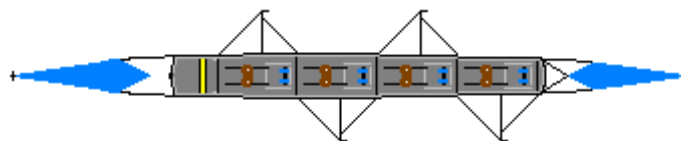




Executive Summary:

This document has been prepared for the Amateur Rowing Association in order to illustrate the potential for creating a symbiotic relationship that will raise funds for UK rowing clubs as well as creating benefits for members of the ARA and their friends and family. It demonstrates how OLL Mortgages are able to develop a system that will benefit UK rowing and the members of it's communities.



About us:

OLL Mortgages have been established for 8 years. We began as a basic mortgage packaging company and morphed into a specialist commercial property and adverse credit broker as the market place changed. We have been involved in a range of sectors of the property market both in the UK and abroad. We are registered with the Financial Services Authority (FSA) and are full members of

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the National Association of Commercial Finance Brokers (NACFB). Affiliation to these networks also allows us to package personal loans, vehicle finance and home insurance. We have a great track record for customer satisfaction as we always strive to find the best mortgage that is available for

our clients. We search through thousands of mortgage products from hundreds of lenders using software that is updated every day.

Precis of Current Proposition:

In coordination with Curlew Rowing Club, Newcastle University Boat Club and Lancaster University Boat Club, OLL Mortgages have developed a mutually beneficial scheme that will help to raise funds for the clubs.

With Curlew Rowing Club, we have offered a free service (for normal residential and buy to let mortgages) to their members, and have offered to make a donation of 25% of the fee that we are paid by the lender to the club. For an average residential or buy to let mortgage, this creates an approximate donation of £100 to the club. The club can choose how this is marketed to it's members, and Curlew have chosen to put a link on their website and send a 'Press Release' to it's members via email. This will be compounded by periodical emails to remind the members of the deal and the benefit to the club. With Lancaster and Newcastle, the same offer applies but it is marketed to the Alumni.

We have had our website redesigned in order to be more suitable for this kind of business proposition, and it will begin to be 'marketed' to club and alumni members with Newcastle and Curlew from early Autumn onwards.



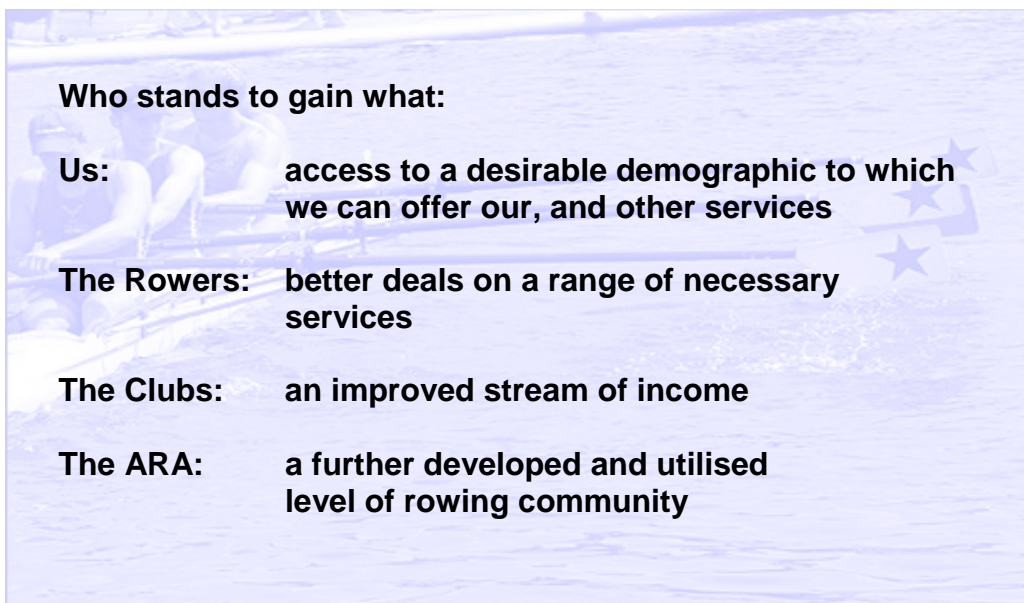
Overview of Current Position of Proposition and Potential Avenues of Growth

Whilst we are ready to 'go live' with our first two clubs and our third sometime in the near future, there are many other clubs that have responded positively with a view to joining the scheme soon. Kings College London Boat Club, Tees Rowing Club, Poplar and Blackwall District Rowing Club are all looking positive and we are just entering discussions with many other clubs via email.



The positive response has made us realise that there is the potential to create similarly beneficial opportunities with other services. We are willing to offer the same deal to clubs with home insurance, personal loans, vehicle finance, and second charge loans (a second loan secured on a property - currently popular with parents raising money for their children to go to university!). Loans tend to generate one off fees, while insurance will generate a smaller but recurring fee for the duration of the policy agreement between the individual and the insurer.

We would also be able to package similar deals with other products such as car insurance, thus creating a whole range of competitive deals for the individuals, with a system in place to create a constant revenue stream for the clubs.

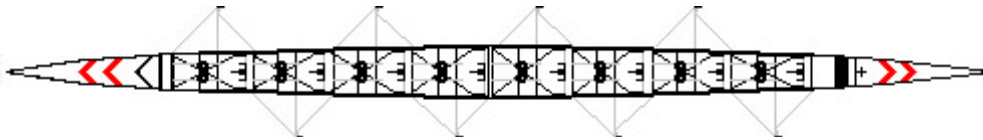


Who stands to gain what:

Us:	access to a desirable demographic to which we can offer our, and other services
The Rowers:	better deals on a range of necessary services
The Clubs:	an improved stream of income
The ARA:	a further developed and utilised level of rowing community

Possible ways to develop the scheme

The most simple and straightforward way for us to progress would be to gain a kind of endorsement from the ARA to ensure that clubs felt secure about entering into any kind of relationship with us. The relationship, though, could be taken much further in terms of integration; with advertising in regatta or a new 'benefits' section on the new OARA site, we could fully develop the scheme into a nationwide one that constantly strives to respond to the clubs and their needs and find the best way to channel back the income stream that has been created, both to the clubs and to UK rowing as a whole.



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