

*Charlotte Edwards*

**Property developer,  
landlord and coach**

**Advocate for**  
*Women in housebuilding*



# About me

UK's leading SME female property developer

£10m GDV new build projects completed

Self-taught developer

10 in 10 (months) £1.5m buy to let goal achieved

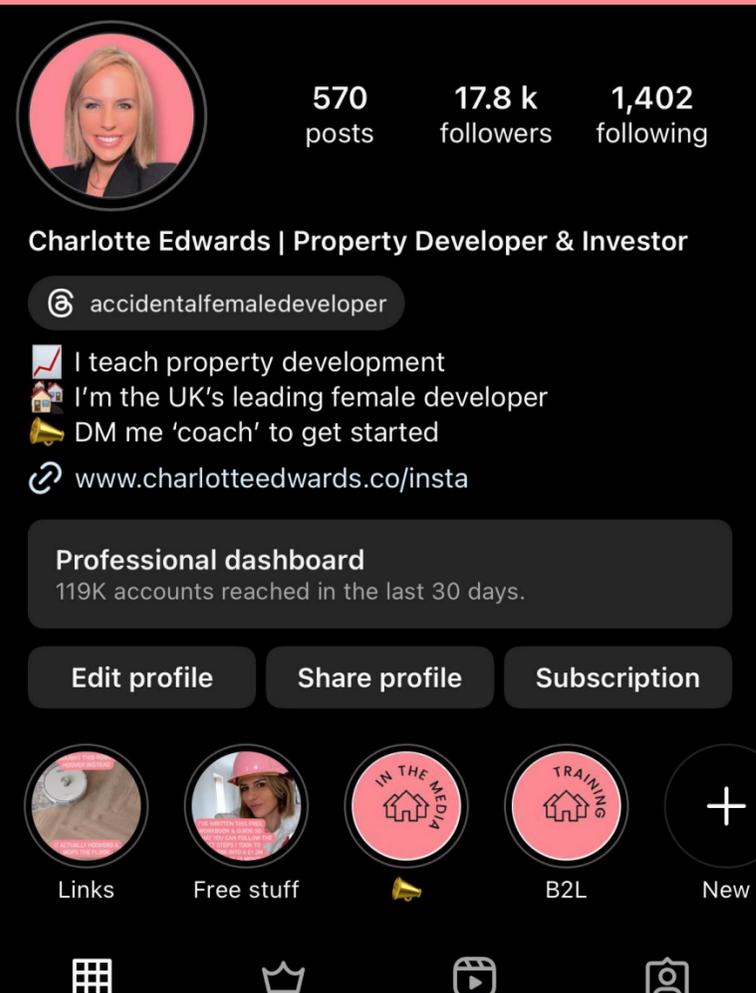
Public speaker

Property influencer



# IN THE MEDIA

## Instagram



Charlotte Edwards | Property Developer & Investor

570 posts 17.8 k followers 1,402 following

accidentalfemaledeveloper

I teach property development  
I'm the UK's leading female developer  
DM me 'coach' to get started  
www.charlotteedwards.co/insta

Professional dashboard  
119K accounts reached in the last 30 days.

Edit profile Share profile Subscription

Links Free stuff B2L New



## NRLA Property magazine



## SKY TV Property Channel

PROPERTY HUB

## “Everyone told me to walk away, but I couldn’t”

Charlotte Edwards goes by the name of the accidental female developer, but it's no accident she's been so successful. Chantelle Dietz finds out how a family tragedy led her down a different career path



## The Sun



Fabulous > Real Life

### NAILED IT I ditched hair extensions, fake nails and eyelashes to work on a building site – I came across a lot of sexism

WITH CANCER, I WAS LEFT BEHIND A FIELD, A BURNING LOAN & MY FOUR MUMS IN MARKETTING. I HAD TO LEARN HOW TO BUILD HOUSES SO I COULD EARN BACK THE LOAN. I HAD NO INCOME ANYWHERE SO I DECIDED TO INVEST IN REAL ESTATE. I GOT A HOUSE IN 10 MONTHS USING THE BORN STRATEGY. THAT WILL PAY MY MORTGAGE INCOME FOR LIFE. I'M A SINGLE MUM WITH TWO KIDS & I'VE MADE IT THROUGH COVID.

