

# INVESTING IN BERKSHIRE AND SURREY WITH HMO PREMIER PROPERTY PARTNERS



SKILFULLY INVESTING IN  
YIELD, AREA, INCOME, ADDING  
VALUE AND LONG TERM  
CAPITAL...

**HMO**  
PREMIER  
PROPERTY PARTNERS



# INTRODUCTION

Please find a brief overview of why investing with our group of companies across Berkshire and Surrey is an incredible investment opportunity both in the short and long term.

With over 22 years of property and investing experience, whilst working and living across these key locations, we are well suited to give you the advice and guidance you need.

As always you need to know what works and what doesn't, what areas are the key places to buy and to rent, and lastly, understand tenant demands to ensure it is sustainable.

You need to avoid certain covenants, work with councils, exceed expectations and make sure that your investments provide the very best returns and also the very best accommodation for tenants.

We help you make your profits when you buy your investments! Choosing the right area is critical!

Founder: Peter Licourinos

## HMO Premier Property Partners

Church Investments | Refurb and Develop | Whitehorse Property | PMA | Evolve Property |  
Rose Property Solutions | CPD Law | Perpetual Finance  
Business Accounting | Less Tax for Landlords



## London's Exodus

Another big signpost for investors looking at opportunities in the commuter belt is the continued decline of London property prices and the number of residents moving to more affordable markets.

ONS figures show that property price growth in the capital has slowed to a new six-and-a-half-year low and nearly double the number of residents are leaving for less expensive regions.

According to Andy Foote, director of Seven Capital:

"We're seeing smaller pockets of the country starting to redevelop and emerge as important commercial, retail and technology hubs with serious potential for high, consistent growth far into the future. In its prime, London was easy, but now the capital is starting to lose its appeal, having hit a peak, it seems there are many different and somewhat unexpected areas that are really starting to reap the benefits, so investors really do need to do their homework to make sure they're investigating the best new hot spots."



This is where commuter towns such as Bracknell can flourish - offering much lower property prices without compromising on direct access across the South East. Productivity is always important for both investors and tenants, especially when making a decision on an investment. As 2020 continues and regional areas in the wider market perform, Bracknell is demonstrating the high level of productivity it is maintaining and even expanding upon, drawing huge investor and tenant demand.





## READING

Reading is a major UK town located just 23 minutes from London Paddington and is a key location for property investors. In fact, Reading was recently voted one of the top ten cities for investment and it's no surprise with its transport connections, business environment, education and employment prospects.

Two large business parks house major global corporations such as Microsoft, Cisco, BG Group, Oracle, Prudential, Foster and Wheeler, offering strong levels of employment and one of the highest average earnings outside London. Reading also offers outstanding education options with not only an excellent choice of schools and colleges, but a highly sought-after University too.

Reading Borough is home to around 145,000 people, while the wider urban area is home to a population of around 275,000 with a broader retail catchment for Reading of over 1.2 million.

- The 5th most qualified workforce in the UK
- The highest UK employment rate.
- 20% of University of Reading graduates remain in the Reading area after graduation
- 42.6% of Reading's population are educated to NVQ4 or above

With Crossrail on its way and a number of developments across the area that hope to elevate the town to 'the capital of the South East', the town provides a great marketplace for all types of property investment and is well placed to continue providing great returns to those wishing to invest in the area, particularly in HMOs due to the number of professional clientele requiring rooms close to the town centre with fast train links to London.



## FARNBOROUGH

Farnborough is a hotspot for London commuters thanks to the fast rail service that connects the town to London Waterloo in less than 40 minutes, highlighting its appeal to investors and residents alike. For those working in the area, Farnborough is home to some large business and industry parks housing organisations such as BMW, QinetiQ, Redhat Linux as well as a number of defence organizations including BAE Systems. Transport connections are easily accessible via the M3, M25 as well as local areas such as Guildford, Farnham and Woking - not to mention Farnborough's private airport!

The plans for Farnborough are both exciting and set to draw more people into the area with an estimated £400 million investment to make this happen.

The start of a multi-million pound regeneration project in the town centre back in 2010 has already seen the arrival of a large superstore, hotel and a 7-screen cinema. Development plans are ongoing and include the refurbishment of the Queensmead shopping centre and additional investment from the council will support the development of a new shopping centre space with improved town centre car parking, business office space, hotels, leisure space and new homes.







