

Company: Excel In Property
Company Description: Excel in Property (EiP) helps real estate investors, developers and analysts build better financial models, faster. We offer high-impact training and expert modelling services across commercial and residential assets. Known for our SMART Modelling Method and real-world case studies, EiP supports clients across the UK with strategic tools to make better investment decisions.
Nomination Category: Entrepreneur Categories
Nomination Sub Category: Best Entrepreneur - Financial Services
Nomination Title: Lucy Gordon



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the achievements of the nominated entrepreneur since 1 January 2023:

Total 644 words used.

Lucy Gordon has always had a passion for property, moving into the real estate sphere at the earliest opportunity as an analyst for real-estate fund manager Clearbell Capital. Graduating to the role of successful lead for deal execution and debt financing, Lucy realised that the financial models used by many real estate professionals were often flawed, being overcomplicated, unreliable or misleading - leading to the potential loss of millions.

Inspired to fill this industry gap, Lucy founded Excel in Property (EiP) in 2019. Since 2023 the business has matured into a trusted asset for the real-estate cognoscenti, with proven results. The value of deals undertaken by EiP nearly doubled in just a year, revenue has risen and Lucy has received exceptional client feedback.

Innovative financial modelling and training

A simple but transformational business proposition, EiP takes a two-pronged approach. First, it provides investors, developers and operators with much-needed tools to make more accurate, data-driven decisions through bespoke financial modelling. Lucy uses the pioneering SMART (Scope, Model, Audit, Review and Transition) Modelling Method© to create custom models that simplify complex deals and support strategic decision-making.

Not only is this an invaluable aid to securing critical funding, but the service provides support without the need to hire extra staff.

Second, Lucy pursues her goal of elevating the standards across the real estate sector by

providing hands-on courses, sharpening financial modelling skills and boosting client confidence in investment analysis. Clients are empowered with the skills to make informed decisions to maximise profit, while ensuring alignment with core company values.

Extensive investment experience means Lucy is uniquely placed to bridge the gap between complex modelling concepts and practical application, whether through modelling or targeted training. In a recent customer impact survey, clients reported that her services significantly boost investor/stakeholder confidence, maximise team clarity and capability and enhance day-to-day efficiency, among other benefits.

Bettering the real estate industry and the wider community

A strong believer in “profit through purpose”, Lucy is not just focused on enabling clients to achieve short-term objectives, but on utilising the property industry as a catalyst for positive societal change. “Every project should contribute to something bigger than the bottom line”, she says. Legacy and giving back is important to Lucy: 2.5% of EiP’s training revenue goes to people in need in the UK.

Lucy’s philosophy in practice: Greencore and Tartan Commercial

Greencore is a climate-positive house builder aiming to deliver 10,000 new homes by 2035. EiP created a flexible model using the SMART Modelling Method to forecast the company’s business plan over the next ten years, predicting investment requirements and growth forecasts. Having precise modelling, built in alignment with Greencore’s climate-positive values, proved instrumental in Greencore successfully procuring a £50m investment from their financier.

Tartan Commercial required a flexible tool they could use to forecast case requirements and predict returns for an innovative mixed-use office and creative workspace in Leith docks, Edinburgh. The project was an exciting one for the client, comprising 50,000 sq ft of new build and 30,000 sq ft of refurbished space in an industrial heritage area, with huge potential for transformation. Lucy devised a comprehensive financial projection tool that enabled flexible analysis of different revenue streams, supported discussions between the joint partners, and allowed scenario testing and sensitivity analysis.

Tartan was delighted, reporting that the financial model “worked brilliantly” in the investor meeting and “stood up very well to scrutiny”, allowing them to progress with the project.

Unsurpassed expertise

Clients have the reassurance of knowing that they are getting RICS-approved expertise - Lucy is an author and trainer for the regulatory body on discounted cash flows - as well as practical insights. “Whether it is building bespoke models for a complex transaction or teaching professionals how to master the fundamentals, we understand the realities of today’s property market because we have been there,” says Lucy.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated entrepreneur since 1 January 2023:

Total 149 words used.

Value of deals nearly doubled between 2023 and 2024 from £325m to £600m, rising to £930m by Y/E 2025.

Exceptional client feedback from 2025 customer impact survey included:

- 100% of respondents would recommend Lucy to other business contacts.
- 100% of respondents said that using the service was a good investment for their business.
- 83.3% gave EiP 5/5 for its service.
- 66.7% of respondents chose EiP because of its good reputation and industry-specific expertise.
- After EiP’s involvement:
- Confidence in decision-making quadrupled;
- Team capability and clarity tripled;
- Stakeholder or investor confidence rocketed by a value of 6;
- Day to day efficiency increased.
- One client described the financial and reporting improvement as “beyond measure”, citing feedback from corporate financiers that it “was the best they had ever seen”, with two of them guessing it was Lucy.
- 2.5% of training revenue is given to those in need in the UK.

Attachments/Videos/Links:

[Lucy Gordon](#)

[REDACTED FOR PUBLICATION]