

INVESTOR

# MANCHESTER

INSIGHT

Manchester is one of the UK's most exciting, cultural and forward-thinking cities, attracting people of all ages, backgrounds and interests. Renowned as a creative hub in which music, sport and theatre thrive, there is also a strong economic case to be made for the 'capital of the north'. Manchester is home to numerous international businesses and offers lucrative careers to both graduates and professionals. With property prices still affordable and tenant demand growing all the time, the city presents an attractive option for investors.

## WHY INVEST IN MANCHESTER?

### Affordable prices; high demand



Despite being one of the largest and most popular cities in northern England, properties in Manchester are still remarkably affordable. For a relatively small outlay, investors can secure a buy-to-let project that is sure to be in high demand and will deliver both a great rental return and substantial capital growth.

### Europe's largest student population



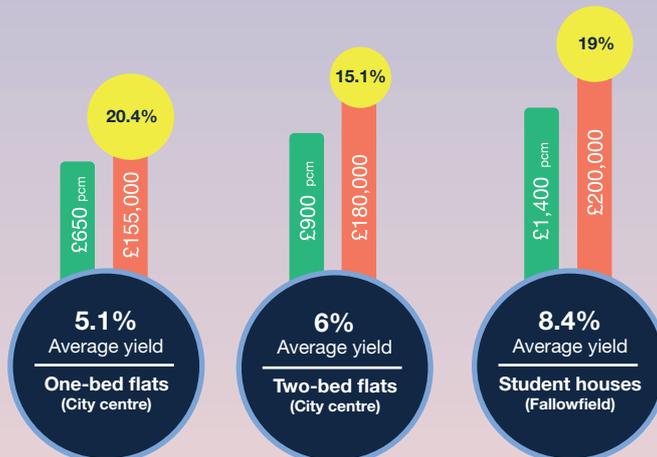
Manchester is home to Europe's largest student population. More than 80,000 academics from the prestigious Manchester University as well as Manchester Metropolitan University and Salford University ensure high demand for student homes and make investing in suitable properties a shrewd move.

### A booming jobs market for ambitious professionals



Dozens of big businesses are based in Manchester, bringing a huge number of jobs to the city. Adidas, Kellogg's, Betfred, McVitie's, PG Tips and Umbro are just some of the firms with headquarters in the area. A healthy jobs market attracts people to the city, many of whom will be looking to rent a home.

## YOUR RETURN ON INVESTMENT



● Average rent    ● Average sales value    ● Average capital growth (last 5 years)

# WHY DO TENANTS LOVE MANCHESTER?



## KEEP AN EYE ON...



### Keep an eye on... Salford Quays

Salford Quays is Greater Manchester's premier waterside destination, packed with bars, restaurants, museums, galleries, a cinema and a brand new shopping centre. Located just 15 minutes from the city centre, it is also home to the BBC's new Media City headquarters. More importantly for investors, there is a wide range of residential developments to choose from and tenant demand is rising all the time, creating an opportunity to enjoy a fantastic return.

## IDEAL INVESTMENTS

5.8%



**£140,000**  
**Spectrum House**  
**One-bedroom apartment**

Investors can achieve a great return on this stylish one-bedroom flat in Manchester city centre. Part of the Spectrum development, landlords could benefit from high tenant demand for this sought-after property. Our experts would expect this flat to deliver a return of 5.8 per cent.

6%



**£185,000**  
**The Quays, Salford**  
**Two-bedroom apartment**

Set in a secure, purpose-built development, this first-floor flat offers two bedrooms, an on-site concierge service and a spacious balcony. For an investor, it provides an opportunity to secure a property that will appeal to tenants and generate an attractive yield of six per cent.

5.7%



**£194,995**  
**Salford Quays**  
**Two-bedroom apartment**

This Conran-designed apartment in the heart of Salford Quays presents an ideal investment opportunity. We would expect it to generate a rental income of £925pcm, helping a landlord to achieve a yield of 5.7 per cent. It benefits from an ideal position alongside the Metrolink.

### Sources

All statistics correct as of 11.03.16  
Zoopla  
Rightmove  
Property Detective

leaders.co.uk