



Caer Rhun Hall

A beautifully grand, Grade II-listed country house set within the North Wales countryside.

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A classic country retreat

An impressive, Elizabethan-style country house, Caer Rhun Hall is a late-Victorian country retreat of timeless elegance that guests will love.

Unique with its spectacular views of the countryside and steeped in a rich history, this beautiful Welsh mansion will be transformed from an established accountancy school and wedding venue into a premier, 23-bed country house hotel and spa.

The property's external appearance of limestone with sandstone dressings under a slate roof is rivalled only by the setting. The hall sits beautifully within 17 acres of gardens and grounds, surrounded by magnificent trees including three Cedars of Lebanon.



Extensive grounds and well-maintained gardens waiting to be explored.

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Guests travel down the winding driveway to reach the property, set within a north and east boundary woodland of mature yew, oak, beech, cedar, copper beech, sycamore and cherry.

Superbly landscaped and maintained gardens provide an ideal backdrop for events, with lawns perfect for wedding parties and marquees.

Guests can explore the banks of rhododendrons, flowering trees and shrubs, and enjoy the rose garden with intricate clipped-box hedging. Sports facilities include a five-hole golf course and squash court with mezzanine viewing.

Ideally situated, the hall is just six miles from the

A55, which connects to the motorway network for access to all major areas across the northwest.

Llandudno Junction (seven miles) provides rail links to Chester (50 miles) for a sub-two-hour service to London Euston. Liverpool (60 miles) and Manchester (85 miles) airports provide access by air. The port of Holyhead on the Isle of Anglesey offers easy access to Ireland.

Caer Rhun Hall will become a stunning country hotel and spa, further enhancing this exceptional wedding venue in North Wales.



Current décor. Rooms will be enhanced whilst preserving heritage, keeping founder Ronald Anderson's portrait over the fireplace.



A rich, historic past.

Occupying a prime location in the Conwy Valley, Caer Rhun Hall dates from 1895 and was built for Major-General Gough, the Lieutenant Governor of Jersey from 1904 to 1910.

The hall sits next to the Roman fortress, Canovium, excavated between 1926 and 1929. Some artefacts from the dig can still be seen in the grounds today.

Existing business is strong and the property will continue to be a high-end wedding venue that builds on its successful past when developed into a country house hotel and spa.

We'll work with the country's finest hotel developers to ensure we maintain the natural beauty of the hall, revitalising it and attracting a whole new generation of visitors.

Of particular note is the attractive arched entrance with pedimented niche. The sculptured crest of the Gough family sits above the double front doors.

Inside, the hall is equally impressive, with many fine, intricate features. The entrance hall has a stone flagged floor and some of the oak panelling in the central dining room came from the original property, Plas Caerhun, a largely 17th-century house with probable medieval origins.

An oak staircase with Jacobean-style geometric finials, decorated newel posts and barley-twist balusters suggests an age of distinguished dignitaries. And high coved ceilings, impressive staircases and numerous period fireplaces create a regal, alluring and characterful atmosphere.

Location

Caer Rhun Hall sits on the edge of the Snowdonia National Park. The Conwy Valley and nearby coastline are well-established holiday destinations and offer a wide range of leisure facilities.

There are miles of award-winning blue-flag beaches nearby and the Irish Sea provides excellent sailing and boating opportunities, including marinas at Deganwy, Conwy and Holyhead on Anglesey.

Outdoor pursuits are well catered for, with mountain biking opportunities on the Hiraethog Moors, the Clocaenog Forest and around the mountain lakes. There's white-water rafting, 'high ropes' and canoeing at Betws-y-Coed, and plenty of horse-riding opportunities too.

With the new manmade surf centre, Surf Snowdonia, at Dolgarrog, and Zipworld at Llanberis, Europe's largest zip zone, Caer Rhun Hall is well placed to attract thousands of guests each year.

Caer Rhun Hall in Conwy is surrounded by a wealth of castles, houses, gardens and museums and galleries that draw over a million visitors to the area each year.¹

¹ 2015 Conwy in Figures, Leisure & Tourism Main Attractions.



Beautifully managed gardens offer an ideal backdrop to events, with lawns for wedding parties and marquees.



A room to remember

Caer Rhun Hall will be renovated to an exacting standard and feature 23 lavish, spacious en-suite rooms. Attention to detail will ensure each guest enjoys a splendidly memorable experience.

Each bedroom will be grand and inviting, with sumptuous décor and furnishing. They'll retain their historic Grade II-listed features and add the most modern conveniences. Rooms will have the finest amenities, high-end furnishings and modern in-room technology for a sleek, lush finish.

Luxurious beds with duck-down duvets, goose-feather-and-down pillows, soft bed throws and even softer dressing gowns will allow guests to unwind in style.

