



A Guide To Investing In Manchester!

- Property Market
- Economy
- Investment Hotspots
- Manchester's Growing Potential

WHY MANCHESTER?

Manchester has been named the world's third-greatest city and the most liveable city in the United Kingdom! Due to a £1bn investment, it is famously known as the Northern Powerhouse, which offers a wealth of opportunity to its residents, tourists and investors

Manchester is a well-connected and globally competitive city, with a robust economy, a growing population, and a dynamic way of life.

Manchester led the way in the industrial revolution and has grown substantially fast ever since. It is currently one of Europe's fastest-growing regions, both commercially and residentially. Greater Manchester's yearly growth rate of 4.3%, is higher than the national average of 3.6%, which in turn presents a fantastic opportunity for investors right now.

With high yields, huge rental demand, and growing property prices, it is undeniably a magnet for investment.



A MAJOR BUSINESS HUB



The New London

Whereas London was the only city regarded for significant corporations to establish themselves in the past, things have changed, and Manchester is now drawing many enterprises as it rapidly expands into the Northern Powerhouse.

The Big Corporation Move

Microsoft and Amazon have made significant investments in the area, and Manchester's Media City has become the home for the BBC and ITV television productions. Not to mention the thousands of independent, prospering enterprises that help to fuel the city's rental demand. Manchester was named one of the top ten places in the world to start a business!

The developing HS2 project will only fuel firms' desire to relocate out of the pricey capital and establish themselves in a prospering city for less. The new network will provide quick and easy access to the capital while also allowing businesses to lower their renting expenses



Population

Manchester has a population of approximately 550,000 people, 40% of whom are aged 15-34, making them a great demographic for buy-to-let investments. It was formerly voted the youngest city in the UK.

The demand for housing in this city will undoubtedly outstrip the government's ability to deliver it. Manchester is expected to see a 125,000 rise in population by 2025. An astounding 40,000 residences are projected to be built in the city centre during the next ten years.

Manchester is home to 100,000 students as it hosts four of the top 100 institutions in the United Kingdom, one of which is ranked 27th in the world! With a 70% student retention rate, it is clear that the city provides unique prospects and a desirable lifestyle.



40%

Aged 15-34

70%

**Student
Retention**

40,000

**Homes
Needed**

Connected To The World



Manchester is a well-connected city with an extensive infrastructure and network; residents can easily travel throughout Manchester and the UK.



A Great Tram Network

Which gives simple access across the bustling city.



Three Major Train Stations

Which provide the option of commuting to Edinburgh in 3 hours and 4 minutes or to London in 2 hours and 5 minutes



After London, The UK's Largest Airport

With flights from places like Hong Kong and New York, it has become a popular destination for both tourists and business travellers.



The HS2 Project

The HS2 railway project, which began construction in 2020, will reduce travel times to London and Birmingham, enhancing connection to the northern powerhouse. This network project will only fuel the desire for corporations to relocate out of the capital and establish themselves in a vibrant location for a lower cost while still having easy access to the capital, and driving demand even higher

LOCAL ECONOMY



As previously noted, the rental market in Manchester is in high demand, but to what extent? Employment in the city centre is estimated to exceed 150,000 people.

100,000 of those migrating to Manchester are anticipated to look for apartments in the city centre.

Property investors will benefit from this increase in demand for housing if they invest at the right time - as the key to successful investing is the timing!

Property values are presently at an all-time high. Over the next five years, sale and rental prices are expected to rise faster than in any other city in the UK.



- **Over the last year, the average increase in house prices in the North West was 6.6%.**
- **The Northwest region is expected to grow by 28.8% by 2025.**
- **The UK's average growth by 2025 will be only 13.1%**

LOCAL ECONOMY



The demand continues to fuel rental prices in Manchester, the current average monthly rent currently stands at around £1400, Manchester rental forecasts are expected to grow by an average of 4%. Similarly, the average yield is currently 8%, compared to 4.71% in the UK.

