



TUR YAP
UK



POULSON
HOUSE



Introducing Poulson House

A collection of 122 completed student studios in a city centre PBSA.

Operational UK Student Accommodation Investment

Studio apartments from £59,950
7% live NET yield assured for 1 year
(2020/2021 academic year)

Fully Managed

Completed and operational for 3 years
89% occupancy of the current academic year

Excellent Location

Prime city centre location
Short walk to university campus with
15,000 students

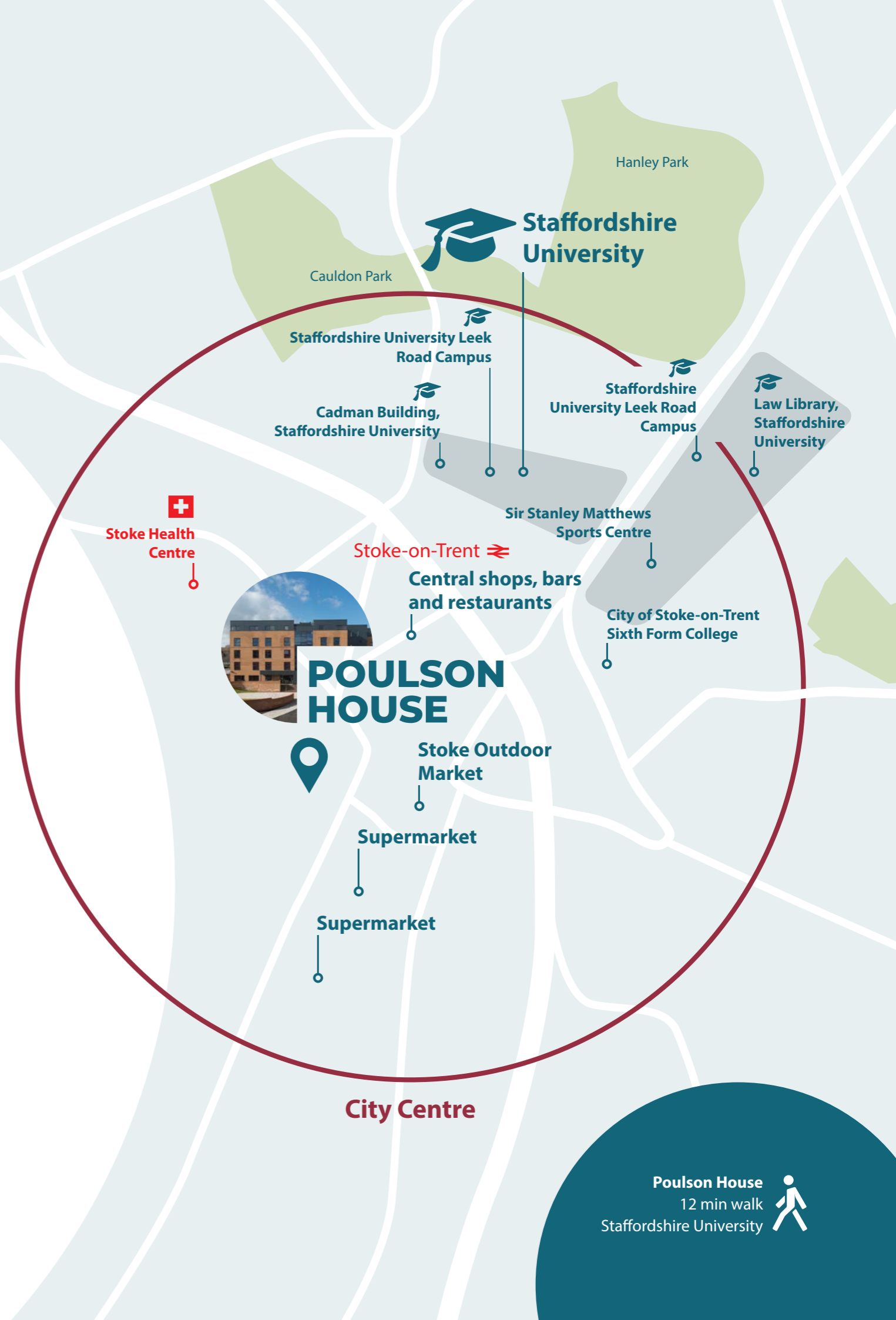


Located in Staffordshire in the West Midlands, Stoke-on-Trent is a historical UK city. It is one of the best locations for employment growth across the UK, making it an ideal location for students looking to enter the workforce after graduation.

Location

The city is known for its creativity, famously as a World Capital of Ceramics, and boasts a rich cultural heritage. The city's creativity makes it an ideal location for a world-class university, that appeals to students studying a broad range of subjects.

