

RWinvest

EST. 2004

# LIVERPOOL

## Property Investment Guide

2020





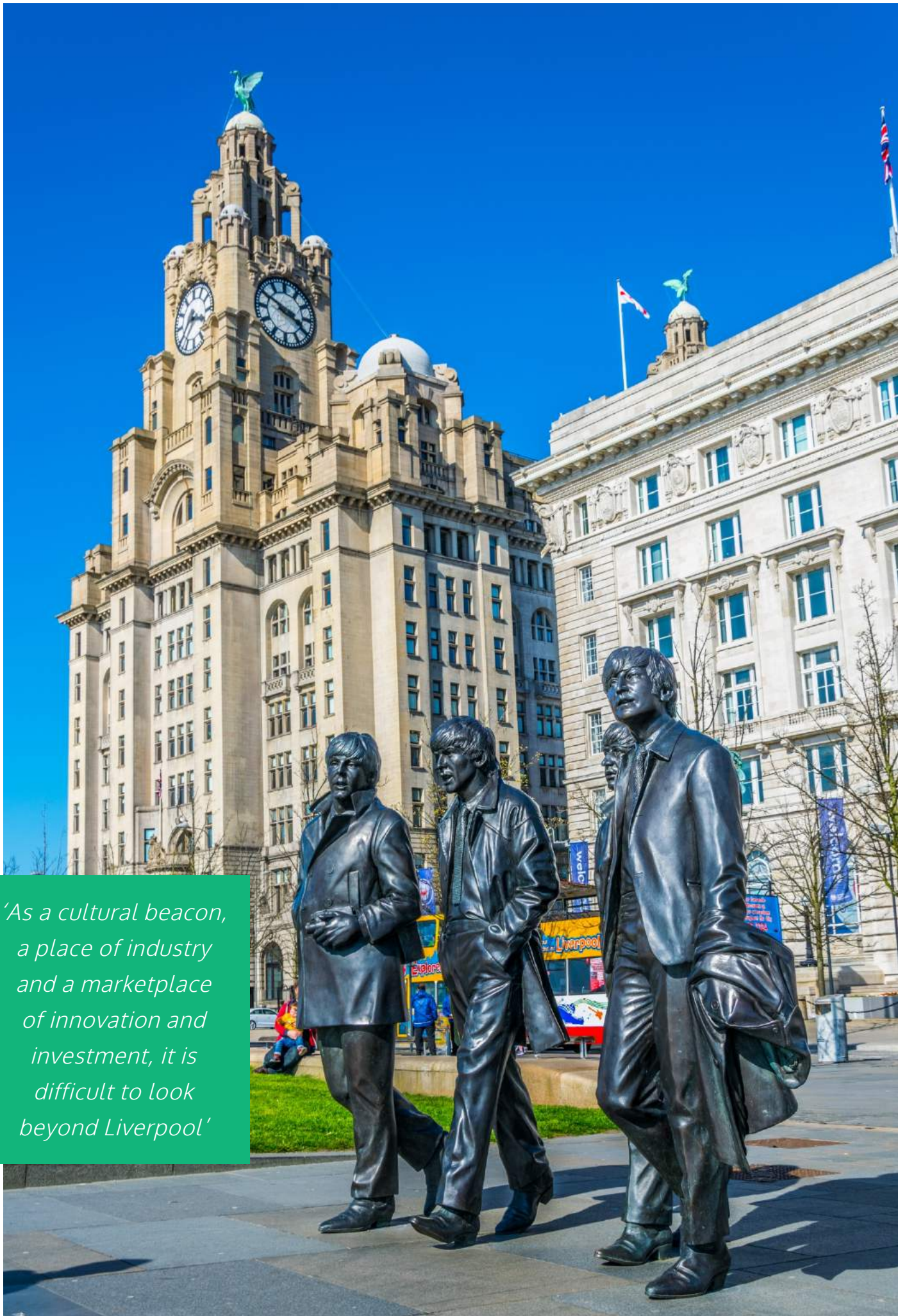
# A City Reborn

*'Liverpool is one of the UK's most exciting, enticing and vibrant places to live, work and invest'*

When it comes to property investment, Liverpool is truly unique. As a cultural beacon, a place of industry, a living slice of world history and a marketplace of innovation and investment, it is difficult to look beyond Liverpool.

Its population has returned and grown, particularly in the city centre, which has seen its number of residents double in the span of a decade. Its job market, once so reliant on the dock areas that made the city's name across the world, has evolved into a more modern, sustainable and profitable venture. Property prices are some of the best in the country and offer investors some of the most lucrative rental returns compared to any other city in the UK. Add to this the incredible amounts of regeneration taking place, and it doesn't take much to understand how and why Liverpool is considered such an attractive place to live, work, and invest in the UK.

