

# CITY ROAD

LONDON EC1



CGI of Valencia Tower at 250 City Road, indicative only.

## INVESTMENT FACTSHEET

The population surrounding 250 City Road is becoming increasingly affluent, with the average salary ranging between £56,000 in Islington and £97,000 in the City of London.

Islington and the City Road area are attractive markets for renters, with 26% of housing in Islington being privately rented. At 250 City Road alone, a significant 79% of our completed apartments are private renters, showcasing the strong investment potential and rental yields available.

Source: plumpcot 2022 & Islington Council

### LONDON HOUSE PRICE GROWTH FORECAST FROM 2022-2026

Agent	2022	2023	2024	2025	2026	5-year compounded growth
Knight Frank	6.0%	5.0%	5.0%	2.0%	4.0%	24%
Savills	8.0%	-2.0%	2.0%	5.0%	4.0%	17.9%

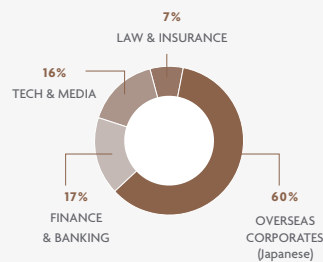
Source: Knight Frank and Savills 5 year forecasts 2022

### RENTAL FIGURES AT 250 CITY ROAD

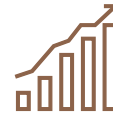
	2022	2023
Studio	£500-£550pw	£500-£550pw
1 bed/1 bath	£650-£700pw	£650-£700pw
2 bed/1 bath	£750-£785pw	£750-£785pw
2 bed/2 bath	£850-£900pw	£850-£1000pw
3 bed/3 bath	£1,150-£1,250pw	£1,250-£1,300pw

Source: Benham & Reeves 2022

### TENANT PROFILE Q4 2022



### WHY INVEST IN 250 CITY ROAD?



**21%**

Average predicted house price growth in London over the next 5 years



Close proximity to London's top universities and 12 'outstanding' primary schools



**12%**

Rental growth in Islington 5-years forecast



### TECH CITY

Prime Zone 1 location - Google, Facebook, YouTube, Amazon and Monzo all within close proximity



**4%**

Average yield in Islington



### THE REGENTS CLUB

Exclusive residents-only facilities including a swimming pool and spa, gym, yoga studio, screening room/karaoke room, reading room, games rooms and 7th floor terrace

Source: CBRE Borough by Borough Report, Islington 2022

### CASE STUDY

*"Living at 250 City Road has certainly improved our wellbeing. We're more active because we spend time in the gym and having access to the spa facilities has made us more relaxed. We enjoy staying home more and watching the beautiful sunsets. After years of moving around in London, we finally feel settled."*



Content creators Sara and Andrea, known as 'Pretty Little London', rent a one-bedroom apartment on the 26th floor of Carrara Tower at 250 City Road.



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