

New luxury apartments from distressed sellers in the heart of Olympics 2012 regeneration area

Key points

- New build apartments from distressed sellers at below market values
- Ideal investment in Olympics 2012 regeneration area, exceptional transport links
- Contemporary apartments with a private river facing balconies on the boundary of the future Olympic Park and minutes away from [Stratford City and Westfield Shopping Centre](#)
- Starting from £190,000 for 1 bedroom flats, and from £250,000 for 2 bedroom flats
- Stylishly finished apartments with designer kitchen and bathroom units

About Stratford

- Stratford has been branded by many leading property agents as the "best place to invest in Europe". International property consultants King Sturge commented in their recent Olympics Bulletin: "The development of Stratford as an international transport interchange coincides with the upgrading of the regional station, the extension of the DLR, the development of Stratford City and the development of the Olympic Park. Over the next five years, Stratford will change almost beyond recognition and offers significant development and investment opportunities..."
- Stratford will be transformed into a new European business centre with exceptional international and local transport links. The Olympic Park will create the largest park built in Europe for the last 150 years, and the Stratford City will be the largest retail-led, mixed use urban regeneration project ever undertaken in the UK.



- Creation of the Stratford City includes construction of massive [Westfield Shopping Centre](#)
- Stratford City will create around 35,000 new permanent jobs. Creation of the employment centre of this scale and ideal connections to London's other main employment centres The City and Canary Wharf will drive demand for housing in Stratford. King Sturge believes that house prices influenced by the Games will perform at least 5% better per annum than the market generally from now until 2012.

Property overview

- Properties in this development have seen market values rising 20-25% annually in 2006-2007, before the credit crunch. Many investors bought off plan in early 2006 with an intention to resell before completion of construction in April 2009. Because some of them could not resell and cannot complete the purchase now (either because they cannot get a mortgage, or do not have sufficient deposit, etc), they are willing to resell at below market values, to avoid court proceedings from the developer for breach of contract.
- As a result, 1 bedroom flats which were selling for £260,000 in 2007, are now on the market for £200,000, and we can source deals from distressed sellers from £190,000. This is a short-term window of opportunity in the Olympics area – there are no other new builds completing in the area in 2009.
- New spacious contemporary apartments with a private river facing balconies on the boundary of the future Olympic Park and minutes away from [Stratford City and Westfield Shopping Centre](#).

- 3 min walk to the Pudding Mill Lane DLR station, and then up to 15 min to major current and future employment centres: the City, [Canary Wharf](#), and the [Greenwich Peninsular](#).
- Proximity to the highly anticipated massive Westfield Shopping Centre, local shops, bars and eateries as well as to Stratford Station, the upcoming Eurostar station, upcoming retail, leisure & commercial developments, and to upgraded transport links.
- Sunny reception room, contemporary open-plan kitchen, generous master bedroom, modern bathroom and a private balcony overlooking the river.
- Stylishly finished apartments with designer kitchen and bathroom units, fitted wardrobes to main bedroom, entrance foyer with concierge, landscaped podium, security system.
- 10 year warranty from the National House-Building Council, the standard setting body and leading warranty and insurance provider for new homes in the UK.
- Services include: arrangement of a legal support, advice on a tax efficient property ownership structure, facilitation of a mortgage application, arrangement of property lettings and management.

