



WATER'S EDGE
AT PORTSIDE PLACE

SEE LIVERPOOL FROM
THE WATER'S EDGE



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WELCOME TO WATER'S EDGE

Introducing Water's Edge, a remarkable new buy-to-let development set to transform modern living in the heart of Liverpool. Ideally located, Water's Edge presents a prime investment opportunity for those seeking to own a piece of luxury in one of the city's most dynamic areas. This contemporary development showcases a stylish, functional design, with every detail meticulously considered. Water's Edge offers a variety of premium apartments, from sleek studios to spacious two-bedroom homes, tailored to meet the needs of today's discerning renters.

Residents will benefit from a host of amenities, including landscaped gardens, communal spaces, cutting-edge fitness facilities, and secure parking, all thoughtfully designed to provide ultimate comfort, convenience, and luxury.



OVERVIEW

THE UK PROPERTY MARKET

Over the past five years, the UK economy has faced significant challenges, particularly due to Brexit and the Covid-19 pandemic. Despite this uncertainty, one asset class has shown impressive stability: UK buy-to-let property. While various markets experienced volatility during this period, the buy-to-let sector remained resilient. According to research from real estate firm Keller Williams, UK property prices saw a remarkable increase of 14.1% between the June 2016 EU referendum and January 2021, one year after the UK officially exited the European Union. This growth occurred even in the face of the pandemic-induced disruptions of 2020, which heavily impacted the property market.

The ability of the UK buy-to-let market to withstand such turbulent times highlights its enduring appeal as an investment choice. Despite global challenges and economic uncertainty, buy-to-let properties have consistently provided investors with stability and potential returns. This steady performance is driven by the ongoing demand for rental housing, fueled by population growth, urbanization, and a shortage of affordable homes.

Furthermore, buy-to-let investors have demonstrated adaptability, adjusting to market shifts and taking advantage of emerging trends. By diversifying their portfolios, implementing effective property management strategies, and refining their investment approaches, these investors have shown resilience and the capacity to seize long-term opportunities in the UK property market.



UK PROPERTY CONTINUES TO BOOM

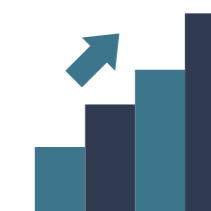
Recent data from the Office for National Statistics highlights a 4.7% rise in house prices in the year leading up to December 2023, continuing the strong growth seen in 2022 when prices increased by 5.8% over the same period. The sharp rise in property prices during the first half of 2023 was largely driven by the UK's strong international reputation in the property market.

Despite concerns that the end of stamp duty relief might curb demand, the data shows sustained interest from both homebuyers and investors, reinforcing the market's resilience. The UK property market has consistently performed exceptionally well, showing its strength even amid challenges and retaining its appeal as a valuable investment option.

The surge in demand among buyers has had a noticeable impact on the rental market, particularly as many prospective homeowners have been priced out of purchasing a property. As a result, rental prices have steadily increased, despite the ongoing strain on the UK's cost of living. With developers struggling to keep up with demand, this upward trend in both the housing and rental markets is expected to persist for some time.

