# Alexandra Fidoe turns £100,000 divorce settlement into £3 million property empire



In an inspiring tale of resilience and courage, Alexandra Fidoe transformed her life following a challenging divorce in 2019. Left with two young children and a £100,000 settlement, Ms Fidoe faced a crucial choice: return to the predictability of her corporate marketing career or take a bold leap into property development. Opting for the latter, she embarked on a journey that would lead her to establish a successful business, now valued at around £3 million.

Ms Fidoe’s introduction to real estate began the previous year when she assisted her parents in acquiring a distressed property in Hinckley, Leicestershire. The house, previously owned by a hoarder, required significant renovations, extending the timeline for its completion by several months. However, her efforts bore fruit, resulting in a £40,000 profit when the property was eventually sold. This initial success sparked her desire to explore property development further, and it laid the groundwork for her future ventures.

Despite being offered a stable job with Weetabix, which included benefits such as a pension and company car, Ms Fidoe chose freedom over security. “This was a turning point,” she remarked, noting how the flexibility of project management allowed her to keep a balance between her family life and her professional aspirations. Renting a Grade II-listed farmhouse provided a temporary home while she dove into further property investment, with a keen eye for the worst house on the best street.

Her subsequent purchase—a bungalow—yielded a profit of £60,000 after just three months of hard work. This success not only allowed her to draw a salary but also to reinvest in her burgeoning business. Today, she diversifies her investments with a mix of cash and buy-to-let mortgages, overseeing properties that have contributed to an impressive turnover from her property flips. She forecasts her portfolio will eventually reach a value of £550,000.

While her journey has not been without doubts—she candidly admits to moments of uncertainty about her choices—Ms Fidoe credits her divorce for prompting a reevaluation of her life and priorities. Her story resonates with various anecdotes from others in the real estate industry, akin to the journeys of others in similar circumstances. Alex Sifakis, co-founder of JWB Real Estate Capital, for example, began his venture by flipping single-family homes and expanded into a sizeable portfolio of rental properties, highlighting the importance of seizing opportunities in economic development.

Moreover, the narratives of Christina and Tarek El Moussa, stars of HGTV's 'Flip or Flop,' reveal similar themes of resilience amidst personal upheavals. They’ve successfully navigated their careers and family commitments in real estate, showcasing the collaborative spirit often necessary in this industry.

Ms Fidoe has also joined a growing community of women making their mark in real estate. Platforms like the 'Flip Houses Like a Girl' podcast celebrate the achievements of women who balance family responsibilities with ambitious property ventures. This community not only offers inspiration but also provides practical guidance for those looking to break into the property market.

As Ms Fidoe continues to document her progress on Instagram, she embodies the entrepreneurial spirit that defines many successful figures in the real estate industry. Her narrative reflects a broader trend of individuals, particularly women, pursuing their passions and achieving financial independence through property development in the face of personal challenges.

The journey of Alexandra Fidoe serves as a powerful reminder of the potential for reinvention. With determination and a keen business sense, she has turned a difficult chapter of her life into a flourishing new venture.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14748325/Mother-two-took-risk-poured-100-000-divorce-settlement-new-adventure-runs-3MILLION-business.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14748325/Mother-two-took-risk-poured-100-000-divorce-settlement-new-adventure-runs-3MILLION-business.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.jaxdailyrecord.com/news/2022/mar/24/alex-sifakis-house-flipping-leads-to-new-opportunities/)
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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14748325/Mother-two-took-risk-poured-100-000-divorce-settlement-new-adventure-runs-3MILLION-business.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.jaxdailyrecord.com/news/2022/mar/24/alex-sifakis-house-flipping-leads-to-new-opportunities/> - Alex Sifakis, co-founder of JWB Real Estate Capital, discusses his journey from flipping single-family homes to managing a diverse portfolio of residential and commercial properties. Starting in 2006 with his college friend, Sifakis expanded JWB's operations, acquiring 996 properties in 2021. The company has raised over $500 million in capital over 15 years, managing 4,300 rental properties and serving 1,300 clients. Sifakis emphasizes the importance of economic development in revitalizing urban areas and increasing median income.
3. <https://www.entrepreneur.com/leadership/flip-or-flop-stars-explain-why-their-business-is-even/302090> - Christina and Tarek El Moussa, stars of HGTV's 'Flip or Flop,' share insights into maintaining a successful business post-divorce. They discuss the importance of focusing on their goals, supporting their family, and delivering quality content. Despite personal challenges, they emphasize their commitment to their children and the business they built together, highlighting the resilience and adaptability required in the real estate industry.
4. <https://podcast.theflipstress.com/welcome-to-the-flip-houses-like-a-girl-podcast/> - The 'Flip Houses Like a Girl' podcast introduces listeners to women in the real estate industry who have successfully flipped houses. The podcast features stories of women balancing family, careers, and house flipping ventures, offering inspiration and practical advice for those interested in real estate investment. Episodes cover various topics, including overcoming self-doubt, building portfolios, and achieving significant profits in short time frames.
5. <https://www.biggerpockets.com/blog/meet-investors-husband-wife-flip-win-big> - A husband and wife team share their experiences in the house flipping business, emphasizing the importance of teamwork and collaboration. They discuss strategies for successful flips, including design choices and market analysis. The couple highlights the significance of having a reliable network and the role of their partnership in executing high-quality renovations, aiming to set a standard in the Fayetteville area and beyond.
6. <https://ivy.fm/tag/house-flipping> - Ivy.fm offers a collection of podcasts focused on house flipping, featuring stories and insights from real estate investors. Episodes cover topics such as building portfolios, overcoming challenges, and achieving financial success through property investment. The platform provides valuable resources for both seasoned investors and those new to the house flipping industry, offering diverse perspectives and strategies.
7. <https://www.countryliving.com/real-estate/a44231/women-investing-in-real-estate/> - Four women share their journeys and successes in the real estate investment world, focusing on house flipping. They discuss initial challenges, strategies for success, and the importance of partnerships. The article highlights diverse experiences, from overcoming early setbacks to achieving significant profits, providing inspiration and practical advice for women interested in real estate investment.