



Distressed
Assets



PROPERTY SOURCING

FINANCIAL SECURITY THROUGH DISTRESSED ASSETS

When a property owner, developer or creditor needs immediate cash and wants to sell a property, portfolio, or development quickly at less than its market value, it becomes a distressed asset. These distressed assets are usually sold at auction.

MERSEYSIDE & WIRRAL

☎ 0151 705 9055 ✉ info@tunafishproperty.co.uk

WWW.TUNAFISHPROPERTY.CO.UK

PROPERTY SOURCING

'FINANCIAL SECURITY THROUGH DISTRESSED ASSETS'

When a property owner, developer or creditor needs immediate cash and wants to sell a property, portfolio, or development quickly at less than its market value, it becomes a distressed asset. These distressed assets are usually sold at auction.

Location, type of property, and price are the key property investment terms that define the difference between success or failure, even within small distances between different Merseyside and Wirral postcodes. Get it right, even by 500m, you are on for success, get it wrong, then you could inherit a lot of hassle and potentially lose significant sums of money.

Our Expertise Makes the Difference

With local insight and decades of experience, we help you make informed decisions—backed by data, diligence, and extensive market knowledge.

Your Local Experts in Merseyside & Wirral Property Investment

At **Tuna Fish Property**, our mission is to guide you to success in the Merseyside and Wirral property market. With decades of hands-on experience and deep-rooted local knowledge, we offer more than just advice—we offer insight born from living and investing here ourselves. We also offer a long-term relationship, sourcing and managing your property. We are not here today, gone tomorrow, but have a vested interest in making your property investing a huge success.

We're proud to say **Liverpool is our home**. We were born here, we live here, and our business is entirely focused on **Liverpool, Wirral, and the wider Merseyside region**. This is not just our area of operation—it's our community.

