

PORTSIDE PLACE

LIVERPOOL



A NEW HORIZON ON  
THE WATER'S EDGE



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Liverpool house prices are expected to increase by more than 20% between 2023 - 2026

JLL



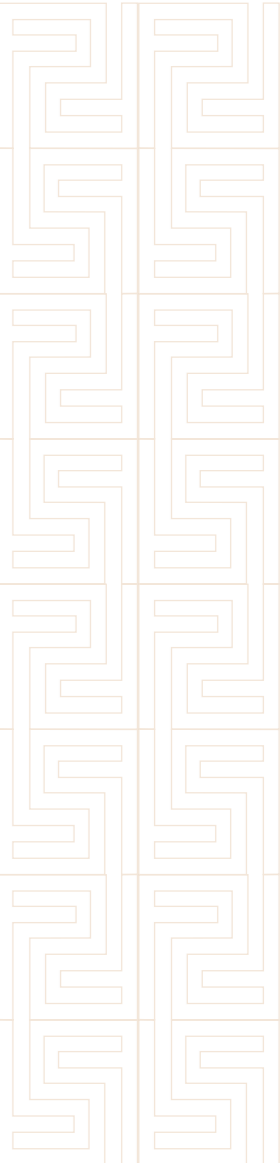


## WELCOME TO PORTSIDE PLACE

Introducing Portside Place, an exciting new buy-to-let development poised to redefine modern living in the heart of Liverpool. Situated in a prime location, Portside Place offers a unique opportunity for investors to secure a slice of luxury within one of the city's most vibrant neighbourhoods.

This brand-new development boasts a contemporary design that seamlessly blends style and functionality. With meticulous attention to detail, Portside Place offers a range of high-quality apartments, each crafted to meet the needs of today's discerning tenants. From sleek studio apartments to spacious two-bedroom residences, there's a perfect home for every lifestyle.

Residents of Portside Place will enjoy an array of amenities designed to enhance their living experience. From landscaped gardens and communal spaces to state-of-the-art fitness facilities and secure parking, every aspect of Portside Place has been carefully curated to provide comfort, convenience, and luxury.





## WHY INVEST IN THE UK?

Brexit and the Covid-19 pandemic have undoubtedly brought about turbulent times for the UK economy over the past five years. However, amidst this uncertainty, one asset class has shown remarkable stability and even thrived – UK buy-to-let property.

Despite the ups and downs witnessed across various markets and assets during this period, the buy-to-let sector has remained resilient. Research by the real estate company Keller Williams indicates that UK property prices grew by a notable 14.1% between the EU referendum in June 2016 and January 2021, a year after the UK officially left the European Union. Interestingly, this growth occurred despite the unprecedented disruptions caused by the Covid-19 pandemic in 2020, which also significantly affected the property market.

The ability of the UK buy-to-let market to weather such tumultuous events underscores its appeal as an investment option. Despite economic uncertainties and global challenges, buy-to-let properties have continued to offer stability and potential returns for investors. This consistent performance reflects the persistent demand for rental properties in the UK, driven by factors such as population growth, urbanization, and a persistent shortage of affordable housing.

Moreover, buy-to-let investors have shown adaptability in responding to changing market conditions and leveraging emerging trends. Whether through diversifying portfolios, implementing strategic property management practices, or adjusting investment strategies, buy-to-let investors have demonstrated resilience and the ability to capitalize on the long-term opportunities presented by the UK property market.



In 2001, just 10% of the population rented privately. Today, more than 20% of the UK property market choose to rent a property.

# £6BN

In the past decade, Liverpool's economy has grown by over £6 billion, defying the backdrop of recession.

## UK PROPERTY CONTINUES TO BOOM

Recent data from the Office for National Statistics underscores this trend, revealing a significant increase of 4.7% in house prices in the year leading up to December 2023. This marks a continuation of the impressive performance observed in 2022, where house prices surged by 5.8% during the same period.