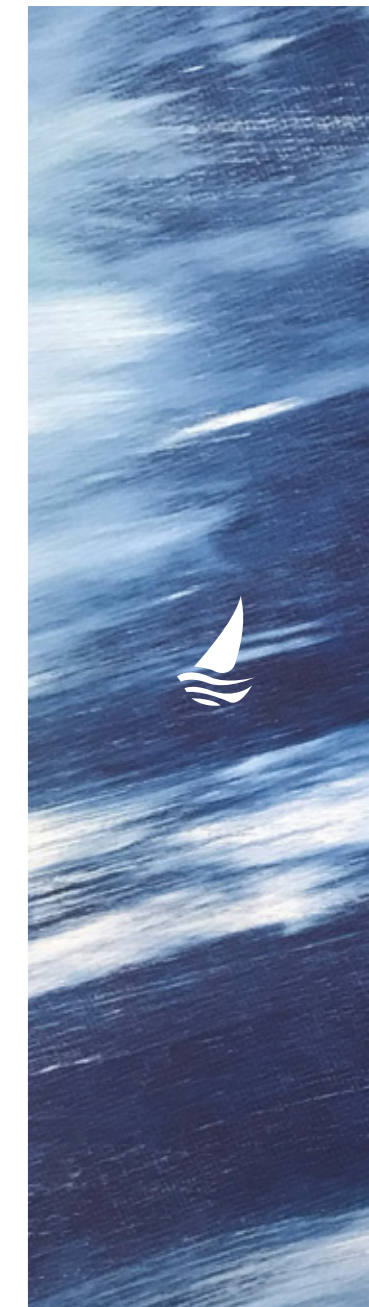


In 2001, just 10% of the population rented privately. Today, more than 20% of the UK property market choose to rent a property.



4.7%

Increase in house prices in the year up to December 2024





THE DETAILS WHY LIVERPOOL?

Liverpool's property market is currently undergoing significant growth, making it one of the fastest-expanding in the UK. Despite this rapid development, the city retains its reputation for affordability, offering investors a compelling mix of accessibility and growth potential. Its strong rental market further boosts its attractiveness, providing some of the best rental yields available.

In today's property landscape, the North West, especially Liverpool, shines as a model of resilience. Despite fluctuations in the broader market, Liverpool's average property prices remain notably low, with an average of just £187,600. The city's vibrant atmosphere has drawn an increasing number of skilled professionals, many of whom are entering the workforce or graduating from its renowned universities. This growing population has driven demand for housing, pushing up prices and fostering a promising environment for capital appreciation.

Investors are reaping the benefits of Liverpool's dynamic property scene, leveraging its affordability and strong rental yields to optimise their returns. With property prices among the lowest in the UK and average rental yields hitting 6.5%, Liverpool presents an exceptional opportunity for investors seeking to maximise their returns in a flourishing market.



£15BN

Total value of investment into
the regeneration of Liverpool
since 2010



£120M

Recent investment in
to retail space across
Liverpool City Centre

LIVERPOOL REGENERATION

Liverpool Waters is an ambitious regeneration project led by the Peel Group, one of the UK's foremost investors in infrastructure, transport, and real estate. Located along Liverpool's waterfront, the development spans around 60 hectares of dockland, aiming to transform this historic area into a vibrant, mixed-use district. The project is focused on revitalizing Liverpool's iconic docklands, which were integral to the city's maritime history in the 19th and 20th centuries.

Liverpool Waters envisions creating a dynamic and sustainable urban environment, combining residential, commercial, retail, leisure, and cultural spaces. Key elements of the development include high-quality homes, modern office spaces, retail shops, restaurants, bars, hotels, public parks, and recreational facilities. A strong emphasis is placed on preserving and repurposing heritage buildings to retain the character and historical significance of the waterfront.

Designed to attract investment, foster economic growth, and create jobs for the local community, Liverpool Waters seeks to boost the city's global standing as a prime location for living, working, and leisure. The project is being rolled out in phases over several years and is seen as a major contribution to Liverpool's ongoing regeneration and transformation.