Liverpool is regenerating. It has begun anew, while managing to retain the essence of its history that made it such a prominent part of the global discourse in the 19th and 20th centuries. This RW Invest guide to Liverpool will demonstrate just how far the city has come and how much further it intends to go.



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a place of industry  
and a marketplace  
of innovation and  
investment, it is  
difficult to look  
beyond Liverpool'*





Liverpool to Edinburgh

221 Miles



Liverpool to London

213 Miles



## Location

*'Liverpool is in a prime location for economic integration with the rest of the country'*

Liverpool is in the North West of England and almost equidistant from both London and Edinburgh. It has benefited immensely both historically and in the present day from its geographic location.

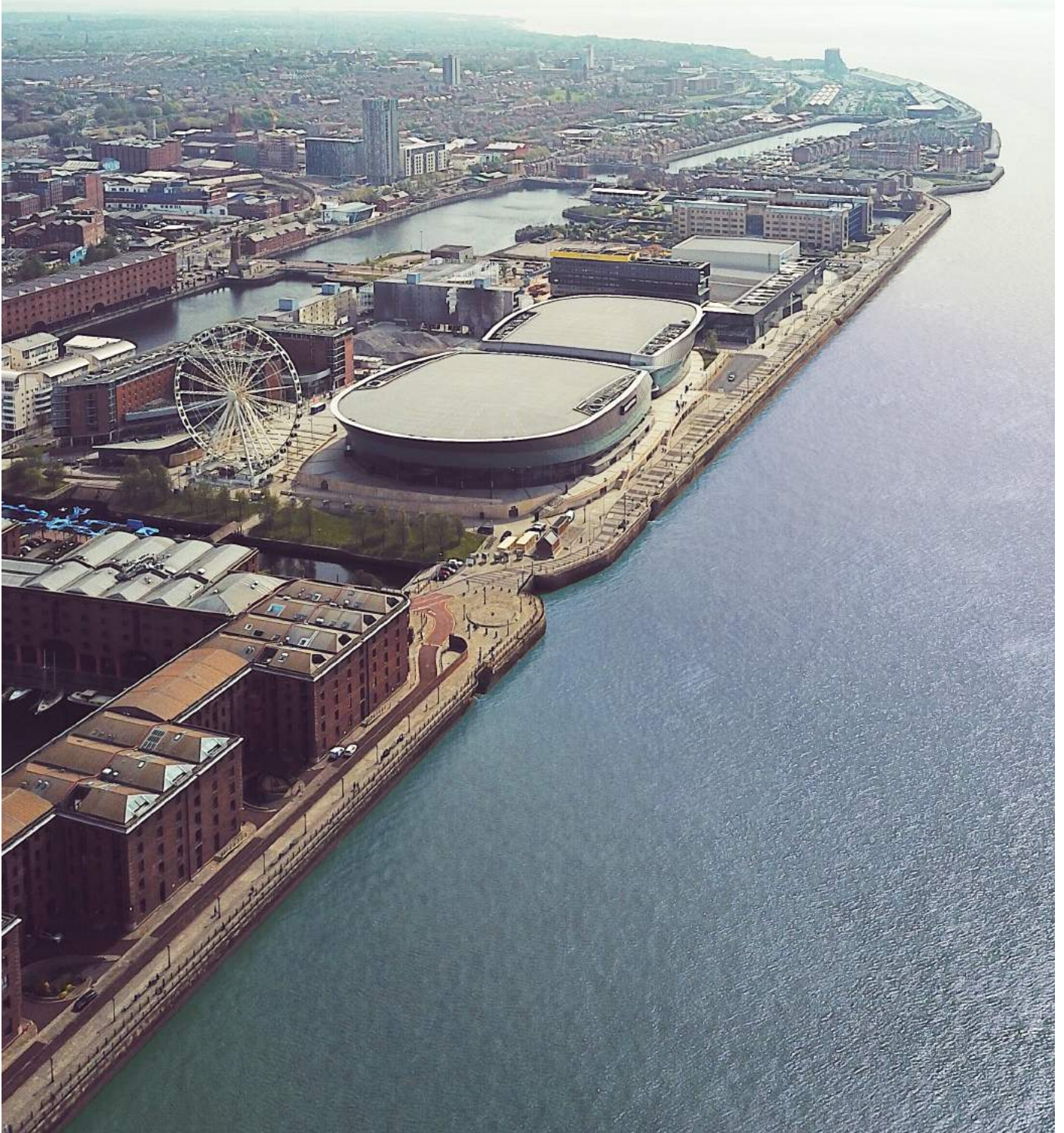
Liverpool is both an extremely accessible and attractive city to young professionals, students, tourists and investors. Thanks to Liverpool John Lennon Airport and the famous Lime Street train station, the city pulls in and transports millions of people per year.