Additionally, superior rooms and suites will feature roll-top baths with separate multi-experience showers and his and hers double-basin sinks. Catering for the discerning guest, fittings and finish will be of premium quality, with the finest toiletries from top London supplier Elemis.

Exceptional hospitality through the Hotel Management's servicing will be a hallmark, with every detail considered for guests. From fine dining prepared by expert chefs to relaxing spa treatments, Caer Rhun Hall will create lasting memories.

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Top: CGI impression of a new room within Caer Rhun Hall. Left: large window with views of the grounds. Right: Elemis toiletries.

Standard Single

£75,000 - By deduction facility

By purchasing with the By Deduction option, you are able to offset your total capital outlay from £75,000 to £60,000 by offsetting £15,000 against your first 2 years' rental income.

In years 3-10, you receive 10% of the purchase price value (£75,000), giving you a fixed return of £7,500 per annum.

Fixed returns £75,000 - 2 year deducted rental income £15,000 = £60,000

Buy back at year 10 = £93,750 (125%)

Purchase price	£75,000
Client cash input	£60,000 (first 2 years returns by deduction)
Reservation fee	£500
Balance of cash deposit	£59,500
Assured tenancy period	10 years
Income circa	10%
No. years deducted from purchase price	2
No. years annually in arrears	8

Year	Rental income (circa 10%)	Rental income deductions	Balance of client rental income
1	£7,500	£7,500	£0
2	£7,500	£7,500	£0
3	£7,500	£0	£7,500
4	£7,500	£0	£7,500
5	£7,500	£0	£7,500
6	£7,500	£0	£7,500
7	£7,500	£0	£7,500
8	£7,500	£0	£7,500
9	£7,500	£0	£7,500
10	£7,500	£0	£7,500
Total	£75,000	£15,000	£60,000
Buy back @ 125%	£93,750		
Total purchaser returns	£168,750		
Less cash input	£75,000	(including £15,000 - 2 years' deduction)	
Cash received over and above initial cash input	£93,750		

ROI: 125%

$$\text{ROI} = (\text{Buy back } £93,750 + \text{Rental income } £75,000 - \text{Purchase price } £75,000) \div \text{Purchase price } £75,000 = 125\%$$

ROI: Return on investment.

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CGI impression of a standard single room at Caer Rhun Hall.

Premium Double

£110,000 - By deduction facility

By purchasing with the By Deduction option, you are able to offset your total capital outlay from £110,000 to £88,000 by offsetting £22,000 against your first 2 years' rental income.

In years 3-10, you receive 10% of the purchase price value (£110,000), giving you a fixed return of £11,000 per annum.

Fixed returns £110,000 - 2 year deducted rental income £22,000 = £88,000

Buy back at year 10 = £137,500 (125%)

$$\text{ROI} = (\text{Buy back } £137,500 + \text{Rental income } £110,000 - \text{Purchase price } £110,000) \div \text{Purchase price } £110,000 = 125\%$$

ROI: Return on investment.

Purchase price	£110,000
Client cash input	£88,000 (first 2 years returns by deduction)
Reservation fee	£500
Balance of cash deposit	£87,500
Assured tenancy period	10 years
Income circa	10%
No. years deducted from purchase price	2
No. years annually in arrears	8

Year	Rental income (circa 10%)	Rental income deductions	Balance of client rental income
1	£11,000	£11,000	£0
2	£11,000	£11,000	£0
3	£11,000	£0	£11,000
4	£11,000	£0	£11,000
5	£11,000	£0	£11,000
6	£11,000	£0	£11,000
7	£11,000	£0	£11,000
8	£11,000	£0	£11,000
9	£11,000	£0	£11,000
10	£11,000	£0	£11,000
Total	£110,000	£22,000	£88,000
Buy back @ 125%	£137,500		
Total purchaser returns	£247,500		
Less cash input	£110,000	(including £22,000 - 2 years' deduction)	
10 Cash received over and above initial cash input	£137,500		

ROI: 125%

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CGI impression of a premium double room at Caer Rhun Hall.

Ultra Premium Suite

£180,000 - By deduction facility

By purchasing with the By Deduction option, you are able to offset your total capital outlay from £180,000 to £144,000 by offsetting £36,000 against your first 2 years' rental income.

$$\text{ROI} = (\text{Buy back } £225,000 + \text{Rental income } £180,000 - \text{Purchase price } £180,000) \div \text{Purchase price } £180,000 = 125\%$$

ROI: Return on investment.

In years 3-10, you receive 10% of the purchase price value (£180,000), giving you a fixed return of £18,000 per annum.

