

WEST BAR HOUSE

-PRESENTED BY-



Aspen Woolf



INVESTMENT DETAILS



- ▶ Apartments from just **£67,950**
- ▶ Market value of £89,936, **22% under market value**
- ▶ Assured minimum rental yield of **9% for 3 years**
- ▶ Return **£18,886** in the first 3 years alone
- ▶ Fully-furnished, self-contained apartments with private kitchens and bathrooms
- ▶ The University of Sheffield is a leading Russell Group University, one of the top institutions in the UK
- ▶ Sheffield is home to two world class universities with over **63,000 students**
- ▶ 12 month extended payment plan, **5% interest paid on deposited funds**
- ▶ Apartments have the option to target both students and young professionals
- ▶ A fully **hands-off investment** and fully managed by reputable asset managers

JUST 100 UNITS AVAILABLE!



INTRODUCTION

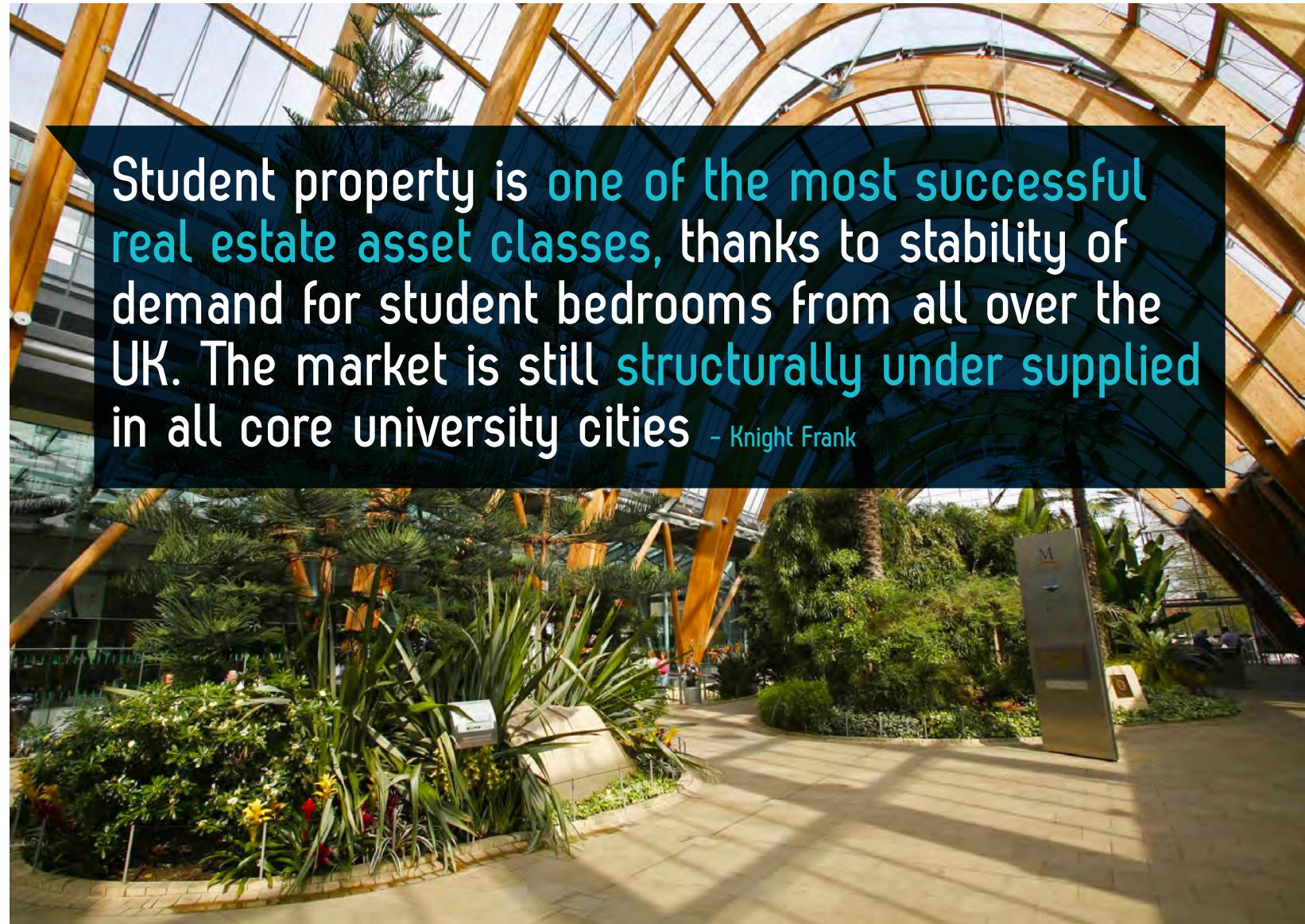
After months of negotiations we are excited to announce the launch of West Bar House Sheffield, and it has been well worth the wait.