## Property Hub



## GLAM MUM CHARLOTTE NAILING IT! She takes on build firm

by NIAMH KIRK

A GLAMOROUS mum has swapped her dresses and heels for a hi-vis jacket and hard hat.

Charlotte Edwards took over her family's construction business after her dad Dennis, 68, and brother Andrew, 28, both died of cancer in 2019.

She said: "I quit my marketing job and had to learn how to build houses pretty quickly. "Because I didn't have any experience in building, I wasn't able to go on any courses. "So I just listened to podcasts, read books and watched hundreds of YouTube videos just to teach myself. "I removed my hair extensions, fake eyelashes and nails, ditched my dresses and heels and bought thermal clothes and steel toe cap boots. I am usually the only woman on the site and at the start it was very daunting. "I came across a lot of sexism, with people asking where the 'man in charge' was. I'd tell them, 'She's standing right here.'" Charlotte, 38, whose business is based in Oswestry, Shrops, has a son, Caleb, seven, and a daughter Florence, four. She said: "I felt so out of place at the start, but I have tried to just make it my own. "I now even wear a pink hard hat and a pink hi-vis jacket. "There are hardly any women in this business, so I want to inspire more women to get into construction. "I talk at schools and colleges to inspire a female generation of construction workers."

NEWS: In her hi-vis and hard hat

# HOW IT STARTED...



1. *Knowledge gap*

**Construction**

**H&S**

**Finance**

**Industry**





## 2. Culture

Site politics

Loneliness

Ways of working

Management styles

**Building is a science,  
dealing with trades is an art**





# 3. Systems

Start over

Wages

Purchasing

Importance of a pipeline





“I’m looking for  
the man in  
charge”

Stats

## Women in construction

Just 1% of site operatives are women (CCS Scheme)

Female construction and building supervisors are paid 45% less than their male colleagues – the largest pay gap in the UK ([ONS.gov.uk](https://www.ons.gov.uk))

Lingering sexist attitudes are off-putting for many women. One third say a fear of sexism held them back from pursuing senior roles (RICS Surveyors)

A shocking 73% of female engineers have experienced sexual discrimination, harassment, or victimization at work ([building.co.uk](https://www.building.co.uk))

 [accidentalfemaledeveloper](https://www.instagram.com/accidentalfemaledeveloper)



