



MD Property Innovations Ltd

Investor Information Pack

April 2025



About Us

We're David Mitchell and Shannon Daly - a couple based in Bedford, passionate about turning tired and unloved houses into beautiful, welcoming homes. Together, we founded MD Property Innovations Ltd with a simple mission: build freedom, create legacy, and transform lives - one property at a time.

Our journey began in 2021 when David purchased our first home: a run-down, neglected property that needed vision and hard work. Over time, we fully renovated it - transforming it from a dated shell into a modern, immaculate home, praised by valuers for its layout, finishes, and standout kitchen.

That experience became our lightbulb moment. In 2024, following the tragic loss of David's nephew in a motorbike accident, we were deeply reminded how short life can be. That moment gave us clarity - we wanted to live boldly, take control of our future, and stop trading our time for other people's wealth.

We decided to take action - to build a business, to build legacy, and to create homes people love. MD Property Innovations Ltd was born from that purpose.

Our Vision

Our long-term goal is to grow a multi-million-pound property portfolio, combining:

- Flips to build capital
- BRR (Buy, Refurb, Refinance) to create sustainable rental income
- Long-term holds for security and legacy
- Holiday lets abroad for lifestyle and diversification

We're not chasing quick wins - we're building a serious business that's financially strong, tax-efficient, and scalable.



Our Experience

David Mitchell brings over a decade of experience in commercial property and lease finance. He has worked extensively in property cost analysis, budgeting, and lease compliance - reviewing service charge accounts and managing large-scale property expenditure. David is also AAT-qualified, with a strong grasp of property numbers, reporting, and financial decision-making. His analytical mindset ensures every deal is assessed for real return.

Shannon Daly has spent 10+ years in high-pressure operational roles - including frontline emergency services and later managing logistics and teams in a major UK distribution centre. He has experience managing people, processes, and critical situations - making him calm under pressure, solution-focused, and incredibly resilient. His ability to lead and coordinate moving parts ensures refurb projects run to time and budget.

Together, we bring the financial discipline, operational experience, and personal drive to create homes that uplift - and a business that lasts.

Our Investment Strategy

MD Property Innovations Ltd focuses on sourcing, acquiring, and transforming undervalued and outdated residential properties into high-quality, modern homes that stand out in the market.

Our approach blends capital growth through flipping with a long-term vision of wealth building via BRR (Buy, Refurbish, Refinance), rental portfolios, and eventually holiday let diversification.



Flip-to-Sell (Primary Focus)

We target:

- 2-3 bed terraced or semi-detached homes in high-demand working class or commuter areas
- Purchase price: £50,000-£100,000
- Refurb budget: £15,000-£25,000
- Exit goal: Resale within 4-6 months
- Target profit: £20,000+ per project

BRR (Buy, Refurb, Refinance) - Phase 2

Once initial capital has been grown through flips, we will shift focus to long-term rentals via BRR to create sustainable monthly income.

Key metrics:

- Rental yield target: 8-10%+
- Locations: Northern England towns with low entry cost and strong rental demand (e.g. Sunderland, Bradford, Barnsley)
- Goal: Hold 5-10 units within 3 years

Holiday Lets Abroad (Future Phase)

With cashflow and capital foundations in place, we plan to diversify into international holiday homes in popular overseas markets. These properties will be carefully selected for lifestyle value, seasonal appeal, and revenue potential from short-term lets.



Sample Deal: Flip Project - Northern England

Property Type: 2-bed terrace

Location: Sunderland (example only)

Purchase Price: £55,000

Refurb Budget: £20,000

Total Spend: £75,000

Expected GDV: £105,000

Estimated Profit: £30,000

Timeline: 5-6 months

Exit Strategy: Resale post-refurb, funds recycled into next 1-2 acquisitions.

Contact Details

Email: info@mdpropertyinnovations.co.uk

Phone: 07835 865432

Website: (Coming Soon)

Looking to Work With

We're always open to connecting with:

- Deal sourcers with off-market or motivated seller leads
- Brokers who understand SPV and bridging finance
- Contractors, builders and trades who deliver on time and budget
- JV partners looking to grow alongside a committed and ambitious team