With a student population in excess of 63,000, Sheffield provides extraordinary demand and we'd like to present an opportunity in the heart of the city, West Bar House. Walking distance to both Sheffield and Sheffield Hallam University, and within easy reach of Sheffield city centre, West Bar House will offer luxury living for the modern student in the city. Unlike other university owned halls, West Bar House will boast a range of facilities from social and leisure rooms, and it's very own fitness gym.

The project is expected to face such demand that a waiting list will be in place, and the developer is offering a rental assurance for owners for the first 3 years. Sheffield has been tipped as one of the top centres in the UK to invest and, as a result, has been the location choice of many large institutions and investment funds. This is an opportunity to benefit from the same returns.

Student property is one of the most successful real estate asset classes, thanks to stability of demand for student bedrooms from all over the UK. The market is still structurally under supplied in all core university cities

- Knight Frank



UK'S NUMBER 1 ASSET CLASS

The student accommodation sector now outperforms every other asset class in the UK and last year witnessed a staggering £2.7 billion invested, a 125% increase on investments in 2011.

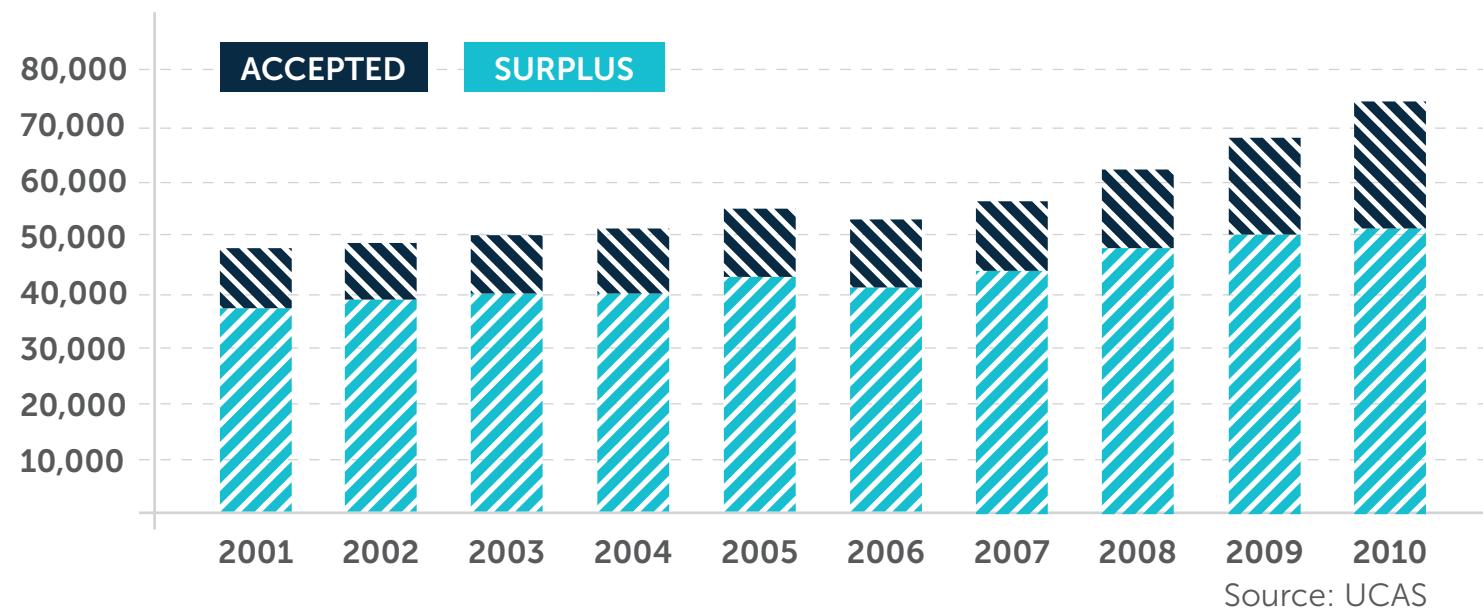
In spite of increased tuition fees, UCAS continues to report record numbers of applications, with over 600,000 applying for just 400,000 places for the 2013/14 academic year.

