



ADVANTAGE
INVESTMENT LTD

Your Ultimate Guide to Investing In Liverpool

Discover why Liverpool is such a popular investment location and where you should invest in the city to maximise your returns.

WHY LIVERPOOL?



Liverpool has emerged as a leading city in recent years, capturing attention and offering abundant opportunities. It ranks among the top ten UK cities for tourism, education, and lifestyle, making it an exceptional choice for both living and investing.

The city's appeal as a property investment destination soared in recent years, as savvy investors have recognised its attractive blend of affordable housing prices compared to the national average and significant potential for capital growth. With consistently lower property prices than the UK average, a thriving rental market, and a steady increase in annual property price growth, investing in Liverpool property becomes increasingly compelling.

Furthermore, Liverpool has witnessed transformative investments, including ambitious regeneration projects, improved infrastructure, and increased business funding. These dynamic developments have paved the way for substantial economic expansion, with projections indicating that the city's economy will double by 2040, generating revenues exceeding £50 million.



LIVERPOOL'S HOUSING MARKET



Compared to other major cities in the UK, such as London or Manchester, property prices in Liverpool are generally more affordable. This affordability makes it an attractive option for property investors, offering the potential for higher rental yields and capital growth.

Liverpool has experienced an impressive trajectory in property prices, with a surge of 13.2% in the past year alone, equivalent to an average rise of £21,000. This makes Liverpool an attractive investment destination for capital appreciation. The city's consistent upward trend underscores its reputation as a thriving investment hub.

Liverpool offers compelling advantages for investors, with property prices 16.6% lower than the North West average. The rental market in Liverpool is also on the rise, further enhancing its appeal.

At the end of 2022, the average property price in the UK was £294,910, while the North West region averaged £221,224. In comparison, Liverpool had an even lower average price of £184,447, making it an attractive option for investment.

Experts predict an impressive 11.7% price growth in the North West region and 6.2% across the UK by 2027. With Liverpool's figures expected to outpace the North West, investors in Liverpool property are poised for significant capital gains. With prices below national and regional averages, and higher projected growth rates, now is an opportune time to invest in Liverpool for attractive returns.



PREVIOUS REGENERATIONS



For Investors choosing the location of their next property investment, regeneration projects are often a clear indicator that a city is worth investing in. Liverpool has experienced significant regeneration efforts over the years, particularly in areas like the waterfront and city centre. These initiatives have led to increased property values and a wider range of investment opportunities. The city's commitment to development and improvement creates a positive environment for property investors.

The Baltic Triangle



This area regularly draws comparisons to Camden & Shoreditch in London. Distinctively unique with street art and an abundance of independent businesses, bars and eateries. Since 2012, the Baltic Triangle has converted old buildings into event spaces, bars, and over 1,000 apartments, with a £20 million fund for a new apartment area. This space has also seen the birth of UK and global events 'Bongo's Bingo', along with Ghetto Golf and other themed bars such as Peaky Blinders, The Yellow Submarine & Home Alone bar which has become a new major tourist attraction.

Liverpool One

The aim of The Paradise Project, was to regenerate 42 acres of underutilised land in the city centre. Led by retail giants John Lewis, the project encompassed retail spaces, leisure facilities, office blocks, and a cinema. The majority of the complex was unveiled in phases during Liverpool's year as the European Capital of Culture in 2008.

Now known as Liverpool One, upon its completion, had a profound impact on the city's economy. It propelled Liverpool into the top five most popular shopping destinations in the UK, attracting new businesses and retailers.