THE LOCATION

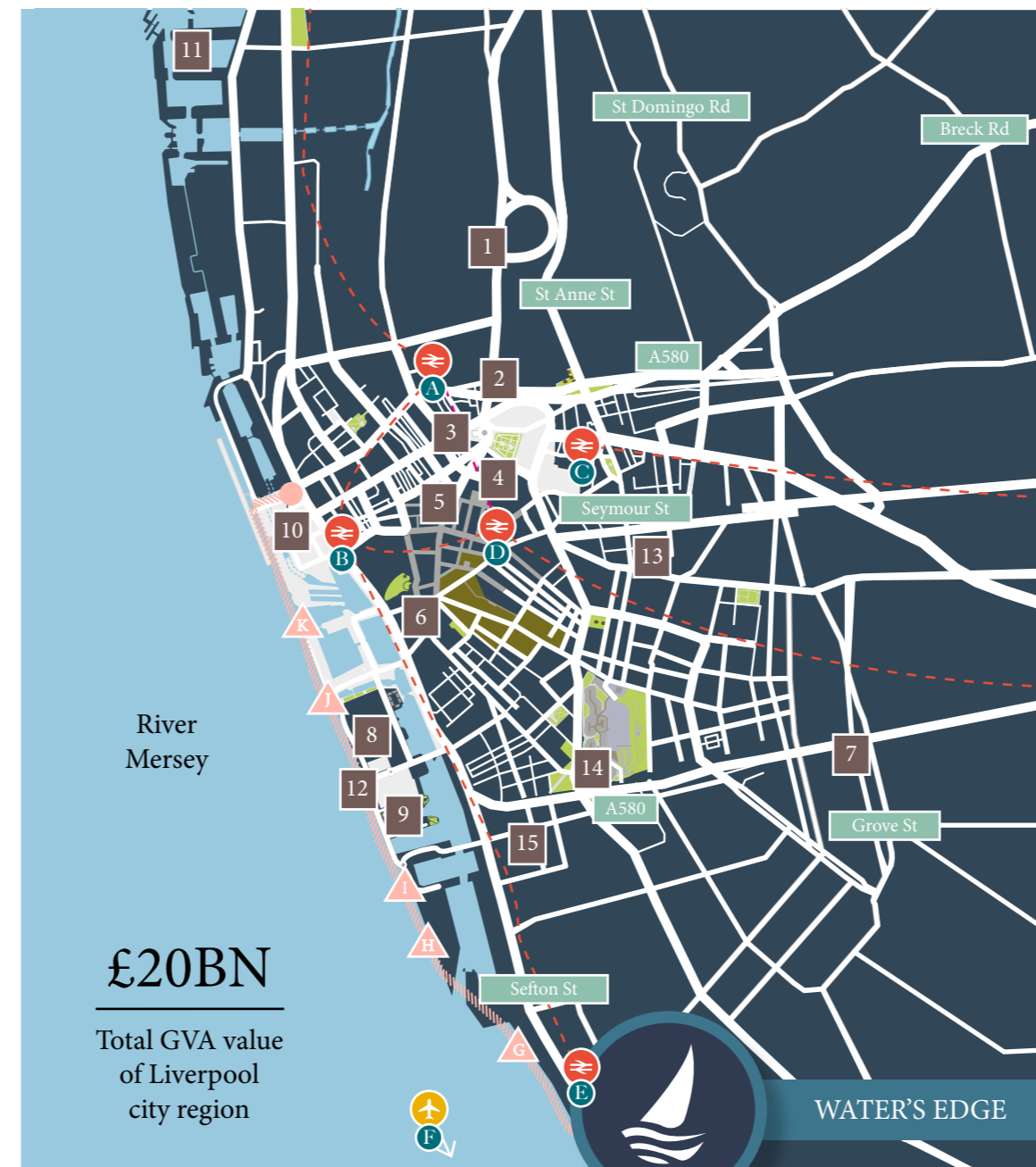
Water's Edge boasts an ideal location for those wanting to experience the best of Liverpool City Centre. Situated directly across from Brunswick Station, residents enjoy convenient and fast access to all areas of the city.

In just five minutes, you could be stepping off the train to enjoy a drink at the renowned Baltic Market. Spend an afternoon exploring the outstanding art exhibitions at Tate Liverpool, or indulge yourself with a visit to the impressive Liverpool One shopping district, home to some of the finest retail experiences in the UK.