## MAIDENHEAD

Maidenhead is a dream location for commuters and attracts new buyers, investors and tenants with its excellent transport links. The demand from commuters is set to increase further when Crossrail is introduced to the town. With a thriving pharmaceutical and telecommunications industry from companies such as 3, Glaxo SmithKline and Adobe's HQ, the town also benefits from neighbouring the largest industrial estate in Europe, Slough Trading Estate.

Maidenhead is located close to London, off junction 9 of the M4. It is classed as an affluent and upmarket place to live, with rental prices reflecting this. The significant increase in demand and limited supply of rented accommodation, has led to a sharp rise in rental prices and investors experiencing little to no void periods.

As part of the Maidenhead town regeneration, a number of projects are taking place that will increase desirability of property in the town. Projects such as The Waterways and The Landing are both mixed-use regeneration schemes that will include significant new space for shops, businesses, hotels and leisure facilities.

More and more people will be utilising the Crossrail to get in and out of the vibrant London city for work with more flexible and affordable living opportunities for individuals and families.



## CAMBERLEY

Camberley is located just 31 miles from central London and offers excellent commuter links via train and the M3. There are also multi-million-pound plans underway to improve M3 and A30 road links.

With a vision for Camberley town centre to become the foremost regional destination and one of the top 100 towns in the UK, there has been continual investment in recent years. A popular location for shoppers, The Atrium in Camberley is home to a cinema, a wide choice of restaurants and many high street stores as well as over 200 centrally located apartments and a multi-storey car park. The decision to construct The Atrium has vastly improved the infrastructure of the town and has made a positive impact on tenant and buyer demand.

The development of new homes across the town means more families are moving to the area and the population is increasing leading to a solid demand for rental and resale property. Camberley's major employers include Siemens, Burlington Group and Nokia and it houses an industrial estate to the south of the town centre. Employment, commuter links and the town itself make for a buoyant HMO market within the Camberley area.