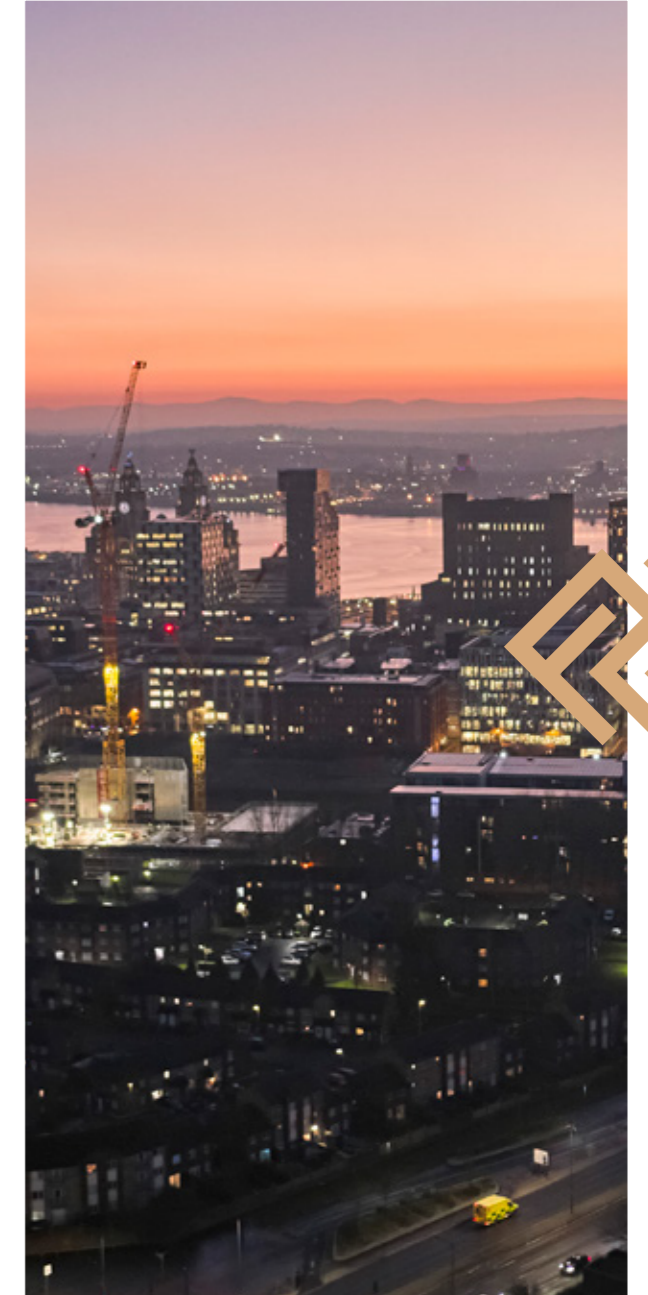
The surge in property prices during the first half of 2023 was largely attributed to the continued positive international view of the UK property market.

Despite initial concerns that the end of stamp duty relief would dampen demand, the data clearly indicates sustained interest in the housing market. Homebuyers and investors continued to show confidence in the UK property market, driving prices upward and further solidifying its resilience in the face of external challenges.

Overall, the performance of the UK property market in recent years has been nothing short of extraordinary, demonstrating its ability to thrive in the face of adversity and maintain its appeal as a lucrative investment avenue.

Given the high demand in the buyer's market, it was inevitable that there would be a ripple effect in the rental market. This was especially true because numerous potential buyers found themselves unable to afford purchasing a property.

As such, rental prices have continued to climb despite a growing strain on the UK cost of living. With developers struggling to meet demand, this trend is likely to continue long into the future.







## WHY INVEST IN LIVERPOOL?

Liverpool's property market is currently experiencing a remarkable surge, positioning it as one of the fastest-growing in the entirety of the UK. Despite this rapid expansion, Liverpool maintains its reputation for affordability, offering investors an enticing combination of growth potential and accessibility. The city's strong rental market further enhances its appeal, promising investors some of the most favorable rental yields available.