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
- SEA / WATERWAYS
- 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

- ATLANTIC WAY TRAIL
- LIVERPOOL MARINA
- LIVERPOOL WATERSPORTS CENTRE
- LEGACY SCULPTURE
- THE NAVAL MEMORIAL



THE OPPORTUNITY

PRICES FROM
£184,500

6.25% ANTICIPATED
RENTAL RETURN

Discover the pinnacle of waterfront living in Liverpool with our exclusive collection of 198 stunning apartments. Situated along the tranquil waterside, each residence boasts breathtaking views and contemporary elegance.

Every apartment has been expertly designed to provide residents with an exceptional living experience. As you step inside, you'll be welcomed by a seamless fusion of modern style and practical comfort.

From the spacious layout to the high-quality finishes, every aspect has been thoughtfully curated to offer both convenience and sophistication. Whether you're enjoying the open-plan living space, cooking in the sleek kitchen, or unwinding in the serene bedroom, each area has been designed for relaxation and productivity. With a focus on premium craftsmanship and meticulous attention to detail, these apartments provide residents with a peaceful haven that truly feels like home.

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



PURCHASE PROCESS

STEP 1. —→

Speak to your designated property consultant to discuss options and availability

STEP 2. —→

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

STEP 3.

Introduction to the progression team

STEP 4. —→

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

STEP 5. —→

20% of the balance is payable upon exchange of contracts

STEP 6.

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.

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 esteemed founder and CEO of Integritas Property Group, a renowned UK property developer. With over 12 years of extensive experience in the sector, Mitchell possesses an impressive track record of nurturing successful partnerships with major corporations, specialised independent practices, and local council authorities.

Under his leadership, Integritas Property Group has flourished, driven by a commitment to excellence and a vision for creating vibrant and sustainable communities. Mitchell has assembled a skilled development team at IPG, dedicated to identifying real value and delivering key benefits that enrich local neighbourhoods.

To date, Mitchell has overseen the delivery of more than £46.4 million worth of completed properties up to the end of 2024.

Furthermore, an additional £43 million worth of property is being developed in the last quarter of 2024. Mitchell's unwavering dedication to innovation, quality, and community development positions Integritas Property Group as a leading force in the UK property market.

OPERATIONS & SALES TEAM



Emma Greenaway

Operations Director

With over 25 years of expertise in the property sector, Emma has developed a deep understanding and proven track record of success in the industry.

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.

Emma's multi-faceted operational role acts as the key link between all inter-departmental teams within the organisation, ensuring the smooth operation of the business as a whole.



Ross Fleming

Global Sales Director



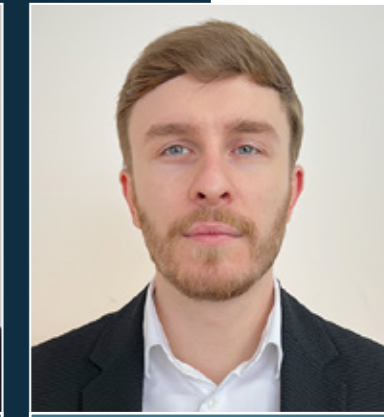
Luke Gribben

Business Development Manager



Derry Mathews

Investment Consultant



Jack Wignall

Financial Controller

DEVELOPMENT TEAM



Ryan Guest

Head of Development

Ryan Guest is a highly motivated and accomplished Head of Development with a proven track record of delivering exceptional results.

With extensive experience across the construction sector, Ryan's expertise spans all aspects of civil engineering and housebuilding, from procurement to estimating. His strategic leadership has been instrumental in driving successful project outcomes.

Known for his excellent client-facing skills, Ryan excels at fostering strong relationships with key stakeholders and resolving disputes effectively. His ability to maintain open communication and build trust has been key in managing complex projects and ensuring client satisfaction.



Dan James

Planner



Allan Spencer

Senior Quantity Surveyor



Jane Atkinson

Procurement Manager



Perry Mahaffy

Junior Quantity Surveyor



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