# DEVELOPMENT

  
DOVASTON  
· PARK ·



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# Figures

**LAND:** £1m

**BUILD:** £4.5m

**GDV:** £7.7m

**PROFIT:** £2.2m

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DOVASTON  
· PARK ·

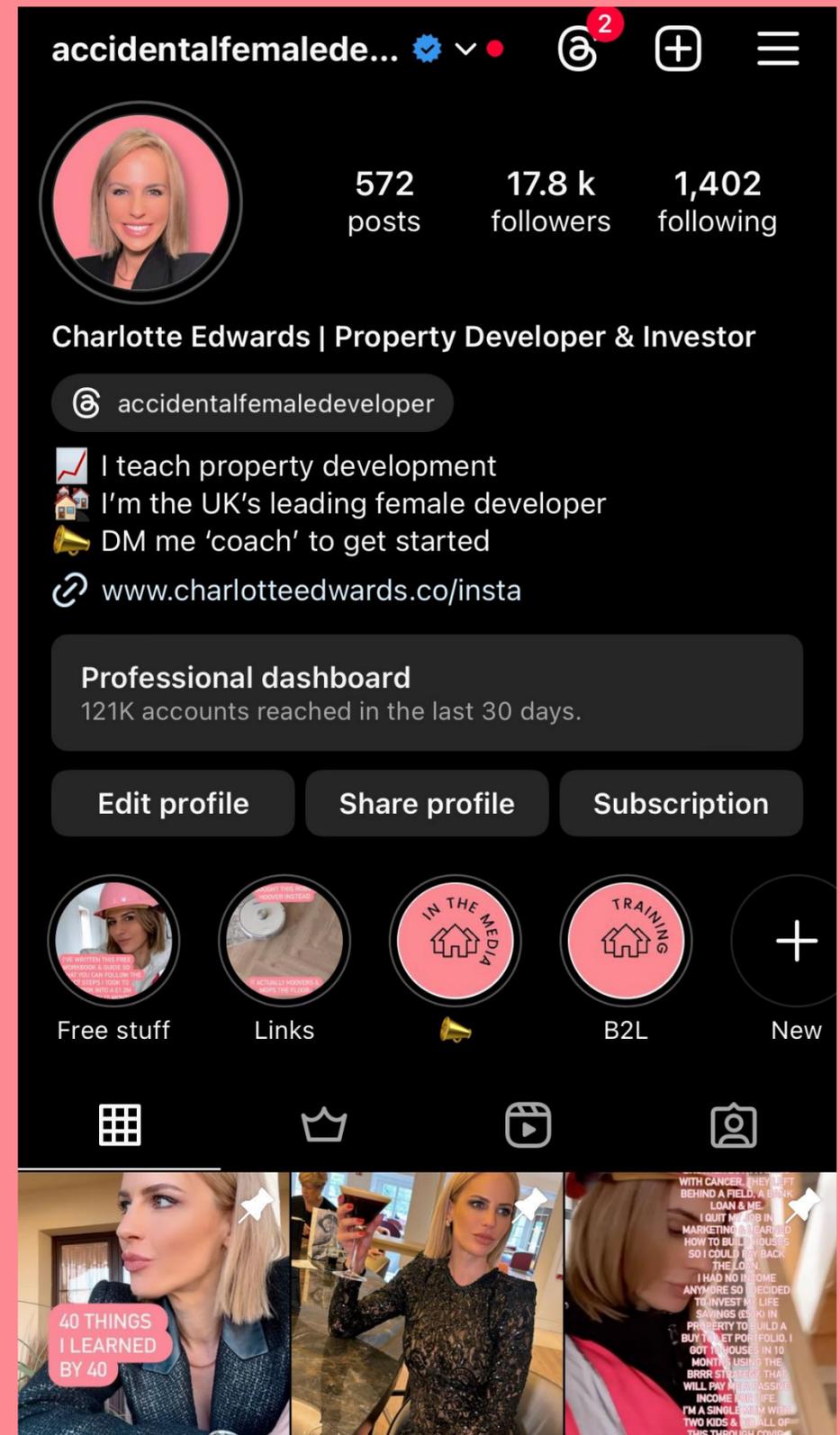




# Social Media for Business

- Show the face behind the business
- Build credibility
- Build relationships
- Find new opportunities
- Create additional income streams

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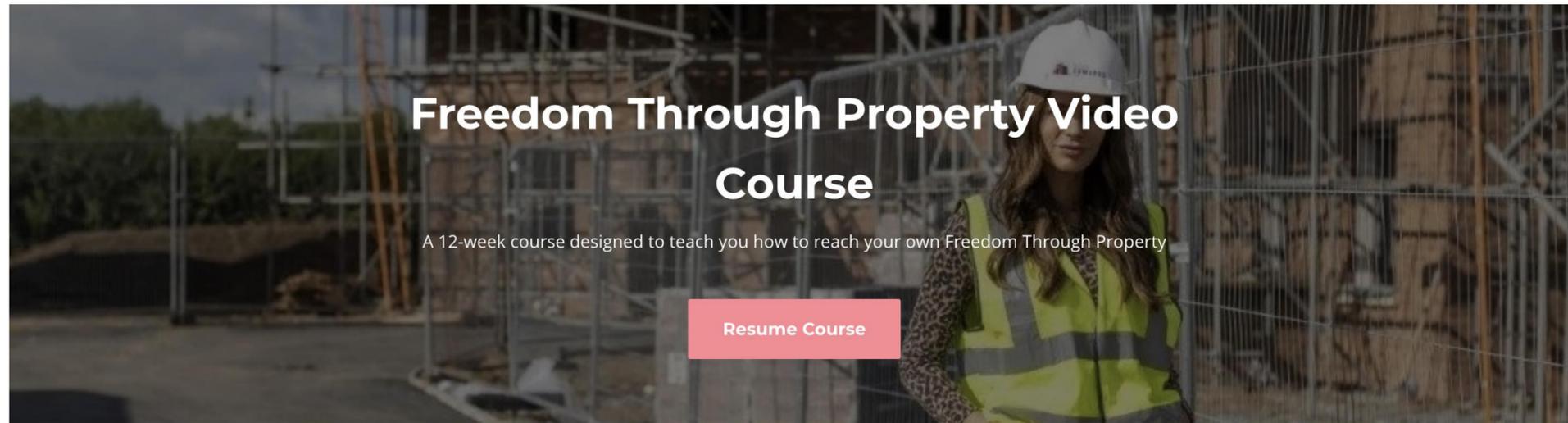
# My Why