Another indicator of Manchester's prospects is the stability of this rise; while the pandemic has accelerated growth rates, Manchester has shown consistent growth in house prices and rental values over the last 20 years, with an increase of 328.96% from 2001 to 2021.

Not only that, but the economy grew by 39% from 2010 to 2021, to £74.85 billion, with continued growth anticipated. Manchester is a hotspot to invest in right now for long-term results that will deliver enormous profits.

Location	Average Yield
City Centre	7%
Ancoats	7.40%
Salford Quays	8.22%
Fallowfield	11.26%
Media City	6.8%
Deansgate	6.87

City Hotspots



Deansgate & Spinningfields

Deansgate and Spinningfields are two of Manchester's most popular neighbourhoods, both of which are located in the city's centre. This region has amazing retail districts, both of which are within walking distance of the famous Arndale. A plethora of unique food and drink venues, and excellent employment opportunities due to its commercial nature. Filled with Premium investments that command the highest rental income in Manchester and with the simplicity of commuting, there is never a shortage of demand. Rental values in Deansgate grew by 16.5% in the five years to May 2020.

Regeneration projects are often a clear indicator that a city is worth investing in Spinningfields – otherwise known as the 'Canary Wharf of the North' as it has become the city's new financial hub and restaurant district. Large companies such as PWC and HSBC now occupy this space. This regeneration consisted of a £1.5bn investment into 20 new buildings, for commercial retail and residential uses.



City Hotspots



Salford Quays

Located just outside of the city centre, but on the rise! Because of recent regeneration projects, £560 million in investment, and the demand for more space from television productions such as the BBC, now would be an ideal time to invest in Salford Quays before prices skyrocket when the project is completed and this location is at the forefront of the digital economy.

Salford currently has a major undersupply of high-quality homes, and the city is predicted to generate more than £4 billion in GVA over the next 20 years, presenting an excellent opportunity for investors.

Key features of Salford Quays include:

- University of Salford
- Waterside Plaza
- Lowry Theatre - big tourist attraction
- Old Trafford Football stadium
- Water sports facilities for public use



CURRENT OPPORTUNITES



Vision

Manchester's most prestigious new luxury development and comprises 37 storeys of prime residential apartments in the very heart of the city centre

Only a short walk away from the city's most popular attractions, amenities, universities and more. The site occupies one of the best locations in Manchester.

- £179,248
- World-class Amenities



Uptown

Uptown is a luxury development situated on the banks of Manchester's River Irwell. Uptown delivers the convenience of city living from a stylish waterfront location, offering an enviable modern lifestyle in Manchester's most sustainable new residential building.

- £245,857
- 11% Return
- 15% below market value



CURRENT OPPORTUNITES



Lyceum

A luxurious grade 2 historical landmark in the heart of Manchester. Offering residents the unique comfort of a large out of town living with easy access to Manchester's thriving City Centre.

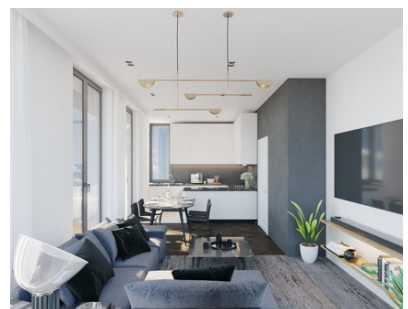
- Private Balcony
- Private Parking
- £185,570



Northill

A completed premium development, located in the heart of Salford Quays. With fantastic views of Salford's waterfront and within a close distance to Manchester city centre these apartments are in a prime location.

- £137, 586
- Expected 6% Yield
- Immediate Income



Invest In A Thriving Economy Today!

Advantage Investment can help you make profitable investments in this thriving city.

We specialise in sourcing the very best property investments specifically to meet our client's needs. Every client is unique and has different investment goals and we firmly believe a tailored approach on an individual basis works best over a 'one-size fits all' consultancy service.

We source investments ranging from off-plan to completed, student to residential & HMOs to land.



Off-Plan Specialists



**Pay Returns All
Over The World**



**Personal Account
Management**

For more information on investing in Manchester, or to speak to an Investment Consultant either call or email us

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