Poulson House is in the heart of the city's centre. For students, the appeal of city centre living and the short walk to the University Campus makes it an ideal choice for accommodation.



Poulson House
12 min walk
Staffordshire University



Prime UK University City

Home to over 15,000 students, Staffordshire University is a world-class higher education institution that is currently ranked 37th in the 2020 Guardian University League Table.

This historic university is rated Gold for Teaching Excellence in the Teaching Excellence Framework and is ranked top 10 for Student Satisfaction in the Complete University Guide 2020. The university is also affiliated with Stoke City Football Club.

The university has heavily invested in its future appeal with a £1.3m facility-packed Smart Zone and the £40 million Catalyst building which is due to open in 2021. The new building will house learning areas, business collaboration zones and networking spaces.



15,000
students

1,200
rooms supplied by
Halls of Residence



Less than
10%

The University's Halls of Residence can currently supply en-suite accommodation for 1,200 students. En-suite rooms share a kitchen and living quarters. Out of the available stock, 25% of en-suite rooms are required to remain empty to ensure social distancing is adhered to.

With a major undersupply of self-contained studio apartments, we expect the demand for this room type to increase from what already is a very strong market. Studios within Poulson House will emerge as a safe option for students returning to university or starting the 2020/2021 academic year.



Management Company

Owned and operated by Staffordshire University Students' Union, GreenPad will managed Poulson House.

Located on the University's campus, the Management Company has a strong marketing presence and will advertise studios within Poulson House directly to students.



Approved Accommodation

Poulson House has been approved by GreenPad as 'approved private rental accommodation'. The building has been checked by the dedicated team at GreenPad and has been approved as a safe, secure and comfortable and exceeds their standard of accommodation for students.



The Only PBSA Advertised by GreenPad

Poulson House is the only GreenPad approved Purpose-Built Student Accommodation in the city. The building's unique ability to provide self-contained studios has helped it to achieve an average occupancy rate of 89% over the last 3 years.

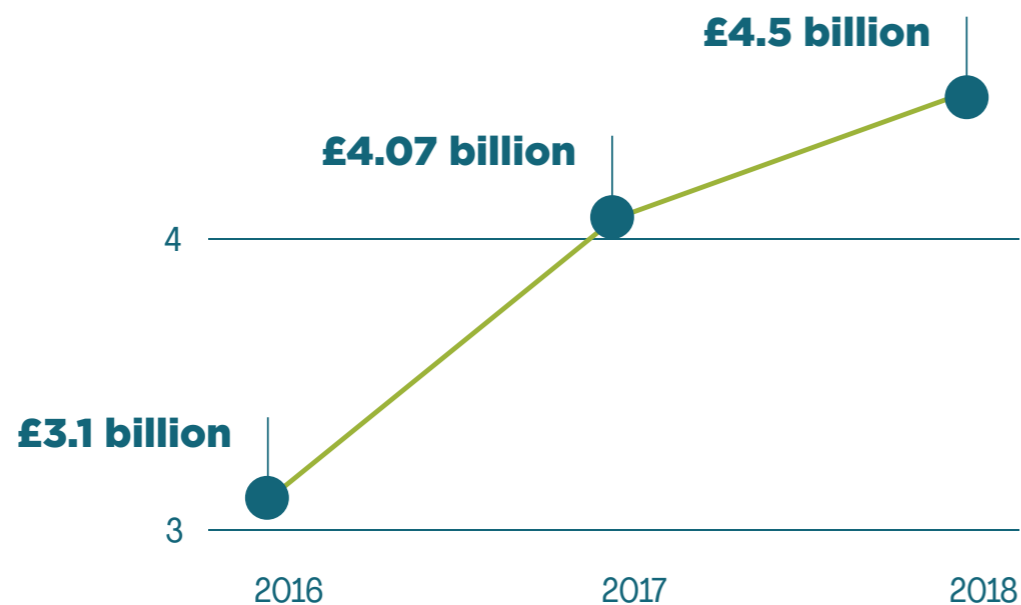
Why Invest in UK Student Accommodation?

Purpose-built student accommodation (PBSA) is a fast-growing sector of the UK property market.

According to Knight Frank, £4.5 billion was invested in UK PBSA in 2018, up from £4.07 billion in 2017 and £3.1 billion invested in 2016. Recent growth in the sector has driven up its value over £51 billion¹, making it the second-largest

market outside of North America.

Investors are encouraged by the well-established 'safe haven' reputation of the UK property market and the record number of 1.8 million² students studying full-time.



¹ Knight Frank Global Student Property 2019.

² Cushman & Wakefield UK Student Accommodation Report 2018-2019.

UK Student Market Overview

500,000 extra students by 2030

Research from JLL has suggested there will be an additional 500,000 full-time students in the UK by 2030, meaning investors can expect strong demand for purpose-built accommodation in university towns and cities.