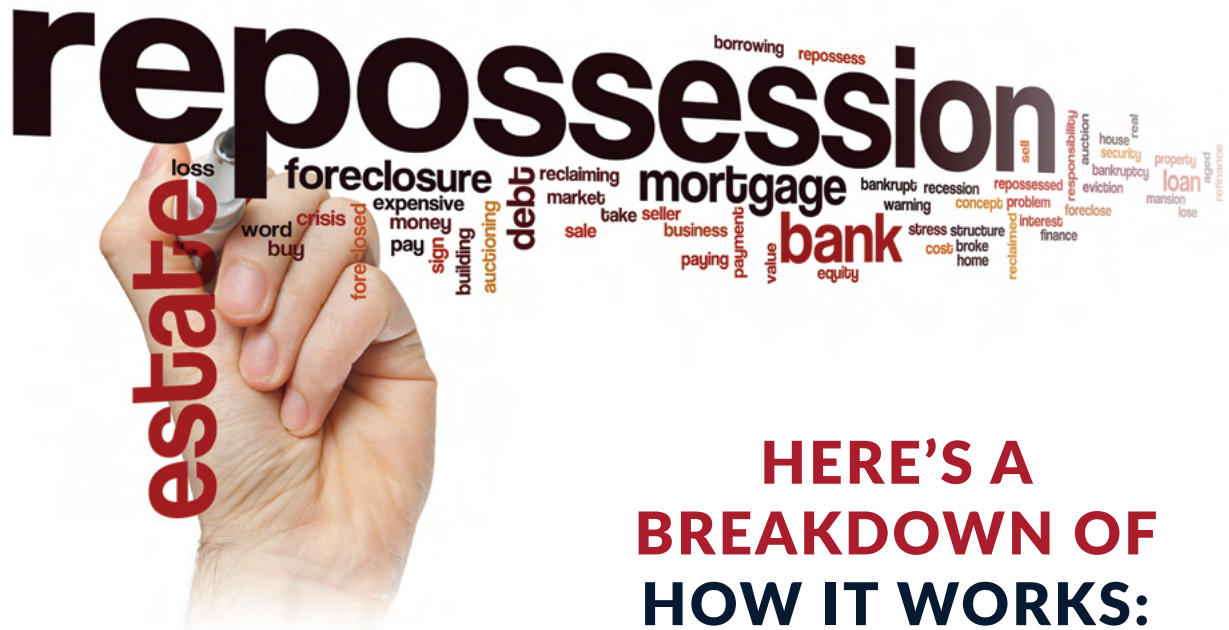


Unlike national sourcing companies based in London, Birmingham, or Manchester, we're not outsiders trying to interpret a market from a distance. We're on the ground, every day, tracking local trends, identifying opportunities, and staying ahead of changes as they happen.

As a **family-run business**, we value trust, transparency, and personal service. We're not a corporate franchise or a remote investment brand relying on third-party agents. We are local specialists with genuine insight—**and that's what sets us apart**.

What is Property Sourcing?

Property sourcing is the process of finding and securing property investment opportunities, typically for investors, landlords, or developers. It's especially common in the real estate industry, where a property sourcer acts as a kind of intermediary between sellers and buyers (often investors), helping to identify profitable deals.



**HERE'S A
BREAKDOWN OF
HOW IT WORKS:**

What Property Sourcing Involves:

- 1 Finding Deals:** Searching for below-market-value properties or investment opportunities (distressed assets, repossessions, off-market properties).
- 2 Due Diligence:** Researching the property's condition, area, market value, potential rental income, yield, renovation costs, and ROI (Return on Investment).
- 3 Negotiation:** Often negotiating with the seller to secure a better price.
- 4 Packaging the Deal:** Creating a deal package that includes all relevant info for the investor—photos, market analysis, financial breakdown, etc.
- 5 Selling the Deal:** Presenting the opportunity to investors or buyers who might pay a sourcing fee (often £3,000 to £6,000 or more in the UK).
- 6 Introducing the investor to key contacts who will facilitate the transaction** solicitor, mortgage and bridging broker, insurance broker, contractors...

Who Uses Property Sourcing?

- ✓ Busy investors who don't have time to look for deals themselves.
- ✓ First-time property investors who want expert help.
- ✓ Overseas buyers unfamiliar with local markets.

HOME / MY ACCOUNT / WON PROPERTIES

Won Properties

Here are the properties you've won at auction - make sure you have paid any applicable fees as soon as possible. A member of the team will contact you to discuss next steps to finalise the sale.

Won 20/09/2024

Windsor Road, Liverpool, Merseyside, L13 8BD

Sold price: £14,000



HELEN EVANS

★★★★★ Verified Purchase

Property Auctions

Reviewed in the United Kingdom on 12 April 2025

It's rare to find a property book which provides such a detailed and comprehensive explanation of how to truly make a profit in the property game. Dominic's principle of looking for problem properties and finding ways to deal with them massively widens the pool of deals available. He provides extensive examples which demonstrate how applicable his strategies are. I would highly recommend it to anyone who really wants to make money when they buy a property.

Is it Legal?

Yes—if done properly. In many countries (like the UK), property sourcing agents must be registered with appropriate bodies (e.g., the Property Ombudsman or other redress scheme, ICO, and HMRC for anti-money laundering) and follow specific regulations.

The Distressed Assets Investors Club is fully registered, insured, & legal.

Professional Indemnity Insurance

It's imperative that the property sourcing agent has adequate professional indemnity insurance should anything go wrong. Many do not, others are not adequately covered, so it's worth checking.

What to Ask Your Property Sourcing Agent

The number of property sourcing agents has grown rapidly in recent years, with many entering the industry after attending a short course or reading a book—often without substantial experience. When you're trusting someone with your money and long-term investment, it's essential to separate genuine professionals from opportunists.

Here are the key questions you should ask any sourcing agent before engaging their services:



Experience & Track Record

- How long have you been sourcing properties for others?
- Can you show verifiable evidence of successful deals?
- How long have you personally been investing in property?
- Do you own property in the same areas you're recommending?