This extraordinary demand shows no sign of slowing down which means universities across the UK are now facing the problem of housing students. Many institutions fail to house all of their first year intake and accommodation for years 2 and 3 is even scarcer.

It is of no surprise that most purpose built student accommodations face occupancy rates of 99% or higher and are consistently delivering impressive yields in excess of 9 and 10%.

The highest yielding student properties appear to be in the north, where property prices are low but still command impressive rents.

The student property sector is now worth £200 billion globally, growing faster than ever before - The Financial Times 2012



INCREASING DEMAND

Some university centres have virtually no private purpose built student accommodation and so the entire reliance is on university halls which are often old, of lower standard and offer no facilities. This creates a unique opportunity whereby investors can tap into an extremely lucrative rental market and at the same time help solve the on-going housing shortages for today's student population.





"Some 659,030 people submitted university applications by the end of June
- Up 4% on the same point last year."

- BBC News, 10 July 2014

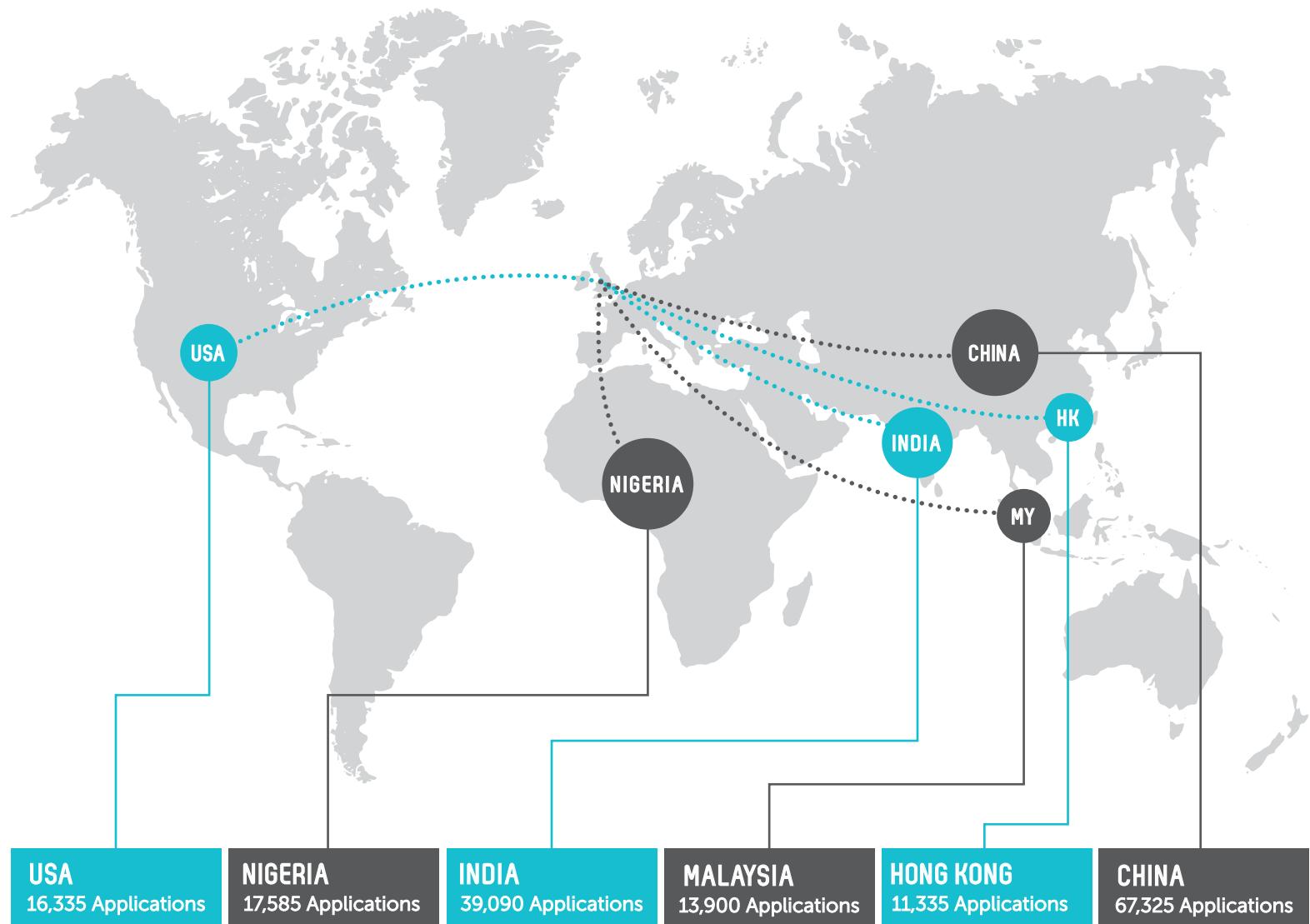
INTERNATIONAL APPLICATIONS TO UK UNIVERSITIES IN 2012