Rising International Student Numbers

Another key factor is the steady and reliable demand for living space from students, which provides maximum reassurance to investors that their assets will generate strong yields. A healthy portion of this demand comes from international students, who are often willing to pay higher-than-average rents to secure well-equipped, safe and conveniently located accommodation.

Overseas applications for UK university places for the 2019-20 academic year are up 6% on the previous year. Non-British citizens now make up 19% of higher education students overall.

Ease of Purchase

Completed studio apartments from £59,950

Self-contained studio apartments within the development will be sold on a long 250-year leasehold basis.

Additional Purchase Costs

Legal Fees Legal fees* are estimated to be between £860-£1,100 fully inclusive of VAT, searches and disbursement costs.

Stamp Duty A 0% Stamp Duty rate is applied to purpose-built student accommodation in the UK.

*Estimated fees.

A team of commercial solicitors, experienced in the UK's student property market, have been appointed to act on the behalf of investors.





Purchase Price	£59,950
Reservation Deposit	£5,000
25% Deposit due on Exchange of Contracts (less deposit)	£14,988
75% balance due on Completion	£39,963
Rent per week based on 51-week tenancy	£119
Total Gross Income	£6,069
Service Charge	£846
Lettings & Management Fee	£625
Annual Ground Rent	£300
Total Charges	£1,771
NET Income	£4,298
NET Yield	7.17%



5-year investment scenario	
Purchase Price	£59,950
7% annual NET income for 5 years	£4,298
Projected NET income over 5 years	£21,490
Projected 15.27% uplift on Purchase Price	£9,157
Forecast total income over 5 years	£30,647

ROI % over 5 Years	51.12%
Annualised NET ROI	10.22%

Yield compression**	Annual Income	Yield %
Year 1	£4,298	7.17
Year 2	£4,427	7.38
Year 3	£4,560	7.61
Year 4	£4,697	7.83
Year 5	£4,837	8.07
Forecast sale price based on 7% yield compression***	£69,106	
Uplift based on 7% Yield compression	£9,156	
Yield compression percentage uplift	15.27%	

Note rental income is assured at 7pc Net for the first year net of all costs, except income tax

**Years 2 through to 5 is a projection based on the live yield increasing 3% Pa

*** The value of the property at the end of year 5 is based on holding the investment for 5 years and sell based on a 7% rental assurance to the new buyer

Facilities



**Designed with
students in
mind**

- Reception/on-site management
- Games room
- Laundry room
- Recreation room which includes pool table, table football, TV/cinema area and private study areas
- Garden
- Gym



Exit Strategy

yieldbase specialise in the sale of completed UK property investments to buy-to-let landlords and investors who are looking for a fully managed opportunity.

If you should wish to exit your investment, the experts at yieldbase will be on-hand to sell your student studio.

With a database of clients who are looking for completed and operational UK property investments, yieldbase can advertise your studio to secure a new buyer.





Disclaimer:

This document is intended to provide general information concerning the proposed development, construction and management of Poulson, House, Poulson Street, Stoke-on-Trent ST4 1NZ. The information provided has been prepared in good faith and to give a fair overall view of the Development. The photographs and electronically generated images, furnishings and accessories featured are for illustrative purposes only. This document and all information provided by us at our web site at www.experienceinvest.com or otherwise is based upon information provided Dencourt Limited (the Vendor) to ExperienceBG Limited t/a Experience Invest ('Experience', 'we', 'us', 'our') and is provided on a confidential basis. This document is for the sole use of potential business partners and/or prospective purchasers. Reasonable care has been taken by us in the preparation of this document, but we do not accept any responsibility or liability for the information which has been provided by the Developer. We further do not accept responsibility or liability of views or opinions herein provided or provided by us or on our behalf (whether orally or in writing) unless we have expressly confirmed such information and/or views and/or opinions in writing as being such that it should and can be relied upon.

The information provided should not be taken as advice in relation to the Development. We do not warrant the accuracy or completeness of the information and/or measurements and/or financial returns provided in this document. These have been provided by the Vendor and we believe them to be correct. You acknowledge that you should and will make your own enquiries before proceeding to purchase. Nothing in this document is or should be relied upon as a representation, warranty or promise as to the past, present or future performance of Experience, the Vendor or any person directly or indirectly connected with and of them. We recommend that all appropriate commercial, tax and legal enquiries and advice is obtained before entering into a legally binding contract to purchase a property forming a part of the Development. Whilst Experience Invest has an office in Hong Kong, the company and individuals representing Experience Invest are not licensed to and do not deal with any property situated in Hong Kong. Experience Invest is only authorised to market and to sell properties which are based in the UK. Copyright in and to this document and its contents belong to ExperienceBG Limited.