



Our offer to you

An opportunity to invest in Kevin McCloud's housing company

Hab Housing is itching to grow. Since we were founded by Kevin McCloud in 2007, we have spent six years honing our craft: building extraordinary places for people to live; places where architecture, food, play and enjoyment take first place; places that feel distinctive and enriching.

Our team of development professionals, world-class designers and sustainability experts have developed an approach that delivers affordable, but profitable - and multi-award winning - housing schemes. We've faced huge challenges, but we've learnt an enormous amount and are extremely proud of the places that we've built.

And we are poised for the challenge ahead: the Custom Build revolution which is set to transform the British housing market. Research has shown that up to 6 million people in the UK have expressed an interest in building their own home, whether in the Grand Designs mould or as customers of a house-builder – the Custom Build method.

We want to build on our track record of delivering outstanding, sustainable, contemporary communities. And we want to be the nation's developer of choice for a one-stop-shop for Self Build and Custom Finish projects. We want to make the process of building your own home personal, pleasurable and rewarding.

This is our moment. A job that we are uniquely placed to do well. And a compelling business proposition.



We're looking to raise £1.5 million both to grow our existing business of building sustainable, beautiful homes and to offer tailored Custom Build, Self Build and Custom Finish options.

We are in discussions with private landowners, other developers and local councils who are either required to deliver elements of custom build or see it – as we do - as a great opportunity to add diversity and speed of delivery to bigger schemes. And we want to gain access, working in partnership with local communities, to the £30 million loan funds that Government has made available to kick-start community-based Custom Build developments.

So here's the thing: we're offering for sale 20% of our business for £1.5 million and we're looking for a minimum investment from each investor of £100. That's the rough gist of our offer. In return for that investment, we will both invest in growth and gear up to take advantage of the huge opportunities offered by the rapidly-growing market for Custom Build. We'll aim to issue a dividend of no less than 5% to you from year three and provide a ready market for Hab shares by the end of year 5.

We'll give you regular updates on our progress, along with invitations to a range of project visits and investor-only events with Kevin McCloud.

And we've been thinking about what else we can offer you. Assuming you're interested in our business, you might be interested in living in a Hab House or even custom-building yourself. Our mission is to make that easier for you, so it would be rude of us not to offer you preferential terms on a Hab custom-build home: 5% off the price of any Hab Home up to the level of your investment (this offer does not apply to houses delivered by Haboakus or any other excluded joint venture). We'll also give you an early heads up about new homes on the drawing board and homes available to buy.

The clue to the values we hold dear lies in our name. It stands for Happiness, Architecture, Beauty. We want every home to be sustainable, special and delightful. As an investor, we very much want you to part of Hab and our mission to change the face of construction and the quality of housebuilding in Britain.