Fixed returns £180,000 - 2 year deducted rental income £36,000 = £144,000

Buy back at year 10 = £225,000 (125%)

Purchase price	£180,000
Client cash input	£144,000 (first 2 years returns by deduction)
Reservation fee	£500
Balance of cash deposit	£143,500
Assured tenancy period	10 years
Income circa	10%
No. years deducted from purchase price	2
No. years annually in arrears	8

Year	Rental income (circa 10%)	Rental income deductions	Balance of client rental income
1	£18,000	£18,000	£0
2	£18,000	£18,000	£0
3	£18,000	£0	£18,000
4	£18,000	£0	£18,000
5	£18,000	£0	£18,000
6	£18,000	£0	£18,000
7	£18,000	£0	£18,000
8	£18,000	£0	£18,000
9	£18,000	£0	£18,000
10	£18,000	£0	£18,000
Total	£180,000	£36,000	£144,000

Buy back @ 125%	£225,000	
Total purchaser returns	£405,000	
Less cash input	£180,000	(including £36,000 - 2 years' deduction)
<u>12</u> Cash received over and above initial cash input	£225,000	

ROI: 125%

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CGI impression of a ultra premium suite at Caer Rhun Hall.



Hotel Management

We believe in creating the unforgettable and serving others with excellence, making first impressions count. That's why we take pride in our team and work together to be the number one provider in the North Wales hotel market.

We are delivering a new brand of hotels. One that crosses star ratings and serves business, wedding and leisure guests in style. We are proud to be integrated with the local culture of our beautiful Welsh surroundings and provide opportunities to the area.

We are passionate about service, and our guests are at the heart of all we do. We work closely with select suppliers to deliver a consistently premium experience in all our hotels.

As our success continues, we aim to innovate in our local communities, be the first choice for guests, and provide warm hospitality that is felt by all.

I'm excited to share this opportunity with you and invite you to be part of celebrating the history of Caer Rhun Hall. We are committed to delivering new and exceptional guest experiences in this wonderful Grade II-listed property.

Passionate about service

Restorations are a part of the bigger vision to fulfil Caer Rhun Hall's potential as a premier country-house hotel and spa destination for weddings and events in North Wales.

Serviced by the Hotel Management to the highest standards, Caer Rhun Hall offers purchasers and guests full confidence in the management and operation of this luxury hotel.

The Hotel Management combines experience and skills from industry experts in this fast-moving sector, enhancing financial performance and asset value through operational efficiencies.

With style, discreet service and high standards, Caer Rhun Hall will provide the perfect environment for guests.

Passionate about service, the Hotel Management will deliver an unforgettable stay, ensuring all guests enjoy a superior customer experience.





Purchase process

We believe that by taking our time to listen to your needs, we are able to establish a full client profile for you. We can then confidently confirm whether Caer Rhun Hall is the right opportunity for you.

It is also assuring to note that should this opportunity not completely suit your needs, we will not push you into making a decision that you are not comfortable with, purely to close a sale.

A purchase has to be 100% right for you or we will not proceed.

1. Your sales consultant answers your questions while guiding you through every aspect of this buy-to-let opportunity and recommends a unit for consideration. On acceptance, you receive a reservation form and are asked to make a £500 payment to reserve the unit. Within 7 days, you are required to send us your certified identification documents along with source/proof of funds for the unit to be secured and assigned to you.
 2. The contracts are issued to your lawyer for review. You and your signatory witness then sign the contract and return it to your lawyer using a secure, signed-for delivery service. At the same time, you pay the outstanding balance of purchase monies into your lawyer's client account.
 3. Upon receipt of your documents and balance of purchase monies, exchange and completion can take place. Your lawyer will then attend to all registration formalities with the Land Registry. Omitting delays, the purchase process is scheduled to take no longer than 28 days from the point of reservation.
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About the leaseback

A leaseback arrangement is a financial transaction whereby a seller of an asset (the developer) leases back the same asset from the purchaser (you).

The operator, the Hotel Management in this case, assumes all responsibilities for the day-to-day running of your unit and for all costs.

Unlike a traditional buy-to-let, you are not responsible for: monthly property management fees, property maintenance, refurbishment, or any tenant-related issues, including vacant periods that may result in a loss of earnings. This opportunity provides a hands-off, hassle-free, income-generating asset.

Caer Rhun Hall offers a unique opportunity to purchase a historic, fully managed, Grade II-listed income-generating asset, an ideal addition to your portfolio.





Exit strategy options

As with any purchase, you should be made aware of any exit strategies. Through a unique structure, the developer is able to offer you multiple exit strategies:

- At the end of the 10-year term, an assured buy back can be initiated whereby they will purchase the unit back from you at 125% of the full purchase price.
- You have the option to sell your unit on the open market at any given point providing all outstanding monies are cleared at the point of sale.
- Should the developer the freehold sale of the facility to an external operator at any point from your exchange process, you will receive your full buy back 125% fixed agreement.

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Selection of images showcasing the current property and grounds.



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