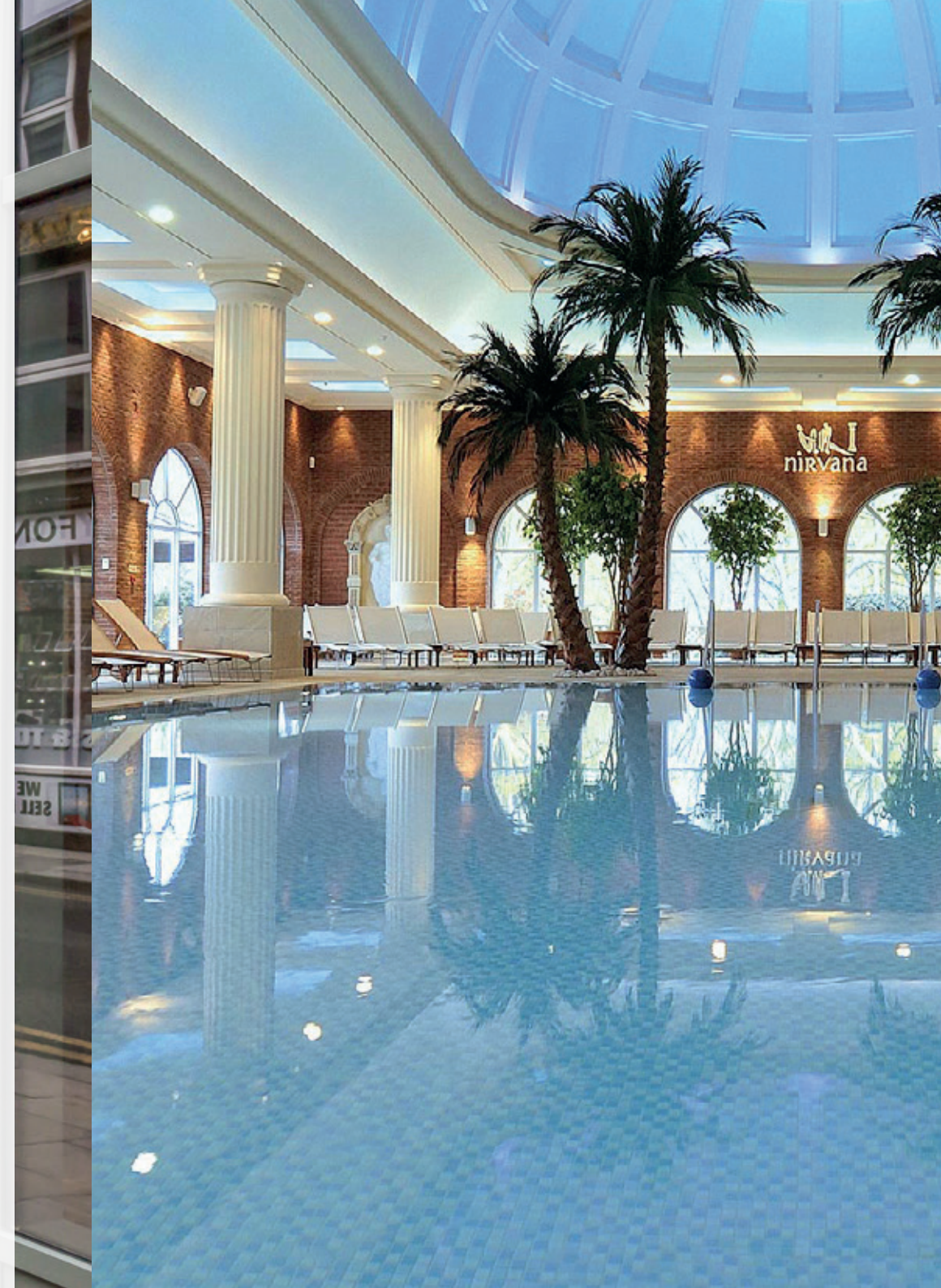
## WOKINGHAM

Wokingham is located between Bracknell and Reading and continues to be a fantastic town to invest in with property prices continually rising, offering excellent capital growth as well as impressive yields for investors. With extensive employment opportunities and a number of business parks and industrial estates in the area, Wokingham is an attractive proposition to residential buyers and tenants.

Offering excellent road and rail links, good schools and a variety of leisure activities, the town is very attractive to families and residents who enjoy a high quality of life. The town is within the top 10 local education authorities (LEAs) in the country and due to the standard of local schools, there is always demand from families looking to rent high standard larger family homes.

Wokingham is undergoing a £100 million regeneration project and the look and feel of the town is already very different with an array of new shops and boutiques. Many aspects of the development plans in Carnival, Peach Place and Elms Field are already complete with the next phases underway. As well as this regeneration project, there are plenty of new build properties being constructed and it is said that a total of 13,000 new properties will be built in the area over the coming years.

Wokingham train station has recently undergone a £6 million development project and offers direct links to London Waterloo and Paddington via Reading. Wokingham also offers access to the A329 which links immediately onto the M4.



## WINNERSH

Winnersh is a large village in the borough of Wokingham with a busy commercial centre and railway station at nearby Winnersh Triangle which offers direct links to London. In addition, the area boasts easy access to the A329(M) and M4 and good public transport links between its larger neighbouring towns of Reading and Bracknell.

Winnersh has currently got 100's of new homes being built, housing the award winning spa Nirvana, luxury cinema The Showcase and is ideally in the middle of several vibrant towns with easy access to get just about anywhere.

Winnersh has currently got 100's of new homes being built, housing the award-winning Nirvana Spa, the luxury Showcase cinema and is ideally located in the middle of several vibrant towns with easy access to get just about anywhere.

Winnersh Triangle and The Oracle Business Park, means Winnersh is surrounded by professionals, workers and blue chip companies, as buyers and tenants continue to grow in this key area.







THE  
LEXICON  
BRACKNELL



## BRACKNELL PROPERTY INVEST IN THE FASTEST GROWING REGION IN 2020

Bracknell provides a hot spot for property investment opportunities in the heart of London's commuter belt and the UK's Silicon Valley, an emerging market with world-class commercial occupiers and huge tenant demand.

Home to around 120,000 people, Bracknell is in the midst of rapid growth due to increased local investment, with experts forecasting a population of 141,000 by 2039. Despite this huge expansion, employment figures remain strong with only 2.5% of the population unemployed and around 55% in Managerial or Directorial roles.

For investors, Bracknell property investment represents the opportunity to benefit from two tenant bases - an ultra-skilled domestic workforce and unrivalled transport links for those who commute to the capital. A key driver in the growth of Bracknell is the progressive regeneration project the town centre is currently experiencing. The large-scale project is designed to enhance key transport, infrastructure, healthcare and education programs while creating iconic new residential, commercial and retail spaces.





## A 20 year master-plan

A key driver in Bracknell's growth is the large scale regeneration scheme through the Bracknell Town Centre Vision: A 20 year masterplan due to complete in 2032 that will deliver iconic new residential, commercial and retail spaces. With nearly £770 million committed to the region, Bracknell Forest Council is looking to develop every aspect of the town centre for both investors and residents.