In 2012, 435,240 students (nearly 17.5% of the overall UK student population) were from overseas, and it has been predicted that by 2020 there will be 30,000 more international students flocking to the UK to study.*

The increasing international population which is developing in the UK makes room for savvy investors who are wanting to capitalise on the student property market. Overseas students, who on average require accommodation for 51 weeks in a year, are now acting like general housing consumers and expect a higher standard of living, opting to go for the best quality they can get at a reasonable price, not just the cheapest property on offer.

Increasing numbers of international students and postgraduates are now living within private purpose-built accommodation, as they appear more able to afford the higher rents and subsequently demand a higher standard of accommodation.

* HESA stats, 2011-12



INCOME GENERATING ASSETS

Purpose built student accommodation as an investment is a relatively new idea for many investors. **The concept has historically been the venture of choice for investment funds and financial institutions due to the above average yields.**

Capitalising on a purpose built residence is just like a buy to let investment because you buy the unit and "let" it out to paying students. The most successful income generating assets (IGA's) have been those that use a well-established operator with a substantial track record and well forged connections within the student sector.

Our student accommodation is fully managed and marketed by the operator, providing investors with the opportunity to achieve a great return whilst being completely 'hands off'. It's in the best interests of the operator to ensure the properties they manage are occupied, so investors can rest assured that the investment they make will be a lucrative one. **On average, the yields generation from student residencies are far greater than those accrued within the traditional buy-to-let market.**



"Annually the student sector is worth £7 billion to the UK economy"

LUCRATIVE EXIT STRATEGY



Once a student residence is operating and a proven income stream can be shown, the investor can then take advantage of the resale market.

The room would be valued on a commercial basis according to the level of rental income and the quality of operator. It's reasonable to assume that if the rental income achieved rises by 10%, then the room value will rise by a similar amount, as it's typically the yield percentage that the new investor is seeking.

Investors should look to buy a residence off-plan and take advantage of the early years' greater than average rental income. Experts predict an annual increase of 3-5% in the student sector. When the rental income has a solid track record then you have a proven IGA to resell.

There are now a number of dedicated resell companies coming online preparing for a lucrative new sector in the years to come.



WHY SHEFFIELD?

A prime player in the Industrial Revolution, Sheffield was viewed as the steel capital of the world. Although the manufacturing plants have now declined, the city has retained a strong economy and attracts businesses globally with its high employment rate and strong performance in both its business and manufacturing sectors.

A THRIVING COMMERCIAL CENTRE

With branches of some of the world's most famous organisations located in the city (IBM, Rolls Royce and Boeing etc), Sheffield is well placed to attract international interest due to its accessible location, key industrial sites and large retail outlets including Meadow Hall, the largest shopping centre in Yorkshire.

A BEAUTIFUL PLACE TO LIVE

One of the cheapest places to live and study in the UK, Sheffield is also one of the greenest, with over 200 areas of woodlands and public parks within the city, not to mention the beauty of the Peak District National Park, which is only 10 minutes from the university.





