



# “TOP TIPS FOR INVESTING IN THE LONDON PROPERTY MARKET”

**FAHD SAMAD**  
*Speaker*



# AGENDA

- OVERVIEW OF THE MARKET & ECONOMY  
HOUSE PRICES & RENTALS  
WHY INVEST NOW?
- TOP TIPS – TRANSPORT & REGENERATION AREAS
- Q & A



# FAHD SAMAD

Director – Vogue Properties

WHO AM I?

# FAHD SAMAD



## Director – Vogue Properties

- >13 years of extensive Real Estate experience in both Dubai & London residential development & new homes markets
- Advise both private and institutional investors based in the Middle East with all aspects of property wealth management
- Offer a one stop shop service to investors from sales in off plan projects, lettings and management, furnishings and financing solutions
- Assisted numerous end users and investors from the Middle East to invest in various hot spots across London as well as advise clients with their London property funds with average values of £50m - £100m



## LONDON OVERVIEW

- ✓ Underlying demand for supply
- ✓ Population set to increase to >10m people by 2036, that's 2m more people in 15 years
- ✓ London requires 42,000 homes per annum and yet in 2014, only 19,520 were built
- ✓ Ease of global access with 4 main airports in close proximity
- ✓ The City of London is the world's leading financial district with over 393,000 employees
- ✓ World class education



# LONDON OVERVIEW

↑ **9.4%**

Average London House Price  
Growth 2015



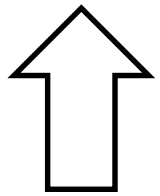
**7.3%** ↑

Average England House Price  
Growth 2015



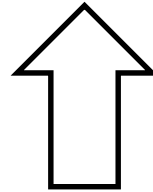


# LONDON OVERVIEW



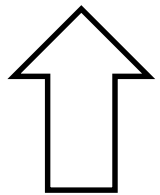
# 24%

London house prices are expected to rise in the period 2016-2020



# 18%

Forecasted growth across London with the introduction of Crossrail in 2018



# 21.7%

Increase in rental prices in London over the period to 2016-2020



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# UK ECONOMIC INDICATORS

- ✓ Low unemployment rate of UK at 5.1%
- ✓ Increase of real earnings/pay
- ✓ Low borrowing costs
- ✓ Constrained supply of housing
- ✓ Increase in output (0.5% in Q4 2015)





WHY INVEST NOW?

## BREXIT

A KPMG poll of 25 global real estate investors with assets under management of over \$400bn has revealed today that two thirds believe a **Brexit would result in less inward investment into UK property and property companies.**

The overall message was that **Brexit would spell prolonged uncertainty for investors and developers in the housing sector, which could hamper new building and therefore prop up prices, which on average in the UK jumped nearly 10pc in 2015 (according to the Halifax).**



# WHY INVEST NOW?

**FAVOURABLE  
CURRENCY**

**WEAK  
GBP vs USD**



**10%**

Lower in the last 1 YEAR

**1.43**

Against highs of 1.59 in June 2015



“A recent pickup in activity was likely to have been partly driven by the stamp duty changes. He said the pace of house price growth may start to moderate now that the changes have come into force.”

**Robert Gardner**  
*Chief Economist, Nationwide*

**But he added:** “It is possible that the recent pattern of strong employment growth, rising real earnings, low borrowing costs and constrained supply will keep the demand/supply balance tilted in favour of sellers and maintain pressure on price growth in the quarters ahead.”



**TOP TIPS**

## **WHAT TO LOOK OUT FOR?**

- ✓ BUY SMARTLY – DO YOUR HOMEWORK
- ✓ TRANSPORT – CROSSRAIL; NEW TUBE STATIONS;  
RIVER CROSSINGS
- ✓ LOOK FOR LARGE INFRASTRUCTURE  
IMPROVEMENT AREAS
- ✓ REGENERATION AREAS
- ✓ LARGE INVESTMENTS



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# TOP TIPS

Extra 1.5 million people to within 45 minutes of Central London and will link *Heathrow, West End, the City, Docklands*





## ISLINGTON & SHOREDITCH (ZONE 1)

- ✓ Crossrail at Farringdon Station end 2018
- ✓ Heart of Tech City
- ✓ UK HQ of Amazon 2017
- ✓ Google investing £1bn in new offices in Kings Cross



TOP PICKS

## FINSBURY PARK (ZONE 2)

£1bn  
regeneration

Finsbury Park is on the **fast track to becoming a fashionable cultural hub** with smart flats, shops and galleries thanks to an innovative arts-led regeneration plan.

- ✓ Easy transport links on Piccadilly line to Central London and Heathrow



TOP PICKS

## CANARY WHARF (ZONE 2)

These are **exciting times for the east London** district, with Crossrail's arrival and new developments adding to its cachet

- ✓ New Crossrail service through Canary Wharf from 2019 - travel to Heathrow airport < 40 minutes
- ✓ Demand for property is rising
- ✓ > 100,000 working population – expected to double in the next decade





## **BATTERSEA/NINE ELMS (ZONE 1)**

- ✓ Set to become a 450 acre 'village' running from Vauxhall Bridge down to Chelsea Bridge.
- ✓ Northern line extension to create new tube station at Battersea, Zone 1
- ✓ New US & Dutch Embassies opening



**THANK YOU**

**+971 55 680 1888**  
**FAHD@VOGUEPROPERTIES.AE**