Over four phases, the dynamic plan will blend quality residential, retail, commercial, and leisure developments with exceptional employment opportunities.

## £240 million development - The Lexicon

Considered the 'jewel in the crown' of Bracknell's transformation, featuring celebratory public spaces, arched glass vaulted walkways and festival plazas, this iconic development highlights the potential of this understated town. The Lexicon has transformed the centre into a vibrant retail and leisure destination as part of a £240 million joint venture project between Legal & General Capital and Schroder UK Real Estate. Over 1 million sq.ft of high-end retail space has been created which boasts retailers such as Fenwick, Joules, Waitrose, L'Occitane and Marks & Spencer.



## UK's Silicon Valley

The UK tech sector is accelerating faster than the wider economy. According to the 2018 Tech Nation Report, it grew from £170bn to £184bn between 2016 and 2018, expanding two-and-a-half times faster than the rest of the country's economy. The M4 corridor is where the UK's technology sector has flourished for almost 30 years - hosting the world's top technology firms including Microsoft, IBM and Oracle. Dubbed the UK's 'Silicon Valley', the tech corridor stretches throughout Berkshire and the Thames Valley, encompassing hot spots such as Reading, Bracknell, Slough and into Milton Keynes.





## A Highly-Skilled Population Boost

The entirety of the UK's Silicon Valley is experiencing a boost in population - none more so than Bracknell. While the town was originally built for 25,000, it's now home to 120,000 and growing. By 2039, experts are predicting an uplift in the total population to 141,000, making Bracknell one of the fastest growing regions in the UK. There is a huge demand for premium housing for the talented workforce that is already present in the area, battling a chronic under supply of residential property which will ensure sustainable growth and set the stage for the next evolution of the UK sector.

A major catalyst of Bracknell's expansion is its evolution as a digital hub, helping form the cornerstone of the UK tech corridor alongside Reading. Bracknell's technology sector has provided the basis for market growth over the last 10 years, with nearly 40% of office take-up by tech firms. Local employment in Bracknell is driven by some of the world's most forward-thinking corporate companies including HP, Dell, Honda, Hitachi and Waitrose and Partners, occupying key commercial space and developing a talented professional workforce.

## Future of the UK's Silicon Valley

Looking ahead to the future of the UK tech sector, established areas such as Bracknell and Reading are expecting continued growth as new markets emerge. Bracknell experienced price rises of 19% during 2018. Over the next three years, the South East as a whole is set to outpace the national average, growing by around 3% each year to make up a cumulative 12% increase by 2022. This will put Bracknell at the heart of the fastest-growing region in the UK, driven by new development projects such as Princess Dock and The Lexicon.

In the next few years, we'll also begin to see the foundations of the 'Cambridge - Milton Keynes - Oxford' corridor, which is aiming to be the UK's newest 'city region' by 2040, developing itself as a major tech hub and expanding the 'traditional' tech corridor. Boasting four of the UK's fastest-growing and most productive destinations, a highly-skilled workforce, cutting edge research facilities and technology clusters, the Cambridge - Oxford corridor is also supported by two-world class universities. According to CBRE, it has the potential to be 'one of the largest economic and property development schemes the UK has ever seen.'

## The Grand Exchange

A stunning, game changing residential development of exclusive, luxury penthouse style apartments.

Perfectly positioned, and ultra-modern in style the development combines a unique design with smart living.







## Key Findings:

- Bracknell population expected to hit 141,000 by 2039, a 17.5% increase.
- The town has seen price rises of 249% since 1999, with growth of 28% in the last five years alone.
- As a region, the South East is expected to outpace the national average with 3% growth every year until 2022.
- £770 million has been spent on regenerating key areas of Bracknell with another £350 million for further growth.
- 40% of office take up by tech firms over the last 10 years, a key driver for Bracknell market growth.

Bracknell is forecast to be one of the fastest growing regions in the UK property market during 2020.

A prime example of an emerging market in 2020, Bracknell is attracting global corporate headquarters, experiencing huge tenant demand and in the midst of a large-scale regeneration project, all excellent signposts for potential investors.

Home to a population of around 120,000, Bracknell has experienced rapid growth that doesn't look set to stop - by 2039 experts are forecasting a further rise to 141,000. Unemployment in Bracknell currently sits at 2.5%, significantly lower than the UK average of 4.5% and of the local population, 86% are in active employment, 50% of which are in managerial and directorial roles. Again, for investors, this shows a high level of professional demand in the area that is only set to grow.