Legitimacy & Compliance

- Are you fully compliant with all legal sourcing requirements (e.g., registration with HMRC for AML, ICO, etc.)?
- Do you have professional indemnity insurance?
- What is the maximum amount of indemnity insurance per claim?



Sourcing Approach

- Do you source only through estate agents and public portals like Rightmove and Zoopla, or do you have access to genuine off-market deals not available or advertised to others?
- What makes your deal sourcing process different or better?



Transparency & Aftercare

- Do you provide a clear contract outlining your terms, responsibilities, and expectations?
- What kind of support or communication can I expect after the purchase completes, and for what timeframe?

Tip: If a property agent avoids or struggles to answer any of these questions clearly, that's a red flag. A trustworthy sourcing partner will be open, transparent, and happy to share their credentials and experience.

Unlock Exceptional Returns — Start Investing Like a Pro

Why settle for average when you can achieve outstanding results?

The average rental yield in the North-West of England is currently 7.1% (Rightmove Rental Trends Tracker 2025). But at Distressed Assets Investors Club, we set a much higher standard. Our deals routinely deliver **double-digit yields**, offering you the kind of returns ordinary sourcing agents simply can't match.

We don't just find properties — we uncover true investment opportunities that maximize your earning potential and build real wealth. If you're offered anything less than outstanding, you're not just settling — you're paying too much for too little.

Demand better. Expect more. Partner with Distressed Assets Investors Club — where smart investors find serious returns.

Why the Distressed Assets Investors Club Offers Opportunities You Simply Won't Find Elsewhere

Traditional property sourcing agents rely on the open market — trawling Rightmove, Zoopla, and high street estate agents — where every buyer competes and every property is priced at full retail value.

In other words, you're paying exactly what everyone else is paying — with no real edge, no true advantage.

At the Distressed Assets Investors Club, we offer something different — something **exclusive**. Our members gain access to **genuine off-market deals** and **select auction opportunities** that deliver **significant savings** compared to retail prices. It's the difference between shopping on the high street... and having private access to a wholesaler's discount range where the real deals are done.

The truth is simple: **the best opportunities are never advertised**. They're reserved for those who know where — and how — to look.

Are you a retail investor, paying what the market demands? Or a **wholesale investor**, acquiring built-in equity, high yields, and true wealth from day one?

Membership at the Distressed Assets Investors Club is your invitation to move beyond the retail market — and start investing like a professional.



There are no great deals in estate agents windows or on Rightmove and Zoopla. They've already gone!



2024 Purchased Prior to auction for **£75,000**.
New roof, new external insulation, new boiler, EPC C.

Market yield **12%**

Market value **£110,000**



Distressed
Assets
Investors
Club



The Distressed Assets Investors Club

- ✓ A discreet and highly exclusive network for serious property investors seeking to acquire built-in equity and achieve double-digit yields — whether to trade, develop, hold, or execute a BRRR strategy (Buy, Refurbish, Refinance, Rent).
- ✓ Our membership is international, including investors from the United Kingdom, Ireland, the United States, South Africa, Sweden, Italy, Nigeria, Hong Kong, and Germany — all united by a commitment to smarter, more strategic investing.
- ✓ Members gain access to exceptional auction opportunities and genuine off-market deals across Merseyside and Wirral — investments rarely seen by the broader market (see recent examples).
- ✓ We work alongside you to define a bespoke investment strategy, carefully sourcing properties together, conducting viewings, and undertaking rigorous due diligence — ensuring every move is precise, informed, and profitable.
- ✓ Membership is selective. Access is privilege. Results are exceptional.



- ✓ Our guiding principle: maximise returns by investing only what is essential to unlock a property's full financial potential.