Income  
Legacy  
Freedom



# Freedom Through Property

Blog Freedom Through Property Search



## Freedom Through Property Video Course

A 12-week course designed to teach you how to reach your own Freedom Through Property

Resume Course

### Introduction



#### Welcome to the Course

Welcome to the Freedom Through Property Course. I'm so glad you decided to join me. I'm going to ...



#### About Your Instructor

Charlotte Edwards is a property coach, landlord and 'accidental' property developer, turning trag...



#### Outline and Objectives

During this course, you will: Define your own strategy Remove mindset and personal blocks Lear...

## Freedom Through Property

1 of 29 Lessons Completed

Instructor



"The Freedom Through Property course covers it all. After only 2 months I'm ready to buy my first house!"

- Martin

"Charlotte is teaching us everything we need to know to make our dreams a reality. The course is excellent, very in-depth and tailored to our real life situation."

- Kirsty & Dan

"The course has given me the confidence that I can pursue my dream to work in property full time and for myself."

- Lauren





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newsletter on what  
matters in property

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# The future

- **3 new development sites secured (54 house pipeline)**
- **Build to rent – target: 25%**
- **Work/life balance**



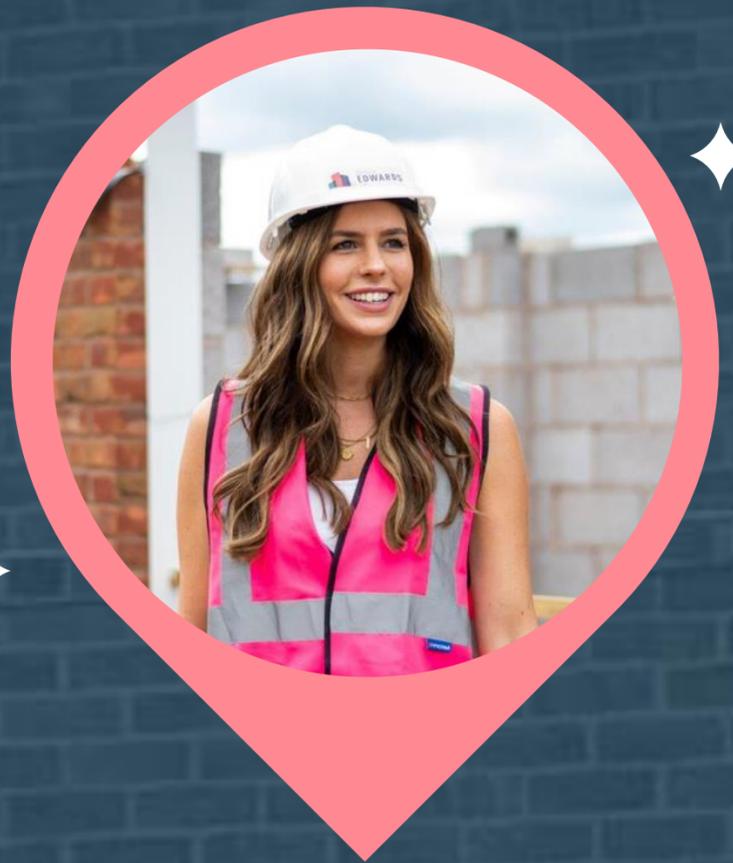
*My*  
**ADVICE**

**Mindset  
Knowledge  
Network**

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# CONTACT ME



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