STUDENT LIFE

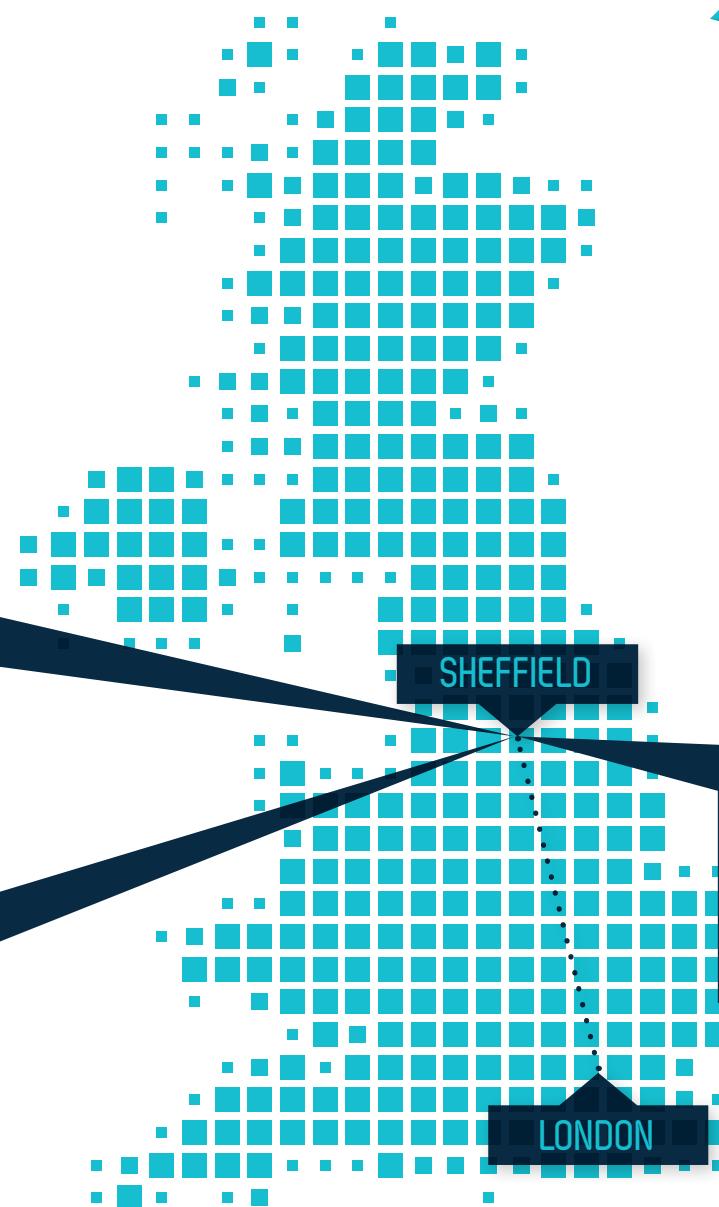
One of the most popular places to study in the UK, Sheffield is renowned for its eclectic nightlife, live music venues and good food. Both universities have active Students Unions and there are a multitude of amenities and venues in the immediate area, including cinemas, shopping centres and sporting arenas. Regularly reported as being one of the safest cities in the UK, there is no better place to live, work or study.



**Sheffield
Hallam
University**



The
University
Of
Sheffield.