In the current property climate, the North West, particularly Liverpool, stands out as a beacon of resilience. Despite broader market fluctuations, average property prices in Liverpool remain notably affordable, with the city boasting an average price of just £187,600.

Liverpool's appeal as a vibrant and dynamic city has attracted a growing influx of skilled professionals, many of whom are either entering the workforce or graduating from the city's esteemed educational institutions. This surge in population has led to a surge in demand for housing, driving up prices and creating a conducive environment for capital growth. Consequently, investors have been able to capitalize on Liverpool's buoyant property market, leveraging its affordability and high rental yields to maximize their returns.

With Liverpool's property prices ranking among the lowest in the country and average rental yields reaching an impressive 6.5%, investors are presented with a compelling opportunity to make their money work harder and achieve substantial returns on their investment in the city's burgeoning real estate market.



## LIVERPOOL WATERS REGENERATION AREA

Liverpool Waters is a large-scale regeneration and development project situated along the waterfront of Liverpool, England. Spearheaded by the Peel Group, one of the UK's leading infrastructure, transport, and real estate investors, Liverpool Waters aims to transform approximately 60 hectares of dockland space into a mixed-use waterfront district.

The project seeks to revitalize the historic docklands of Liverpool, which played a significant role in the city's maritime heritage during the 19th and 20th centuries. Liverpool Waters envisions creating a vibrant and sustainable urban environment that integrates residential, commercial, retail, leisure, and cultural spaces.

Key features of the Liverpool Waters development include high-quality residential accommodations, modern office spaces, retail outlets, restaurants, bars, hotels, public parks, and recreational amenities. The project also emphasizes the preservation and adaptive reuse of heritage buildings, maintaining the character and historic fabric of the waterfront area.

Liverpool Waters is designed to attract investment, stimulate economic growth, and create employment opportunities for local residents. It aims to enhance Liverpool's global competitiveness, positioning the city as a dynamic destination for living, working, and leisure.

The development of Liverpool Waters is a long-term endeavor, with construction taking place in phases over several years. It represents a significant commitment to the regeneration of Liverpool's waterfront, contributing to the city's ongoing transformation and revitalization.



## THE LOCATION

Portside Place is perfectly located for anyone looking to enjoy what Liverpool City Centre has to offer. The building sits opposite Brunswick Station, giving residents quick and easy access to any part of the city.

In as little as five minutes, you could be hopping off the train to grab a drink at the award-winning Baltic Market. Spend an afternoon discovering some of the incredible art on show at The Tate Liverpool gallery. You could even treat yourself with a visit to the impressive Liverpool One shopping district, which offers some of the best retail therapy anywhere in the United Kingdom.