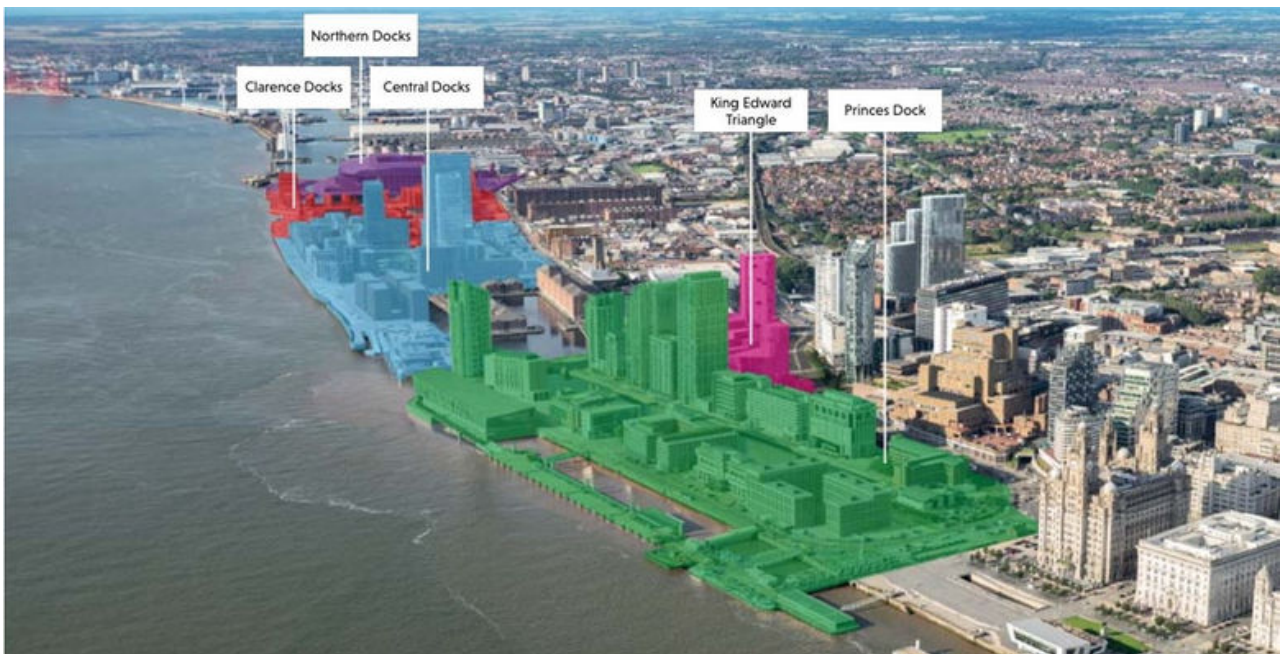
CURRENT REGENERATIONS



Along with the £47 million upgrade to the city centre's highways network, plans for a new cruise line terminal, and the construction of one of the country's largest Premier League stadium for Liverpool FC, Liverpool is not short of transformational developments. The Liverpool Waters development is perhaps the most noteworthy. It is unlike any other project seen in Liverpool, and in Europe for that matter, as one of Europe's largest single regeneration projects.

The city's waterfront has received a £5.5 billion investment to completely transform the renowned docks. This investment will ensure that the northern docks will reconnect directly to the city centre for the first time in 50 years!

The creation of five new neighbourhoods will double the city-centre's waterfront. Set to be occupied with 315,000 sqm of quality office space and 53,000 sqm of hotel and conference facilities. Last but not least, this prime location will also host the new stadium of Everton FC, a first in the UK to provision a marina with floating retail units, restaurants & bars.



The demand for long and short-term lets housing in this regeneration area will undoubtedly increase exponentially. All of this ultimately leads to rising property prices and higher rental incomes, which is exactly what most people look for when buying an investment property.

LOCAL ECONOMY



Population

Liverpool has a metro area population of 917,000 people and this figure continues to exceed the growth predictions year on year. Liverpool's growth can be attributed to ongoing investment in the city, expanding regional transportation networks now connects locals to London in just two hours. In 40-minutes Manchester Airport can be reached by train, and the presence of the famous John Lennon Airport, introduces many new tourists to the city.

Liverpool benefits from a large student population (70,000 students live in the city), with several reputable universities in the city. This creates a consistent demand for rental properties, particularly in areas close to educational institutions. Additionally, the presence of young professionals and the city's growing tourism industry further contribute to the rental demand.

Tourism

Liverpool is known for its rich cultural heritage, vibrant music scene, and various tourist attractions, including The Beatles Story, Albert Dock, and the Liverpool Cathedral. The city's tourism industry drives demand for short-term accommodations, such as vacation rentals and serviced apartments. This presents investment opportunities for property investors looking to capitalise on the tourism market.



LOCAL ECONOMY



Economic Growth

Liverpool has seen substantial economic growth in sectors such as finance, tourism, and healthcare. The city has a strong business environment, attracting companies and professionals from various industries. A thriving economy provides stability and potential for long-term returns on property investments.

Short-Term Lets

Liverpool attracts 38 million tourists each year due to its many attractions, including being the home of the Beatles and the world famous museums. Now, with the new Everton stadium under construction, as well as the city becoming more widely known after hosting the Eurovision in 2023, the demand for short term accommodation has grown significantly as the city welcomes millions of new visitors.

Price

Liverpool is very appealing to investors due to its low entry level but high rental return. With national rates of around 3.35% and Liverpool's average rental yields of around 5.5%. Liverpool provides investors with a growing rental market and significant potential capital growth, making it an ideal investment for both long and short term investments.



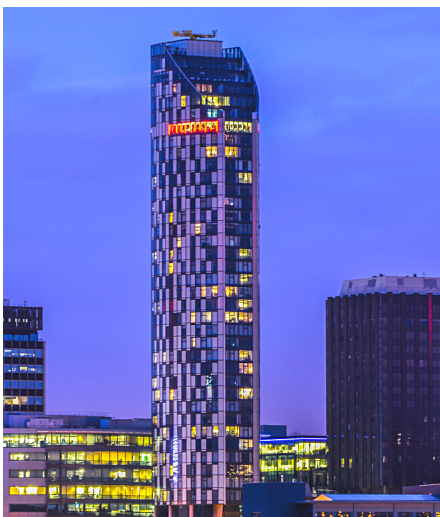
WHERE TO INVEST IN LIVERPOOL



Short-Term Lets

The city's successful hosting of Eurovision not only attracted a substantial number of visitors at the time but also significantly heightened Liverpool's global visibility, subsequently drawing countless tourists to the city. Additionally, the ongoing regeneration of Liverpool FC's Anfield stadium, with its expanded capacity of 61,000, has opened doors to hosting large-scale events like concerts, further enhancing the city's appeal.