SHEFFIELD



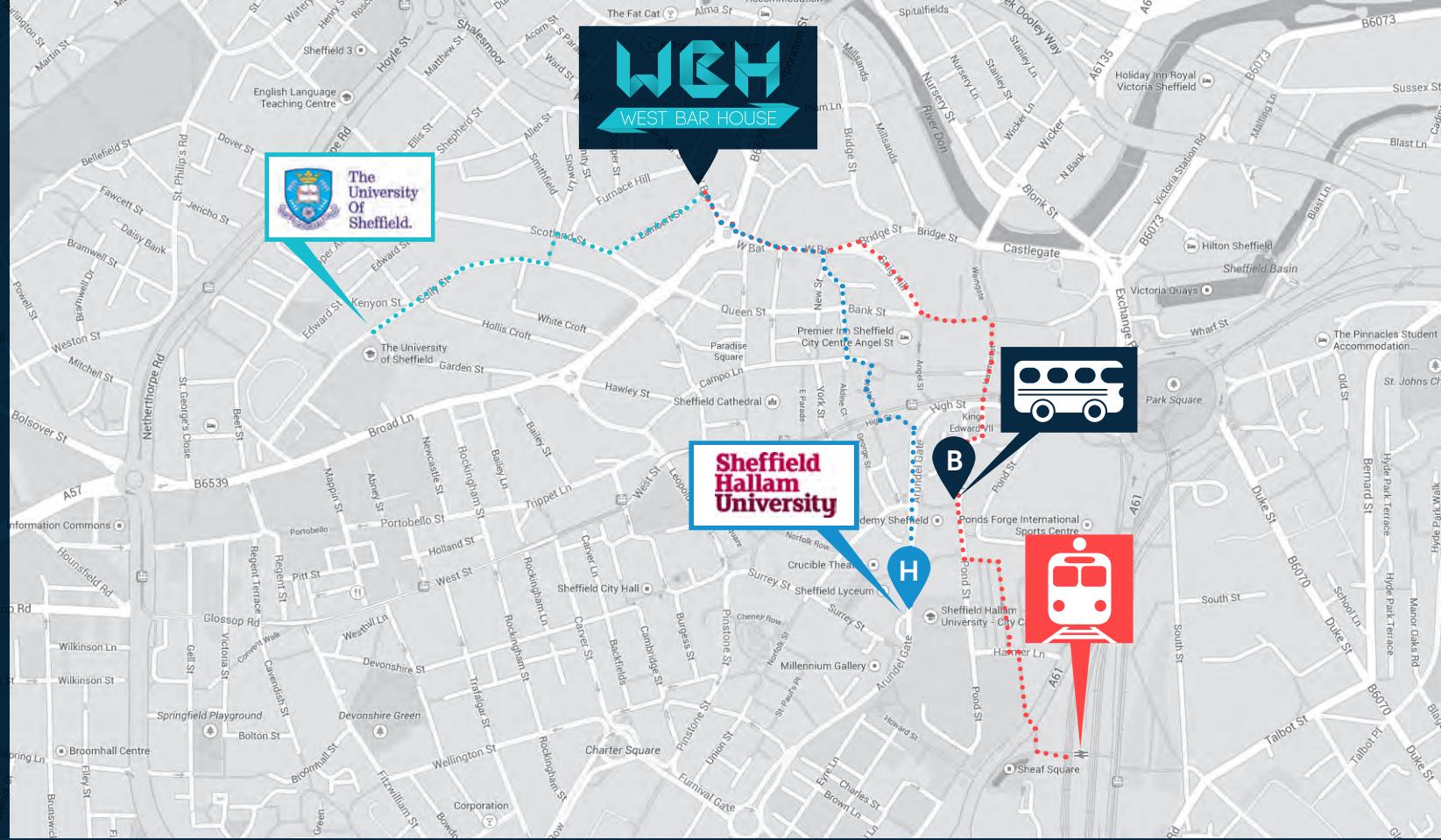
JUST 2 HOURS
FROM LONDON

LONDON





"West Bar House
is in a premium
location, that will
suit the needs of
any student or
young professional"



