

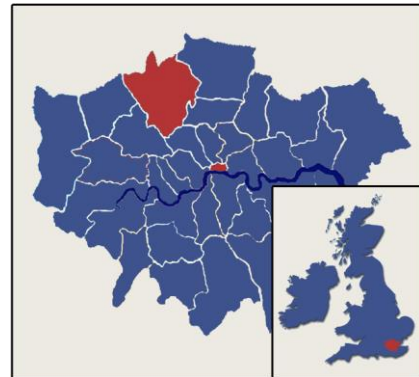
# Factsheet

## Garden House, London NW11

|                     |  |
|---------------------|--|
| Development         | Garden House   |
| Address             | 1285 Finchley Road, London, NW11                     |
| Start date          | January 2010   |
| Expected completion | Spring 2011  |
| Accommodation       | 9 one-bedroom apartments<br>8 two-bedroom apartments |
| Price               | £285,000 to £470,000                                 |
| Floor area          | From 484 ft <sup>2</sup> to 803 ft <sup>2</sup>      |
| Average price       | £588.76 ft <sup>2</sup>                              |
| Developer           | Linden Homes part of the Galliford Try Homes Group   |
| Tenure              | Leasehold  |
| Term                | 999-years  |



View from Garden House



London

### Golders Green, NW11

There is a distinct lack of new build developments in Golders Green with no apparent new developments coming to market in the foreseeable future. A trend that has seen new builds in the area achieve the highest re-sale values in the area amongst 1 and 2-bedroom flats.

The North Circular is easily accessed within a few-minutes.

### NW11 Property Price History



Source: Land Registry

## Price Trend Data

| Growth rates                                | NW11   | National |
|---|--------|----------|
| 5yr house price growth                      | 25.56% | 4.06%    |
| 5yr house price compound annual growth rate | 3.87%  | 0.67%    |

### Market characteristics

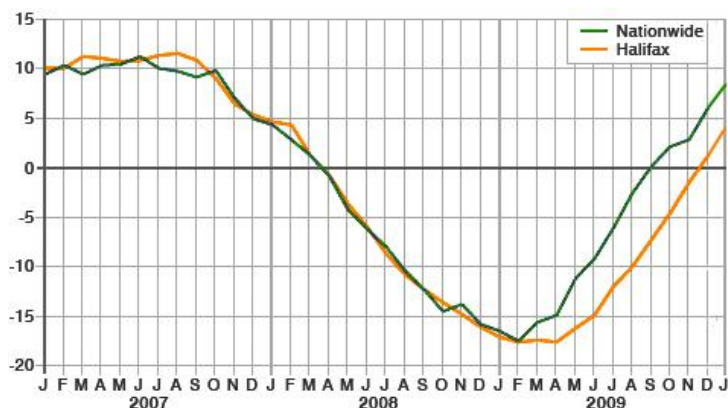
|   |        |            |
|---|--------|------------|
| Market size Indicator: no. of transactions            | 7,309  | 15,656,098 |
| Market size Indicator: total no. of properties        | 11,936 | 26,982,623 |
| Market liquidity Indicator: transactions / properties | 61.23% | 58.02%     |
| Market growth indicator: new homes built              | 359    | 1,625,219  |
| Market growth indicator: new builds / transactions    | 4.91%  | 10.38%     |

| Direct Property Comparisons | Type      | Size Ft <sup>2</sup> | Size M <sup>2</sup> | Price    |
|-----------------------------|-----------|----------------------|---------------------|----------|
| Heather Gardens             | 2 Bedroom | 785                  | 73                  | £430,000 |
| Sinclair Gardens            | 2 Bedroom | 1,078                | 100                 | £550,000 |

## UK Market Update

UK house prices were 8.6% higher in January than a year earlier according to Nationwide.

Prices rose by 1.2% in January compared with the previous month, marking the seventh consecutive monthly rise.



Source: Nationwide and Halifax

The Nationwide and the Halifax are the UK's two largest mortgage lenders. The Nationwide are dominant in the South of England, including London, whilst the Halifax have the lions share in the north of the country.

The figures show that prices have picked up steadily in recent months, having risen by 10.65% - or £15,735 - from the trough of February 2009. This followed a decline of 23% between August 2007 and April 2009. This increase was driven, in part, by a shortage of the number of properties.

## **Introduction to Grosvenor International Holdings Ltd (GIHL)**

- Been established in Hong Kong for 25 years
- GIHL have become one of the largest independent property brokers outside of the UK, specializing in the sale of London based investment property to overseas investors
- GIHL only deal with the sale of UK property and only partner with the UK's largest and most reputable developers
- Position further enhanced by dedicated Lettings and Management company based in London (*Square Mile Property Management*) – 9 offices in the capital

### **Further savings to the investor**

- By not building properties with a concierge service, swimming pool and gym but preferring to develop close to such amenities service charges are reduced.
- Offering savings on conveyancing costs by pre-negotiating with an independent firm of solicitors using the economies of scale to obtain discounts for their services
- Marketing properties with quality interiors built to withstand tenant wear and tear yet be easily maintained, such as the use of granite work surfaces, strip wood floorings etc.

With over 2000 units in London currently let, Grosvenor offers a unique investment product. Unlike other companies that encourage potential investors to buy property leaving the owner to find a tenant after the purchase, Grosvenor offers a complete service from purchase through to letting and management ensuring the investment realizes its full potential.

#### **Disclaimer**

These particulars are for illustration only and do not form part of an offer or contract. They are preliminary and should be treated as guidance only and cannot be relied upon as accurately describing any of the Specified Matters prescribed by the Order made under the Property Misdescriptions Act 1991. External elevations and interior room layouts may change. The layouts are for guidance only and are not intended to be used for measurement of appliance sizes or for deciding upon the suitability for location of furniture within the apartments. There may be alterations made during the design stage and construction of the development and all dimensions are approximate and are subject to alteration at any time. Any intending purchaser must satisfy themselves by inspection or otherwise as to the correctness of each statement. Warning: Property values and rental yields can fall as well as rise.