**£120m**

Further investment placed into the retail area of Liverpool

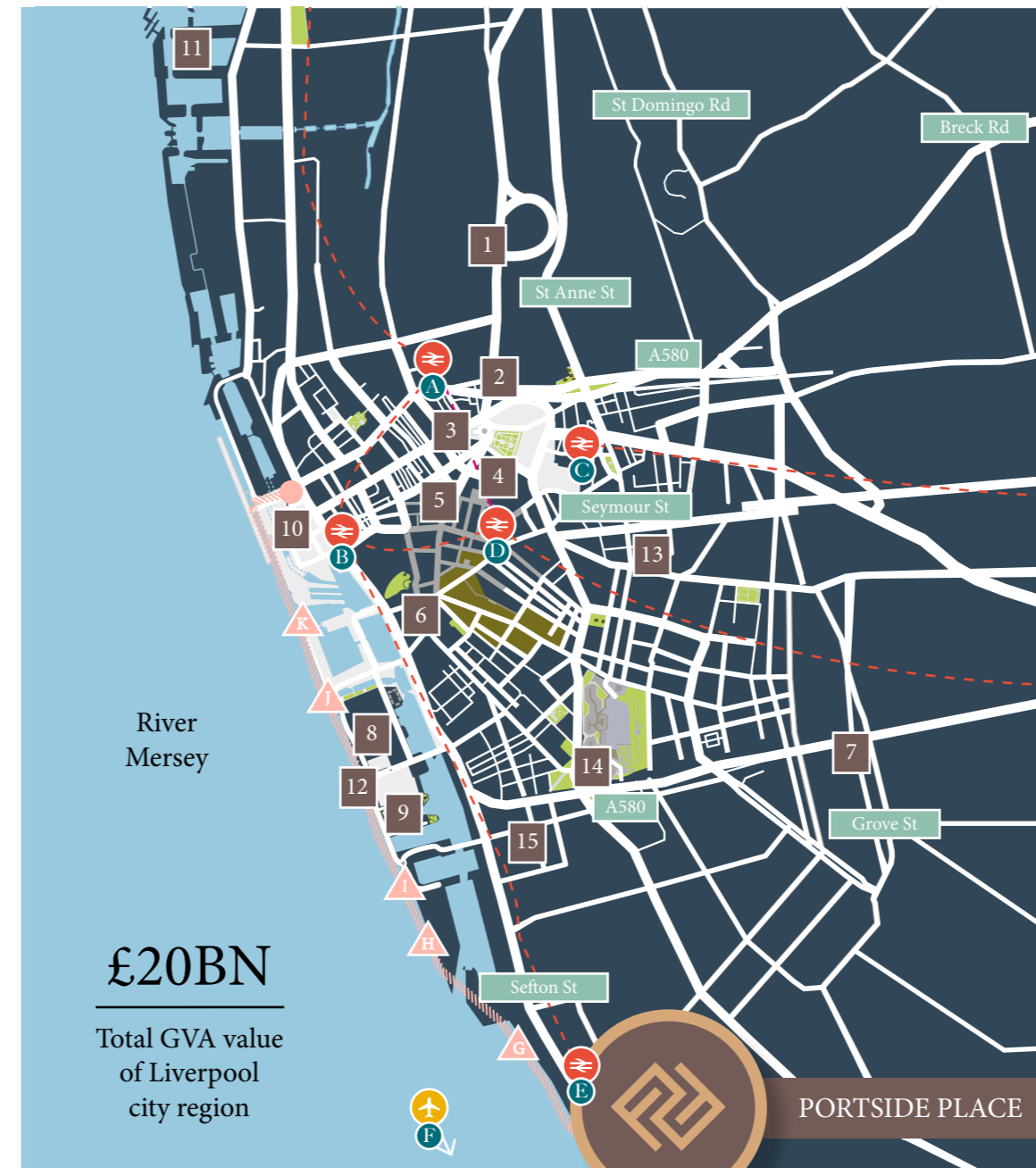
**£15bn**

Amount invested into the redevelopment of Liverpool City Centre



## PLACES OF INTEREST

- 1 John Moores University
- 2 World Museum
- 3 The Cavern Club
- 4 St John's Shopping Centre
- 5 Clayton Square
- 6 Liverpool One Centre
- 7 University of Liverpool
- 8 Tate Modern
- 9 M&S Bank Arena
- 10 Royal Liver Building
- 11 New Everton FC stadium
- 12 Wheel of Liverpool
- 13 Liverpool Metropolitan Cathedral
- 14 Liverpool Anglican Cathedral
- 15 Baltic Market



## MAP KEY

- - ROAD LABELS
- ≡ - TRAIN STATION
- ✈ - AIRPORT LOCATION
- - ROADS NETWORK
- (blue) - SEA / WATERWAYS
- - - (red dashed) - TRAINLINE ROUTES

## TRANSPORT LINKS

- A - Moorfields Station
- B - James Street Station
- C - Lime Street Station
- D - Liverpool Central Station
- E - Brunswick Station
- F - John Lennon Airport

## ATLANTIC WAY & BEYOND

- △ G - ATLANTIC WAY TRAIL
- △ H - LIVERPOOL MARINA
- △ I - LIVERPOOL WATERSPORTS CENTRE
- △ J - LEGACY SCULPTURE
- △ K - THE NAVAL MEMORIAL



THE THREE GRACES



## LIFESTYLE WITH A SENSE OF STYLE

Liverpool's food and drink scene is bursting with flavor, and its top restaurants are no exception. From contemporary small plates to high-quality traditional classics, here are some must-visit restaurants in Liverpool.