The University of Sheffield, 9min 0.4 miles

Sheffield Interchange, 10min 0.5 miles

Sheffield Hallam University, 12min 0.5 miles

Sheffield Train Station, 17min 0.8 miles



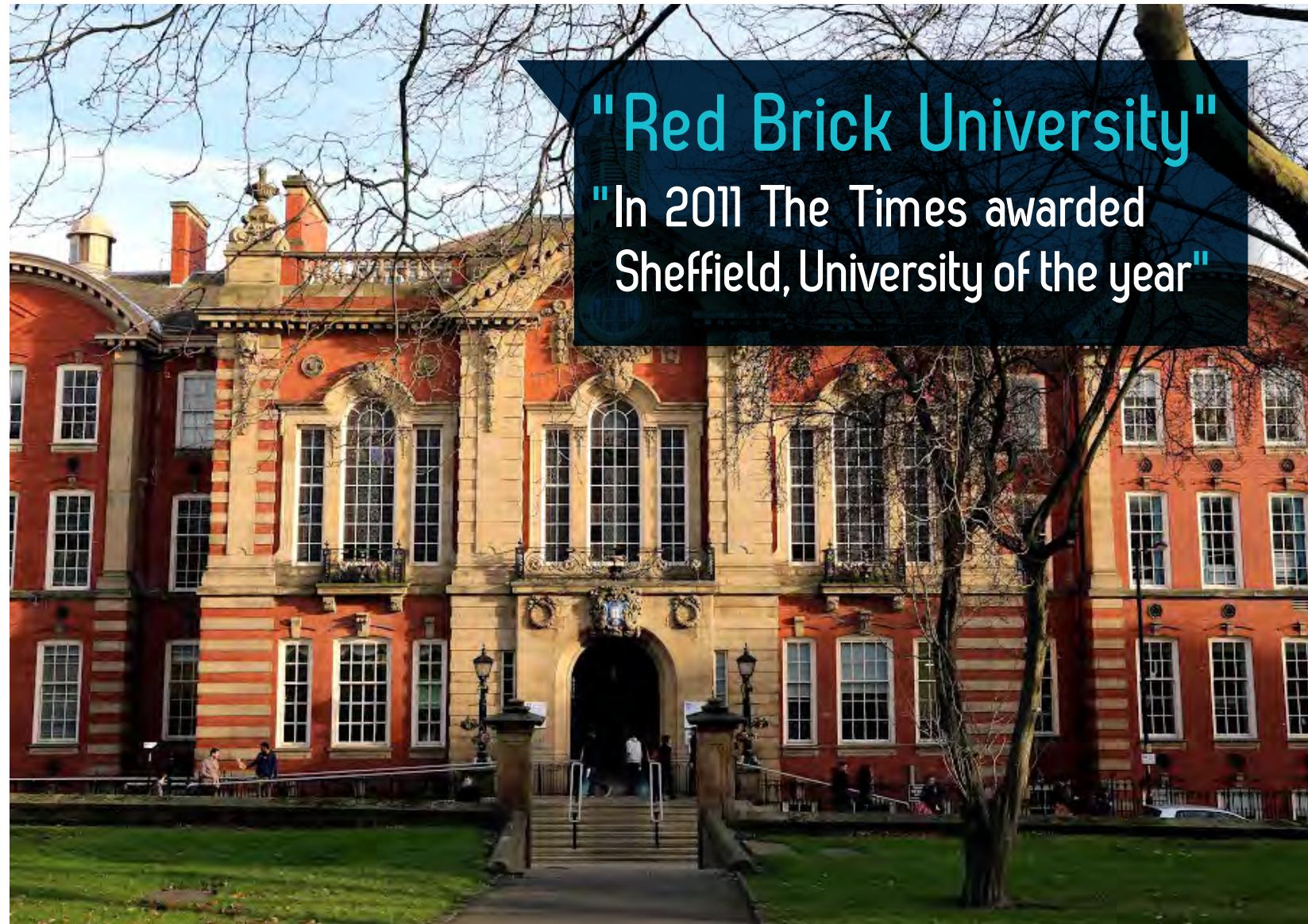
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THE UNIVERSITIES

Over 63,000 students choose to study in Sheffield every year, including more than 7,000 international students (rated number 3 for experience), making the city a prime site for investment in the provision of high-end student accommodation.

SHEFFIELD UNIVERSITY

- **Founded in 1905, it is one of the original 'red brick' universities**
- Named UK University of the Year in 2011 Times Higher Education Awards
- **Produced five Nobel Prize winners**
- Over 25,000 students, including more than 3,700 international students
- **Renowned for its research programs and ranked highly around the world**
- A founding member of the Worldwide Universities Network
- **Ranked as one of the Top 100 universities in the world**
- Has 84 specialised research centres / institutes



SHEFFIELD HALLAM UNIVERSITY

with more than 33,000 students, sheffield hallam is one of the largest universities in the country, and is one of the biggest provider of health and social care and teacher training in the uk. it's based on two campuses, one in the bustling city centre and the other out in the leafy suburbs. investment of £115m over the past 10 years has provided the university with modern, well-equipped teaching facilities.

- More than 33,000 students study on 572 courses
- Home to over 4,000 international students from 120 countries
- Fourth largest university in the UK
- Spread over two main campuses – City Campus and Collegiate Campus
- Business partners include; Sony, BP, the NHS, Network Rail, SAP and Microsoft
- Awarded over £2 million from the HEFCE Science Research Fund
- England's largest provider





"Return £18,886
in the 1st 3 years"



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FACILITIES SPECIFICATIONS

- Onsite supermarket
- Laundry room
- Bike storage
- Social room
- Games room
- Fitness gym
- Rooftop terrace



"Studios have the option to target both students & young professionals"

STUDIO SPECIFICATIONS

Each studio unit at West Bar House is equipped with its own en suite shower-room facilities, integral kitchens, work stations and beds.

All rooms are designed specifically to match all undergraduate, postgraduate and international students' needs. To offer them a personalised space, orientated towards their own cultural needs, where they can fulfill both their personal and academic lives.

SPECIFICATIONS:

- Three quarter bed with mattress
- Workstation with study chair
- Shelving and drawers
- Kitchenette with fitted oven, hobs and sink
- En-suite bathroom with shower cubicle, vanity sink unit and toilet
- Carpet, blinds and light fittings
- Internet with hi speed Wi-Fi or Ethernet connection

"Studios from just £67,950
22% under market value"





MANAGEMENT*

Proven track record and market leadership

CRM is a former division of Savills focused on managing the residential assets of corporate and institutional investors and has a 15 year track record in successfully delivering client objectives. CRM became independent five years ago following a management buy-out and its student accommodation management division has become the UK's leading independent manager of purpose-built student accommodation.