The Distressed Assets Investors Club

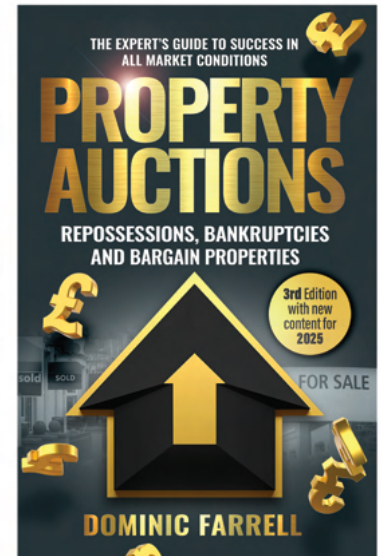
- ✓ Each member's investment profile is carefully assessed through a bespoke psychometric evaluation, ensuring a strategy precisely aligned with their appetite for risk and reward.
- ✓ Where applicable, we secure free grants to enhance property value — adding immediate equity without additional capital outlay.
- ✓ Members enjoy privileged access to our elite panel of solicitors, mortgage specialists, and bridging finance advisors, ensuring every transaction is seamless and expertly handled.
- ✓ Detailed renovation and refurbishment quotations are provided pre-purchase, with full project management meticulously overseen by our experienced team to deliver on time, on budget, and to the highest standard.
- ✓ **Post-acquisition, property letting and management** is entrusted to Tuna Fish Property, with rental income underpinned by an insurance product where applicable. As part of the membership, letting services — including tenant sourcing and full inspections — are provided free of charge for the first 12 months following your investment. We are looking for a **long-term relationship** where we can ensure your success, not just a quick sourcing fee then off to the next client.
- ✓ Enjoy exclusive monthly strategy sessions with Dominic Farrell via private Zoom calls, with bespoke property viewings and on-site inspections in Liverpool personally arranged as required.
- ✓ If you want a **remote membership**, without ever visiting Liverpool, or being involved, we can do that too. We have many **overseas clients** who've never even visited the UK, so we have extensive experience of this and it works.
- ✓ Your initial property sourcing fee is included within the annual Distressed Assets Investors Club membership, ensuring a seamless start to your portfolio. Subsequent acquisitions are sourced at an exclusive members-only rate per property — each accompanied by a complimentary 12-month premium lettings and management service, expertly handled by Tuna Fish Property.



The Distressed Assets Investors Club Mission

"To engage with investors to formulate and execute a strategic approach to distressed property investment, tailored to their risk appetite and financial circumstances, drawing upon our extensive expertise and that of our professional team to effectively achieve their defined objectives."

 <p>Purchase Price £60,000 Property auction Terraced house Rent £10,800 Yield 18%</p>	 <p>Purchase Price £25,000 Off-market Apartment Rent £7,200 Yield 29%</p>	 <p>Purchase Price £60,000 Off-market 4x bed HMO Rent £21,600 Yield 36%</p>
 <p>Purchase Price £22,500 Off-market Property Call Option - 1 bed flat Rent £6,900 Yield 31%</p>	 <p>Purchase Price £80,000 Off-market Freehold - 2 x 1 bed flats Rent £13,600 Yield 17%</p>	 <p>Purchase Price £39,950 Off-market 1 bed flat - sleeps 4 Airbnb/Serviced Accommodation</p>



Property Auctions:
Repossessions...



27 reviews

#1 Best Seller

£14⁹⁹



Distressed
Assets
Investors
Club

The Property Sourcer – Dominic Farrell sources all properties and speaks and liaises directly with all club members

Dominic Farrell is the author of the Amazon No.1 best-seller **"Property Auctions: Repossessions, Bankruptcies and Bargain Properties: The Expert's Guide To Success In All Market Conditions"** originally published 10th March 2023 and now in its 3rd edition published 26th March 2025. It's also available in Audiobook and Kindle.



