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Ashen Capital Uncovered: Vision, Offer & Reward

Ashen Capitals' mission is to back young real estate businesses - bringing capital, contacts and expertise.

Read how the founders, Alex Price and Steven Wright, are seeking to do this and the benefits that they bring.

To start us off, please tell us what Ashen Capital is trying to do?

Ashen Capital is seeking to back outstanding real estate entrepreneurs who, whilst ambitious, recognise that an active minority shareholding partner improves their chances of success.

Why did you set up Ashen Capital?

The business was launched in 2024 by Alex Price and Steven Wright, who have over 45 years combined property industry experience, both in real estate fund

management and growing property companies through being a shareholder.

From this experience, they recognise the benefit that an active minority shareholder can offer to the executive team by bringing knowledge, contacts and capital.

The aim is to enable these business to be as successful and profitable as possible, and to share in this success through its minority shareholding.

What sort of real estate businesses are you seeking to back?

Ashen is sector and business model agnostic, provided the business focuses on real estate. We have looked at over 150 property company / developers, investment /asset management platforms and proptech businesses in our first year of business.

However our preference is to invest into only one business in each real estate area, to avoid competition between businesses.

What do you mean by active minority shareholder?

Firstly, it's important to highlight that we are always a minority shareholder, as we feel the business needs to be owned and managed by the executive team.

Secondly, our value proposition is split into three strands:

(1) we are a non-executive, but an active one who have a combined 45 years of industry knowledge to fall back on. This allows us to help the management teams avoid the many pitfalls that slow the pathway to success.

(2) We have a deep network of trusted relationships, helping the businesses to find the right advisors, partners or investors.

(3) We have flexible "enabling capital" which can be used to support corporate overheads, to provide co-investment for assets or to be equity that allows the business to buy assets themselves to demonstrate track record.

What do you look for in the people you back?

People are the most important consideration for us, as we are "investing in people investing in property". Deals may come and go but any corporate

investment is really about backing the people. These teams should be driven, entrepreneurial but most importantly honest and trustworthy.

Typically those individuals have reached the stage of their career where they are getting frustrated as employees and are ready to back themselves to run their own business.

Do you seek an exit like other private equity investors?

No, our ambition is to build exemplar businesses that are successful but enjoyable places to work, ultimately creating enterprise value and profitability on the journey. We want to make our return through the success of the business, rather than from the financing of the deals.

We have no plan to exit on entry, as the investment we make is with our own capital, and this has no fixed time horizon to it.

What three words describe the businesses that you are seeking to back?

- ▶ Honest
- ▶ Hardworking
- ▶ Entrepreneurial



Alex Price
Chief Executive
alex.price@ashencapital.com



Steven Wright
Managing Director
steven.wright@ashencapital.com



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