Delivering asset value by caring for students and universities

Our clients tell us that the passion and focus of CRM is what differentiates us in the market. Our focus on caring for students and the universities and colleges they attend is core to our philosophy. The large expert infrastructure we have put in place of systems, policies, procedures, knowledge, and people, enables us to deliver our philosophy in a way that creates maximum and sustainable value to our clients. Our client approach is one of partnership and shared objectives, offering our clients full support from the very beginning of the journey to ensure we create an asset that generates growing long term operating returns and maximum capital values on periodic valuations and exit.

From concept to successful operation - Reassurance from experience

CRM Students has advised in over one hundred and fifty different student schemes, often using very different designs and technologies, and so CRM have an unparalleled breadth of experience and focus on this sector. Our clients benefit from the reassurance that decisions taken at each stage of a project are grounded on real experience - investments of this scale are too important to approach in any other way.

Our dedicated team supports clients from the concept stage of a student development, ensuring design, layout, facilities, amenities, plant, marketing and product are tailored to achieve a successful live operation through which the needs of our tenants, university partners, and key stakeholders are met. The outcome delivers optimum value for our clients.

15+ YEAR TRACK RECORD

*Proposed management company or equivalent





LADSON

THE DEVELOPER

Based in Cheshire, with over 30 years experience in building and converting prestigious properties, Ladson Group is the force behind many of the region's most attractive developments.

The team has a wealth of experience developing sites for blue chip companies in both the commercial and private sector. In the past 5 years the Ladson Group has completed a number of high end houses, apartments and retail sites.

Ashley Ladson, Director

Ashley graduated from Sheffield University with a degree in Mathematics and Management. Ashley has 15 years experience as a developer main contractor, working across all main sectors including residential, retail, listed refurbishment projects and new build developments. Having worked his way up from site manager to top lead roles, Ashley has experience from the bottom upwards on construction and development projects.

Chris Bowman, Land Director

Chris Bowman has a property degree and is an MRICS qualified surveyor. Chris has worked in the development sector since 2001 as a development strategy consultant, then as a senior acquisitions manager. As Land Director for Ladson Group, Chris has developed supermarkets on behalf of Morrisons and Tesco. He has bought & delivered over 350 residential units since 2005.



30+ YEARS
EXPERIENCE



PURCHASE PROCESS

1// £5,000 RESERVATION FEE (includes £1000 admin fee)

2// 50% VALUE OF PURCHASE PRICE (less £4000)
on exchange of contract (within 28 days)

3/// 25% VALUE OF PURCHASE PRICE
(+6 months)

4/// REMAINING BALANCE
on completion

F.A.Q's

When will the building be completed?

West Bar House is due to complete in Summer 2016.

What are the projected annual returns?

There is a three-year minimum rental assurance of 9% NET yield. This is because the developer can be certain that the development will be fully tenanted, due to the high demand and attractive proposition to potential tenants. After the three year period the rental income is expected to be in excess of 9%.

Are there any restrictions if I want to sell?

No. Once you have completed on the purchase and you have the legal title deed, you would be free to sell your unit on the open market at any time in the future.

Are these units classified as "student pods"?

No. All the units at West Bar House are self-contained studio apartments, and all will come with a full furniture pack included in the price.

Am I buying as freehold or leasehold?

125 years leasehold.





Aspen Woolf



THE OFFICIAL AGENT

Aspen Woolf specialise in identifying wealth building opportunities across the globe. We work with a wide range of clients, from individuals looking for real estate ventures or alternative investment schemes, to overseas funds and institutions looking to diversify their portfolios. Our clients' financial welfare is foremost in our minds, we will only recommend opportunities in which we have done extensive due diligence so as to minimise potential risks and at the same time maximise your returns.

We believe that our integrity, experience and quality of service put us head and shoulders above the rest. Our client's success will inevitably lead to our success. Our business was founded on this principle and so client satisfaction has become second to none. We believe that if we adhere to these principles we will continue to grow as a business while cementing our position as market leaders. We have helped build and continue to build successful investment portfolios for all of our clients. We could help you too. If you are looking to build your future safely and as profitably as possible then you should contact us.

Aspen Woolf. Specialists in Global Property Investment.

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