For fine dining and exceptional service, look no further than The Art School and Röske Restaurant in the Georgian Quarter, as well as Manifest over in the Baltic Triangle.

Castle Street boasts an array of top-notch food and drink venues, including Bacaro, So Salsa, Castle St Townhouse, and Mowgli. You'll also find excellent steakhouses and rodizios like Gaucho, Hawksmoor, and Fazenda. Nearby, Nord Restaurant offers fantastic Nordic-style dining, while Queens Wine Bar and Bistro serves up classic seasonal dishes.

Liverpool offers a diverse shopping experience for visitors, catering to all tastes and preferences. From well-known luxury brands to second-hand treasures, high-street names, specialty retailers and bohemian boutiques, there's something for everyone.

Liverpool City Centre boasts Liverpool ONE, a sprawling open-air shopping destination housing over 170 stores. Here, you'll find flagship stores for Flannels, BOSS, Tessuti, and LUSH. Additionally, Liverpool ONE is home to the exclusive Beauty Bazaar, Harvey Nichols, the only one of its kind in the country.



FLANNELS - LIVERPOOL



GORDON RAMSAY - LIVERPOOL



GOLDSMITHS - LIVERPOOL

# £20BN

Retail income generated  
each year for the local  
economy



# THE OPPORTUNITY

PRICES FROM  
£181,000

6.25% ANTICIPATED  
RENTAL RETURN

Experience the epitome of waterfront living in Liverpool with our collection of 198 exquisite apartments. Nestled along the serene waterside, each residence offers unparalleled views and modern luxury.

Each meticulously crafted apartment in our collection has been thoughtfully designed to provide tenants with the ultimate living experience. From the moment you step through the door, you'll be greeted by a harmonious blend of modern aesthetics and functional comfort.

Every detail, from the layout to the finishes, has been carefully considered to ensure maximum convenience and style. Whether you're relaxing in the spacious living area, preparing a meal in the sleek kitchen, or unwinding in the luxurious bedroom, you'll find that each space has been optimized for both relaxation and productivity. With an emphasis on quality craftsmanship and attention to detail, these apartments offer tenants a sanctuary where they can truly feel at home.



SHORT TERM LET APPROVED - ANTICIPATED RETURN OF 12% WITH THIS MODEL





## PURCHASE PROCESS

### STEP 1. —→ STEP 2. —→ STEP 3.

Speak to your designated property consultant to discuss options and availability

Choose your perfect apartment and pay a reservation deposit of £5,000

Introduction to the progression team

### STEP 4. —→ STEP 5. —→ STEP 6.

Both sets of solicitors are instructed, and the legal documents and sales pack are sent out to you.

20% of the balance is payable upon exchange of contracts

Remaining balance payable upon completion of the development





# THE DEVELOPER

## Integritas Property Group: Ethical Property Developers in the North West

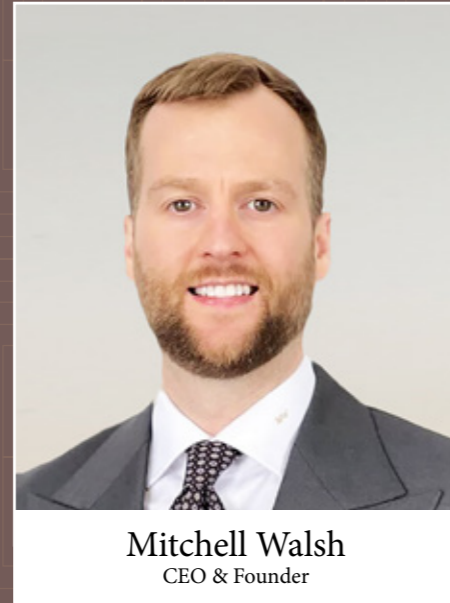
Based in the vibrant North West of England, Integritas Property Group stands as a beacon of ethical property development. Our commitment to ethical practices is deeply rooted in our local community.