Dominic was born and bred in Liverpool and attended the Salesian High School, then the University of Bradford, where he read a BSc (Hons) in Economics. After graduation, he attended the Royal Military Academy Sandhurst and was commissioned into the King's Regiment. He served worldwide, completed an MBA (Defence) at Cranfield University and was decorated by HM Queen Elizabeth II in the Operational Honours List 2001 for outstanding service on operations. He retired as a Major to pursue property development full-time, having built a portfolio of buy-to-let properties while still serving in the Army.

Dominic quickly established himself as a property developer in Cyprus in the run-up to European Union accession. This was a huge success until the Credit Crunch and financial crisis of 2008 and its aftermath. For many developers worldwide, the market collapsed.

This period was also an opportunity, and Dominic quickly established Distressed Assets to seize opportunities brought about by the crisis, some examples of which are shown in his book.

He has been an active developer and investor for decades, but for the past 17 years, he has focused almost exclusively on distressed assets at property auctions, where he feels the real value is to be found.

Today, Dominic also serves as founder and director of a leading Liverpool-based property lettings, management, and renovation company. His expertise extends to successfully leading multiple Right to Manage actions, helping leaseholders gain control over their apartment buildings and protect their investments.

Through his leadership at the **Distressed Assets Investors Club**, Dominic brings a lifetime of operational discipline, strategic vision, and real-world property expertise to investors seeking access to genuine, high-return opportunities.

DOMINIC BRINGS EXTENSIVE, REAL-WORLD EXPERIENCE ACROSS A WIDE RANGE OF PROPERTY INVESTMENT STRATEGIES, HAVING PERSONALLY EXECUTED TRANSACTIONS INVOLVING:

- ✓ At unconditional auction, before auction and after auction
- ✓ At conditional or modern method of auction
- ✓ From receivers and administrators
- ✓ Off-plan
- ✓ Holiday lets/ serviced accommodation
- ✓ Overseas property (purchased and developed)
- ✓ Buy to Let
- ✓ Freeholds (ground rents)
- ✓ Commercial to residential conversions
- ✓ HMO conversions for flips
- ✓ Property call option purchases
- ✓ Debt for assets swaps
- ✓ Rent to rent
- ✓ Buy, Refurbish, Refinance and Rent (BRRR)
- ✓ Commercial property (within a pension fund) and mixed-use
- ✓ Title splits from the purchase of unbroken freehold buildings

With this wealth of first-hand knowledge, Dominic offers not just theoretical advice, but proven, actionable guidance — helping you navigate the complexities of property investment and positioning you for success.

Property Sourcing Liverpool



**46%
capital gain
in just
6 months
with no refurb**

Sold After



**47%
capital gain
in just
6 months
with no refurb**

Sold Prior

"I bought my first-ever BRRR deal with Dom in October 2023. I found him via his website and felt drawn to the concept of truly BMV properties. Dom was so helpful throughout the process. He viewed the property for me, secured the price pre-auction, and helped me throughout the conveyancing and insurance process. I bought the property for £75,000 and just got it revalued at £110,000 after 6 months, a 47% return. I've not done any work to the property, and the existing tenant is long-term and has looked after the property well.

I highly recommend Dom's services. As a London-based investor, it's so helpful to have that local expertise in Liverpool and someone on the ground to view, make offers, and have pre-existing relationships with the auction houses. Once I refinance and build up some capital, I'll be back! **K.P. (London)**

Testimonials

“Dominic is an expert in property trading and especially at buying and selling at auctions having done it for decades. He clearly understands distressed assets and more importantly where to find these hidden gems and how to evaluate them to see if they are a bargain to be bought or one to walk away from. He does this with credibility and confidence both for himself and his clients. The fact that his wife Claire is a professional lawyer, and also trainer, is a huge bonus.” **J. Khan (London)**

“I've been with Dom and his team since 2021, and have been extremely pleased with his advice, guidance, and property expertise. I've made three property purchases through Dom so far, with more to come in due course, the best so far being a purchase for £65,000 valued during raising a mortgage a few months later at £95,000, a 46% capital gain, with no renovation being required!

