDING

A former Wirral hotel on Beresford Road in Oxton will soon be reborn as 19 luxury apartments, thanks to an Ormskirk entrepreneur. Ian Minton, managing director of Mossland Homes has secured funding from Excel Securities to transform the hotel into an exclusive residential development called The Mosslands.

Situated in an affluent Wirral suburb and surrounded by 0.6 acres of land, the historic building will be sympathetically converted to luxury apartments, maintaining its original features and character. The structure will remain unchanged and no demolition will take place, although an expansion has been planned which will compliment the style and the traditional feeling of the ornate building.

Located in a village famed for its merchant shipping background, The Mosslands will offer 17 two-bedroom and three penthouse apartments. The architects have even incorporated the old merchants' viewing tower into one of the penthouse properties, providing 360 degree views of the surrounding area and the River Mersey.

All apartments have been designed to take full advantage of the vast floor to ceiling heights and will

benefit from tall, elegant windows. Equipped to high specifications, each apartment will be fitted with granite work services and wooden floors and all kitchens, bathrooms and en suites have been planned with comfort and luxury in mind. The communal areas will boast traditional coving and fixtures, allowing residents to enjoy a unique blend of period style and the best in contemporary living. Acting as the flagship development, The Mosslands development will be a welcomed addition to the leafy suburb and is due to be completed by February 2007. Apartments will be put on the market at between £225,000 and £335,000.

Ian comments: "Oxton is a charming village and I've been keen to undertake a conversion project in the area for some time. Excel Securities were recommended by my broker Steve Barber of Business Assistance (NW) Ltd, who has

worked with the firm several times before.

He continued: "I turned to a short term commercial property lender because the vendor of the hotel was working to tight timelines. Excel Securities were able to offer a quick and professional service; in fact the deal only took a total of eight days to complete from start to finish." Laurie Hoffman, managing director of Excel Securities, said: "We are delighted to have provided Ian with the funding he needed to get the hotel conversion project off the ground. All too often entrepreneurs and business people are unaware of the types of the funding which are available outside facilities offered by mainstream lenders. In this case, we could provide the funding quickly to enable Ian to get the initial phase of the project off the ground. We wish him all the best for the future."