Transparency is not just a concept for us; it's our way of doing business. Our unwavering dedication ensures that we see every project through to its successful completion.

We thrive on collaboration and work closely with investors, construction companies and landowners, to transform promising UK property areas into unique and vibrant rental property developments.

Your interests are our priority. When you choose to work with us, you choose a partner who genuinely cares about the well-being and success of everyone involved. We go above and beyond to achieve our shared goals.

IPG have a wealth of experience in successfully delivering student accommodation, and are excited to be able to bring another five star development to the ever expanding PBSA market.



**Mitchell Walsh**  
CEO & Founder

Mitchell is the founder and CEO of the renowned UK property developer, Integritas Property Group.

With over 12 years of extensive experience in the sector, Mitchell has an impressive track record of sustaining fruitful collaborations with major corporations, specialized independent practices, and local council authorities. He has continuously assembled IPG's skilled development team, which looks for real value and key benefits that help build essential local communities.

To date, Mitchell has delivered more than £14m of completed property and has a further £50m worth of residential and student property in line to be finished by the end of 2024.



**Emma Greenaway**

Operations Director

Emma has worked in the property sector for over 20 years and has a wealth of experience in sales and progression.

As Operations Director for the Group, Emma oversees a wide range of critical functions within both the property investment and property development companies.

This includes overseeing property acquisitions, evaluating investment opportunities, managing construction and development projects, and implementing strategic plans to maximise returns on investments.



**Ru Nathoo**

Investment Director

Ru has an enviable record in managing change, operational risk and control in a career spanning almost 20 years. His career to date includes working in London's financial centre with some of the world's most respected banking giants, including RBS, Credit Suisse and Mitsubishi UFJ.

Currently, he is Head of UK Operations and Business Support for a London subsidiary of an International Bank where his primary focus has been to advise and put into place a robust controls framework to mitigate regulatory and operational risk.



**Adam Ross**

Business Development Director

With over a decade in Senior Roles, Adam brings a wealth of experience to the IPG Management team.

His experience has led him to work with some of the U.K's leading property developers establishing effective routes to market and launching several projects globally.

Originally starting his career living and working in The Middle East, Adam has amassed a vast knowledge of investment markets here in the U.K and overseas.



**Ben Morris**

Development Director

Ben has over 10 years' experience as a quantity surveyor within the construction industry. He also benefits from a further 15 years as an expert joiner within the sector.

Ben's first position was at Arcus Consulting LLP, where he stayed for just over two years before accepting a permanent position within the M&E sector at Vital Energi.

He has gone on to sample several of the different sectors available to quantity surveyors within the industry including healthcare, residential, commercial high-rise and student living accommodation.



**Allan Spencer**

Senior Quantity Surveyor

With a career spanning 17 years at VINCI (formerly Taylor Woodrow), Allan began his journey as a Helpdesk Operative.

Through dedication and commitment, he seized the opportunity to join the Trainee QS program, all while pursuing a degree on a part-time basis.

Climbing the ranks, Allan evolved into the role of Senior Quantity Surveyor, leveraging both practical experience and academic knowledge to excel in my field.



**Jane Atkinson**

Procurement Manager

With over 30 years of experience in construction, primarily focused on house building, refurbishment, and apartments, Jane brings a wealth of expertise to her role.

As a key member of the Commercial Team, Jane will take on the crucial responsibility of overseeing the supply cost base throughout all facets of the business.

This entails working closely alongside IPG's contractors and suppliers to ensure effective management and optimisation of costs.



**Perry Mahaffy**

Junior Quantity Surveyor

During his time at Liverpool John Moores University and Liverpool City Council, Perry gained valuable insights into urban planning and project management, honing his skills in data analysis and strategic decision-making.

As a Junior Quantity Surveyor, Perry will assist in cost estimation, budget preparation, and site visits.

He'll collaborate with project teams, analyze variations, and support in tender document preparation.





PORTSIDE PLACE

LIVERPOOL