I foolishly initially started my journey into property investment in Liverpool through some London agents, backed by several visits to Liverpool and a paper investigation. The agents presented themselves very well and had a good story to tell, but my experience with them has been fraught with issues and a great deal of post-purchase stress. All were near disasters and took a lot of work to recover from.

Contrast that with my experience with Dom, where all my investments have been successful, and with none of the post-purchase drama and stress associated with the London agents.

Dom has a killer combination of skills.

He has very strong local knowledge, strong academics (and, more importantly, years of subsequent practical experience of successful property investment), which has led to successful investments for me. He has a way of cutting through the noise and speaking plainly and with focus, and he has been a real pleasure to work with. I look forward to further investments under his guidance.” **J. R. (Guildford, Surrey)**

“The membership has more than paid for itself on the first deal. Price is what you pay, value is what is what you get.” **C Gallagher (London)**

CASE STUDY

Distressed Assets: Liverpool L4 – January 2024

A client completed on an end-of-terrace freehold house being sold by a receiver at auction. After two attempts, our pre-auction offer was finally accepted at £70,000. The latest sales in the road – a lovely cul-de-sac – had been £135,950, £110,500, and £110,000, respectively. The client was delighted. The property is a large, 900 sq. ft tenanted family home: at the market rent, it will yield 13.6%. It also has potential for development into a five-bedroom House in Multiple Occupation (HMO), subject to permission, or could be used for serviced accommodation following the Airbnb model, given its proximity to the Liverpool FC stadium in Anfield. The difference between buying distressed assets (wholesale) or through estate agents (retail) could not be better illustrated.

CASE STUDY

Distressed Assets: Liverpool L20 – January 2023

Another example is that we completed on an auction property in early 2023 for a client. It was located in Liverpool and in excellent condition with a fairly new roof, new boiler and about 1,260 sq. ft. It could be converted into a five-bedroom House in Multiple Occupation (HMO) – possibly six, should the new owner wish.

An identical property, only eight doors away and arguably in not as good condition, was on the market with a local estate agent at offer over £125,000. We paid £90,000 wholesale. Retail is 39% more if purchased at £125,000, but my guess, given the wording, was that the vendor was expecting more – and might well get it, as the property was big and gave both home buyers and investors options in a good area.

This property received £7,800 rent per annum, which was lower than we would expect, and so was classified as ‘under-rented’ (a term you’ll become familiar with during this book). This presented an opportunity. I would market it now at £10,740 per annum – possibly higher – to determine where the market is, as sometimes it follows you to a higher rental price than the letting agent norm.

As a five-bedroom HMO, I would estimate a gross rent of about £25,000 per annum, with a comfortable net at about £16,000. Based on the purchase price, that would be a net yield (i.e. the rental income, less costs as a percentage of the purchase price) of 18%.

Membership

Includes:

- Initial sourcing fee
- Bespoke strategic distressed assets investment plan
- Ongoing support from Dominic Farrell
- 12 months' full premium property management
- Private access to exclusive opportunities

Membership is highly selective, and spaces are limited

Ready to Invest Smarter?

Book a private Zoom consultation with Dominic Farrell today.

✉ Email: dominic@tunafishproperty.co.uk

☎ Call: 0151 705 9055

Take the first step towards wealth creation through the Distressed Assets Investors Club - where serious investors find serious returns.

Your next level of investing starts here.

TUNA FISH PROPERTY

**PROPERTY INVESTMENT, LETTINGS, MANAGEMENT
RENOVATIONS AND REFURBISHMENT**



0151 705 9055

INFO@TUNAFISHPROPERTY.CO.UK

TUNAFISHPROPERTY.CO.UK



Tuna Fish Property is a trading name of Tuna Fish Limited a company registered in England and Wales at Companies House no. 08725230. The registered office is Suites C,D,E,F, 14th Floor The Plaza, Old Hall Street, Liverpool, United Kingdom, L3 9QJ