In the current market, Bracknell has an average property price of £362,338 which makes the area much more affordable than its surroundings, compared to surrounding popular areas such as London (£729,105), Woking (£483,075) and Guildford (£534,993). Bracknell has seen price rises of 249% since 1999 and continues to represent a more valuable proposition which is forecasting incredible growth.

Over the last five years, Bracknell property prices have grown by 28%. With the South East market set to outpace the national average by 2022, growing by around 3% each year to make up a cumulative 12%, Bracknell will sit at the heart of the fastest-growing region in the UK.





## Bracknell Town Centre Vision 2032: Unprecedented Regeneration

A key driver in the growth of Bracknell is the progressive regeneration project the town centre is currently experiencing; Bracknell Town Centre Vision 2032.

The large-scale project is designed to enhance key transport, infrastructure, healthcare and education programmes whilst creating iconic new residential, commercial and retail spaces. With nearly £770 million committed to the wider region, Bracknell Forest is developing every aspect of the town centre for both investors and residents.

Over four phases, this dynamic plan will blend quality residential, commercial, retail and leisure developments with exceptional employment opportunities, world-class green spaces and incredible connectivity with neighbouring London, Reading and Basingstoke.

The jewel in the crown of Bracknell's transformation is The Lexicon, a vibrant retail and leisure destination comprising 1 million sq.ft of high-end retail space. Boasting retailers including Fenwick, Waitrose, Joules, L'Occitane and Marks & Spencer as well as celebratory public spaces, The Lexicon is just one example of how Bracknell is building the foundations of a high-performing investment market.

## Forming the UK's Silicon Valley

Bracknell is a vital hub for the world's technology industries. A major catalyst of its expansion is its evolution as a digital hub, helping form the cornerstone of the UK tech corridor alongside Reading. Bracknell's technology sector has provided the basis for market growth over the last 10 years, with nearly 40% of office take-up by tech firms.

Across the wider region, Bracknell has attracted some of the world's most forward-thinking technology, engineering and automotive giants including HP, Dell, Honda, Hitachi and Waitrose and Partners. In turn, this has attracted an ambitious, young workforce of discerning professionals that want somewhere beautiful to live with excellent employment opportunities. For investors that want to identify strong tenant demand, Bracknell is forecasting a 15% rise in the population by 2036, one of the highest in the country.



## BRACKNELL SUMMARISED

Recently voted one of the top 20 places to live in Great Britain, Bracknell is versatile and offers something for everyone. With its £750 million large scale re-generation scheme, £300 million new town centre, 1000's of new homes being built, plus new local services such as police and bus stations, Bracknell will provide more jobs and a promising future. With a water park, ice rink, sports centre, outdoor adventure area, many eateries, a new college and so much more, Bracknell continues to go from strength to strength. Most recently the area was proud to open an incredible new shopping centre, The Lexicon, attracting buyers, investors and tenants from all around.

Over a Billion Pounds! - Amount being spent on the regeneration of Bracknell Forest, including town centre - The Lexicon is one of the largest urban regeneration schemes in the UK.

141,000 - The number of people forecast to live in Bracknell by 2039 - an increase of 21,000 compared to latest figures in 2019, one of the highest increases in the UK.

86% - Percentage of the population in employment, outperforming the national average by almost 12% - the national average last year was 74%.

249% - Increase in property prices since 1999, showing superb past performance.

20% - Forecasted Capital Growth thanks to a prime location and the strength of the upcoming market.

181 - The number of apartments available at the exclusive, game-changing luxury apartment development, The Grand Exchange, designed with state-of-the-art features and a 'smart living' emphasis.

Bracknell lies conveniently between London and Reading with easy access via roads and train lines to both. Excellent commuter links including the M4, M3, and direct rail lines into London Waterloo and Reading. Home to six industrial estates including the southern industrial estate, which is home to Waitrose head office, Hewlett Packard, Honeywell and many more companies. The biggest growth in blue business in the surrounding areas.

There is a consistently high demand for property to buy and to rent in Bracknell and due to strong employment, the regeneration scheme and affordable property prices, Bracknell continues to be the place for people to live.

Bracknell's rental market has increased and with the average rental prices showing an increase year on year and house sale prices remaining strong, it offers the investor good returns and a healthy yield, short and long term.

HMO's in key areas around Bracknell currently achieve anywhere between £450 - £650 per room, depending on bathroom, quality and services. The current demand for these types of room is very high.



# WE HOPE YOU ENJOYED THE READ...

To find out more about investing in Berkshire,  
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