The connectivity of Liverpool to other cities by rail is a huge factor in its economic viability. A short journey to Manchester, Liverpool is also only a little over two hours away from London.

The location of Liverpool brings with it a range of economic blessings. The north-west region is a much cheaper place to invest in buy to let property, with house prices much lower than most other parts of the country.



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# The Property Market

*'The property market in Liverpool shows nothing but consistent growth. The numbers make fantastic reading for property investors'*

Liverpool is the hottest prospect in the UK for property investment. Its property market is making the region's economy the fastest growing in the UK. A combination of low prices and high yields have turned the heads of investors both at home and abroad, and the money keeps pouring in. As of September 2018, Liverpool was on track to reach a milestone value of £1 billion due to the amount spent on house sales having more than doubled since 2012.

The property market in Liverpool shows nothing but consistent growth. The numbers make fantastic reading for property investors. In the last six years, the average house price in Liverpool has increased by 25%. In real terms, that is a growth in value of £34,827. As of September 2018, the average value of a property stands at £173,101, with the average price paid coming in at £154,264.

Property transactions in Liverpool have doubled since 2012. A total of 6,727 transactions were made in 2017 compared to 3,494 made in 2012. That is an increase of 93%.

RW Invest offer high-end, luxury properties in Liverpool that are standard bearers in the city for quality. In developments such as One Baltic Square, Sky Gardens and Fabric District Residence, we offer investors between 7% and 8% net rental return. Demand is high for these properties and will only grow as Liverpool's population, workforce and nationwide prominence increases.





Prices from  
**£104,950**

**6%**  
NET Returns

**REQUEST MORE DETAILS**

# Rental Demand

*'Of its 70,000 strong student body, half of that number seek private purpose-built student accommodation'*

The population of Liverpool city centre has grown 181% since 2002. By 2017, nearly 30,000 people had taken up residence in the heart of Liverpool.

Three quarters of city centre residents are between 17 and 29-years-old. This demographic accounts primarily for students and young professionals; traditionally the leading demographic for private tenancy. When it comes to privately renting, they want luxury amenities, prime location and the convenience of having everything on their doorstep.

The city boasts one of the fastest growing and most enviable economies in the UK. For instance, the number of high growth firms – seen as an indicator of strong economic growth – has increased by 56% between 2009 and 2015.

The student population of Liverpool also plays a huge role in the city's huge rental demand, and it shows no sign of slowing down. Of its 70,000-strong student body, half of that number seek private purpose-built student accommodation (PBSA). Liverpool has under 18,000 student beds available with another 6,000 currently being built to satisfy demand.



*'The student population of Liverpool plays a big role in the city's huge rental demand, and it shows no sign of slowing down.'*





# Regeneration

*'The creation of new and upgraded transport infrastructure is a top priority for Liverpool's regeneration plans.'*

Liverpool has now become one of the most desirable locations after benefiting immensely from regeneration projects over the last decade.

Some of the most prominent regeneration has occurred in Liverpool's famous docklands, where the Liverpool Waters Project put £5.6 billion towards the creation of five unique neighbourhoods which now stand in the northern docks.

The creation of the Ten Streets initiative aims to evolve this rejuvenation process further, by bringing together the areas regenerated by Liverpool Waters alongside the city's most famous and historic streets and walkways.

The creation of new and upgraded transport infrastructure is a top priority for Liverpool's regeneration plans. The £500 million Better Road scheme will service key routes into the city that usually experience increased volumes of heavy-duty traffic.

Similarly, the £460 million restructuring of the Liverpool and Wirral rail network will provide more efficient train fleets and links to the city and wider region. This will offer increased passenger capacity, faster journeys and more environmentally sound transportation. This will also benefit commuters living outside of the city centre, who will be able to reach Liverpool in record time.





**£5.5BN**  
LIVERPOOL WATERS

**£2BN**  
KNOWLEDGE QUARTER

**£260M**  
ANFIELD PROJECT

**£700M**  
BALTIC TRIANGLE

**£50M**  
ST JAMES  
TRAIN STATION

**£400M**  
LIVERPOOL2  
SUPERPORT



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## Winners of Property Business of the Year 2020



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