Looking forward, Liverpool's investor potential remains strong, with upcoming developments such as the new Everton stadium, the Liverpool Waters project, and the new cruise terminal poised to bring a steady stream of visitors to the city. These projects are expected to bring £1.6 billion to the local economy and attract not only football fans but also gigs and concerts, similar to the success seen in Tottenham FC's stadium. The city's thriving entertainment scene and employment opportunities make it a perfect hub for service accommodation. This influx will create a lucrative market for short-term rental accommodations, providing investors with excellent opportunities.



As the number of annual visitors to Liverpool continues to rise, the demand for accommodation surges, allowing investors to capitalise on increasing rental prices. This trend reflects the city's thriving tourism industry and solidifies Liverpool's position as a prime investment destination. With a range of exciting projects on the horizon, investors can confidently seize the opportunity to benefit from the growing tourism market and secure favourable returns on their investments in Liverpool.

WHERE TO INVEST IN LIVERPOOL



Student Accommodation

Liverpool's student accommodation market is currently presenting a prosperous opportunity for investors. The city is witnessing a notable supply-demand imbalance in this sector, with a high demand for quality student housing exceeding the available supply. This situation works to the advantage of investors, as it leads to reduced void periods and a steady increase in rental prices.

Liverpool is home to several renowned universities, attracting a large student population from around the world. With limited options for purpose-built student accommodations, the demand for suitable housing far surpasses the current availability. This presents a favourable landscape for investors looking to capitalise on the thriving student accommodation market.

By investing in student accommodation properties in Liverpool, investors can benefit from consistent occupancy rates and a reliable rental income stream. The increasing prices in this sector further enhance the potential for attractive returns on investment. Moreover, the city's reputation as a vibrant and affordable student destination ensures a continuous inflow of students, creating a sustainable market for student accommodation.

As Liverpool continues to attract students and face a shortage of purpose-built accommodations, investors can take advantage of this supply-demand gap to secure long-term and profitable investments in the city's student housing market.



WHERE TO INVEST IN LIVERPOOL



Long-Term Lets

The long-term rental market in Liverpool is experiencing a significant upswing, driven by a combination of rising prices, growing demand, population growth, and changing economic factors. As property prices continue to climb, potential homeowners are facing challenges in affording mortgages, leading to a surge in demand for rental properties. This trend is further amplified by the city's expanding population and the increasing number of businesses establishing themselves in Liverpool.

The population growth in Liverpool, coupled with the rising number of businesses, has created a thriving professional sector in the city. Many professionals are relocating to Liverpool to take advantage of the burgeoning job opportunities and vibrant lifestyle it offers. This influx of professionals, along with the limited availability of affordable housing options for purchase, has led to a surge in demand for long-term rental properties.

Additionally, the impact of rising interest rates has made it more difficult for individuals to secure favourable mortgage terms, prompting them to opt for renting instead. This shift in the housing market dynamics has resulted in an increased pool of potential tenants looking for quality long-term rental accommodations.

For investors, this presents a lucrative opportunity to capitalise on the growing demand for long-term rentals in Liverpool. By investing in rental properties, they can benefit from a consistent and reliable income stream. The combination of rising rental prices, expanding population, and a thriving professional sector makes Liverpool an attractive market for long-term rental investments.

With the city's dynamic growth trajectory and the continuous influx of professionals, investing in long-term rental properties in Liverpool holds the potential for substantial returns and long-term success.



CURRENT OPPORTUNITIES



Student Property

A brand-new development featuring 44 en-suite units. Located in the heart of the city centre and within walking distance to the city's three universities, this development will be in high demand.

This development is anticipated to yield returns of 7%.

Coming Soon



Cavendish Waters

This development boasts a prime waterside location overlooking the peaceful Stanley Dock.

With 70 lavish apartments, tenants can relish the best of both worlds – a tranquil retreat just a stone's throw away from the bustling city centre.



Central Point

With views across to the River Mersey, and great central gardens offering tenants the perfect place to relax, Central Point is sure to be a hit with the city's growing rental market.

This investment is designed to cater for both long-term lettings investors, where rents are expected to yield 7.5%, and short-term lettings investors, yielding upwards of 10% p/a.



Invest In Liverpool

Advantage Investment can help you make profitable investments in this up-and-coming 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 Liverpool, or to speak to an Investment Consultant either call or email us on



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