

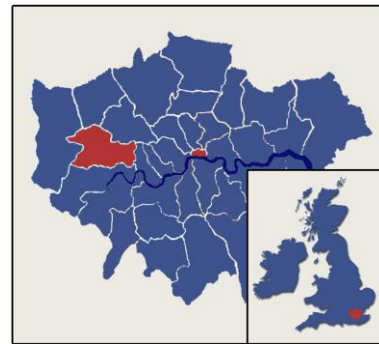
# Factsheet

## Granville Gardens, London W5

Development	Granville Gardens
Address	437 Uxbridge Road, Ealing, London, W5
Start date	June 2009
Expected completion	December 2010
Accommodation	4 one-bedroom apartments and 27 two-bedroom apartments
Price	From £260,000 to £472,000
Floor area	From 497 ft <sup>2</sup> /40 m <sup>2</sup> to 1025 ft <sup>2</sup> /100 m <sup>2</sup>
Average price	£472 per ft <sup>2</sup>
Developer	Linden Homes part of the Galliford Try Homes Group
Tenure	Leasehold
Term	999-years



Artists Impression



The Borough of Ealing, London

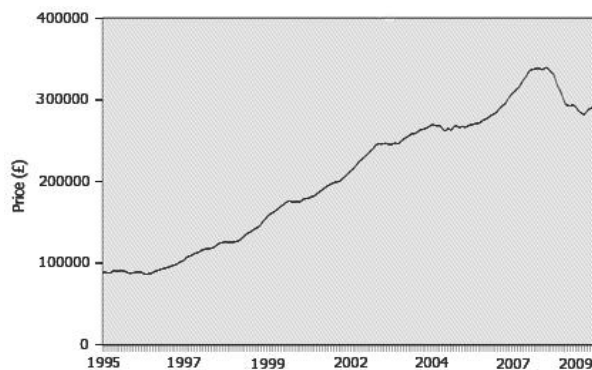
### Ealing W5

There is a distinct lack of new build developments in Ealing 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 resale values in the area amongst 1 and 2-bedroom flats.

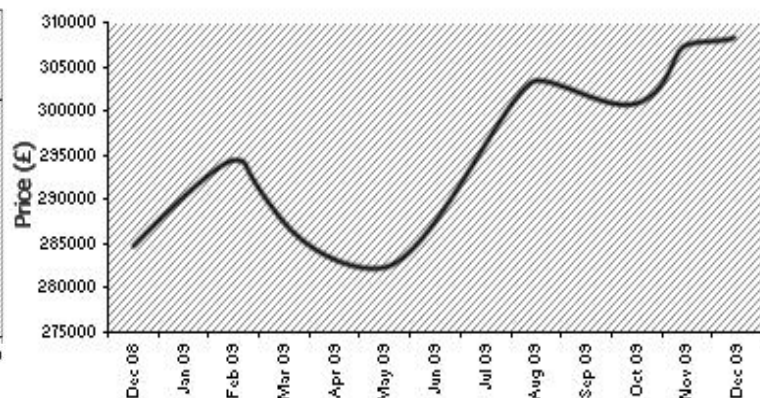
Ealing stands to benefit from Crossrail, London's new east to west underground line, which will halve journey times into the City (currently 30 minutes) and will certainly add value to property in the area.

### W5 Property Price History

Year on year



Last 12 months



Source: Wheresmyproperty.com

## Price Trend Data

Growth rates	W5	National
5yr house price growth	30.16%	4.06%
5yr house price compound annual growth rate	4.49%	0.67%

### Market characteristics

Market size Indicator: no. of transactions	13,999	15,656,098
Market size Indicator: total no. of properties	19,958	26,982,623
Market liquidity Indicator: transactions / properties	70.14%	58.02%
Market growth indicator: new homes built	756	1,614,582
Market growth indicator: new builds / transactions	5.40%	10.38%

Direct Property Comparisons	Type	Size SqFt	Size SqM	Price
Coral House W5	2 Bedrooms	1,353	125	£649,950
St Marys Road W5	2 Bedrooms	1,276	118	£599,950

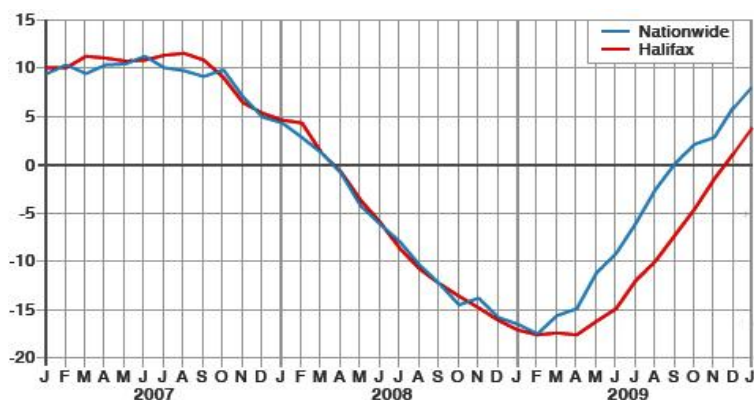
*Average current values	W5 per ft <sup>2</sup>	Granville Gardens per ft <sup>2</sup>
1 Bedroom flats	£499.60	£514.80
2 Bedroom flats	£499.40	£489.64

\* Please note that the location of Granville Gardens is deemed to be in one of W5 most sought after areas and is being built by an award winning developer renowned for their quality

## 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.