

# The Sorting Office

— PRESTON —

Another Smart Home by The Heaton Group



The Heaton Group

# The Sorting Office

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The Sorting Office is a 'Smart Home' development, built with the modern landlord in mind. It offers simpler management, lower costs and smarter rental options for today's Generation Rent.

A true build-to-rent apartment development, The Sorting Office doesn't only score with its clever design, integrated technology and overall 'wow factor' but also its outstanding location itself.

**Whether you're a hands-on landlord, a hands-off investor or a local resident looking for a state-of-the-art home, The Sorting Office ticks all the boxes.**

*A future-proof Smart Home, offered to you direct from the developer, The Heaton Group.*



# Welcome to The Heaton Group

Founded in Greater Manchester, The Heaton Group creates unique property investment opportunities for serious property investors.

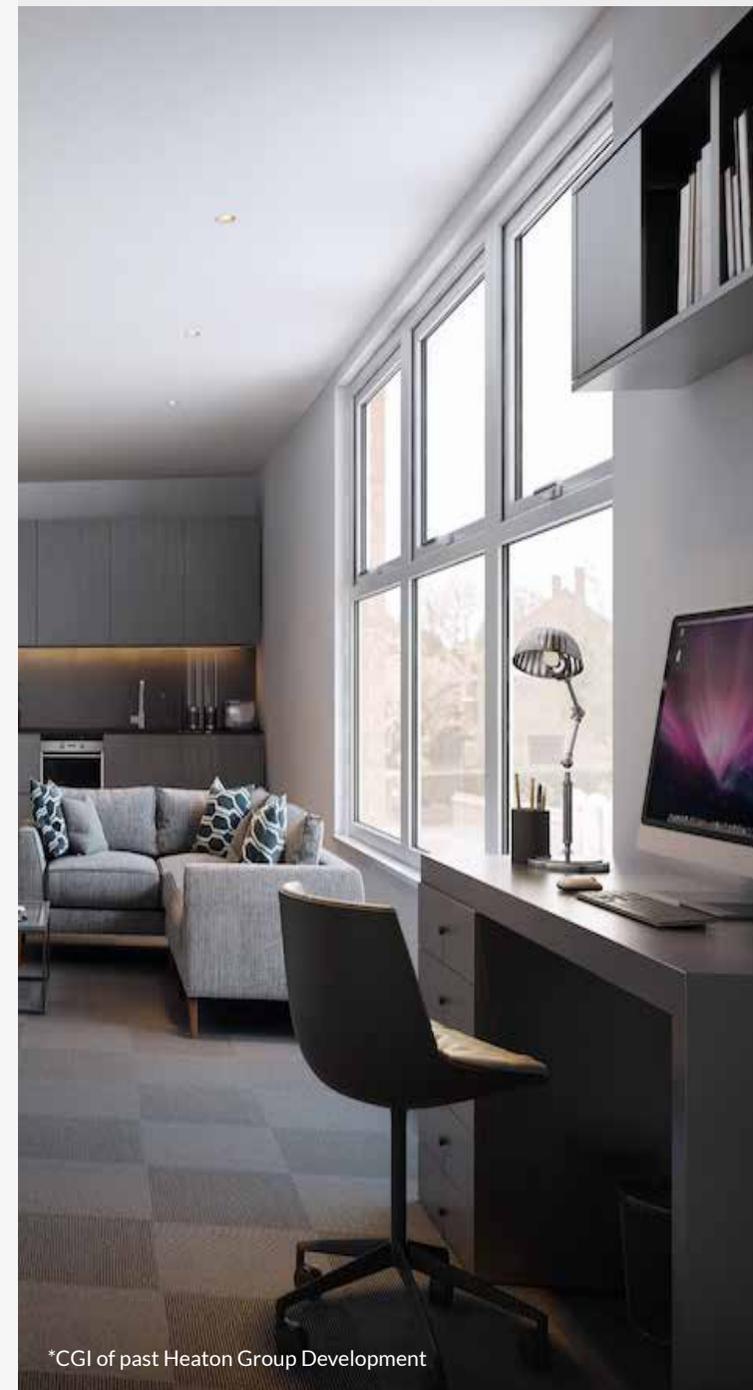
Starting out four generations ago procuring property, land and development projects, The Heaton Group has over 50 years of experience, offering a personal approach to the property investment lifecycle by focusing on quality, efficiency and rental yield. The UK's most forward thinking property group are attracting both UK and overseas investors with our bespoke property investment opportunities.

We pride ourselves in developing high quality opportunities in a third of the time of the average UK property developer.

This is only possible thanks to our development team, our dedicated in house planning team and our strong partnerships within the local community which gives us the capacity to bring to market up to 15 projects every 8 weeks.

**Last year alone, The Heaton Group developed and delivered over 70 build-to-rent properties in and around the Greater Manchester area.**

*“We maximise rental income to achieve the highest yields in the Greater Manchester region for our investors.”*



\*CGI of past Heaton Group Development



# Serving Generation Rent

The rental market is forecast to grow by over one million households over the next five years. Low interest rates combined with steady economic recovery are leading to a solid expansion of the rental market, and with house price inflation now surpassing wage growth, the first step onto the property ladder is getting harder for young adults.

**The demand from Generation Rent for accommodation continues to grow, underlining the long-term trend which predates the financial crisis from 2007.**

The Private Rented Sector, and build-to-rent property in particular, are filling this gap by offering smarter homes and better solutions for those in need of a home.

Today's millennials don't want to live in rental accommodation that makes them feel like it's a short-term solution. Most of them are renting out of choice, and they want to get the most out of the perks that come with it. No hassle, no strings and easy to do.

*"Savills predicted that in 2017 there will be no price growth for Central London. However house prices in the north west are set to soar by 18.1 per cent over the next five years."*

Manchester Residential Predictions Seminar



\*CGI of past Heaton Group Development

# Operating in the Northern Powerhouse & Manchester

Manchester and the Northern Powerhouse have experienced tremendous growth over the last couple of years. From economy to culture and investment, the North is being rejuvenated and is giving London and the South a run for its money.



The Northern Powerhouse will create an economic power to rival that of London and the South, with Manchester right at its centre.



Manchester has already seen a lot of improvement, like the £800 million airport city enterprise zone and £1 billion investment from Abu Dhabi United Group.



There are more than 2,000 potential renters to just 130 properties - around 15 tenants for every rental property currently available on the market.



Housing prices in the North West are predicted to rise by up to 18% over the next 5 years, making it the country's fastest growing region.



Between mid-1991 and mid-2015 Preston had an increase in population of 11,302 (8.7%). This growth rate was much higher than the North West region rate of 4.8% and the Lancashire overall rate of 5.4%.



Preston was named best city to live and work in north-west England. Beating Manchester and Liverpool in the 2016 Good Growth for Cities index.

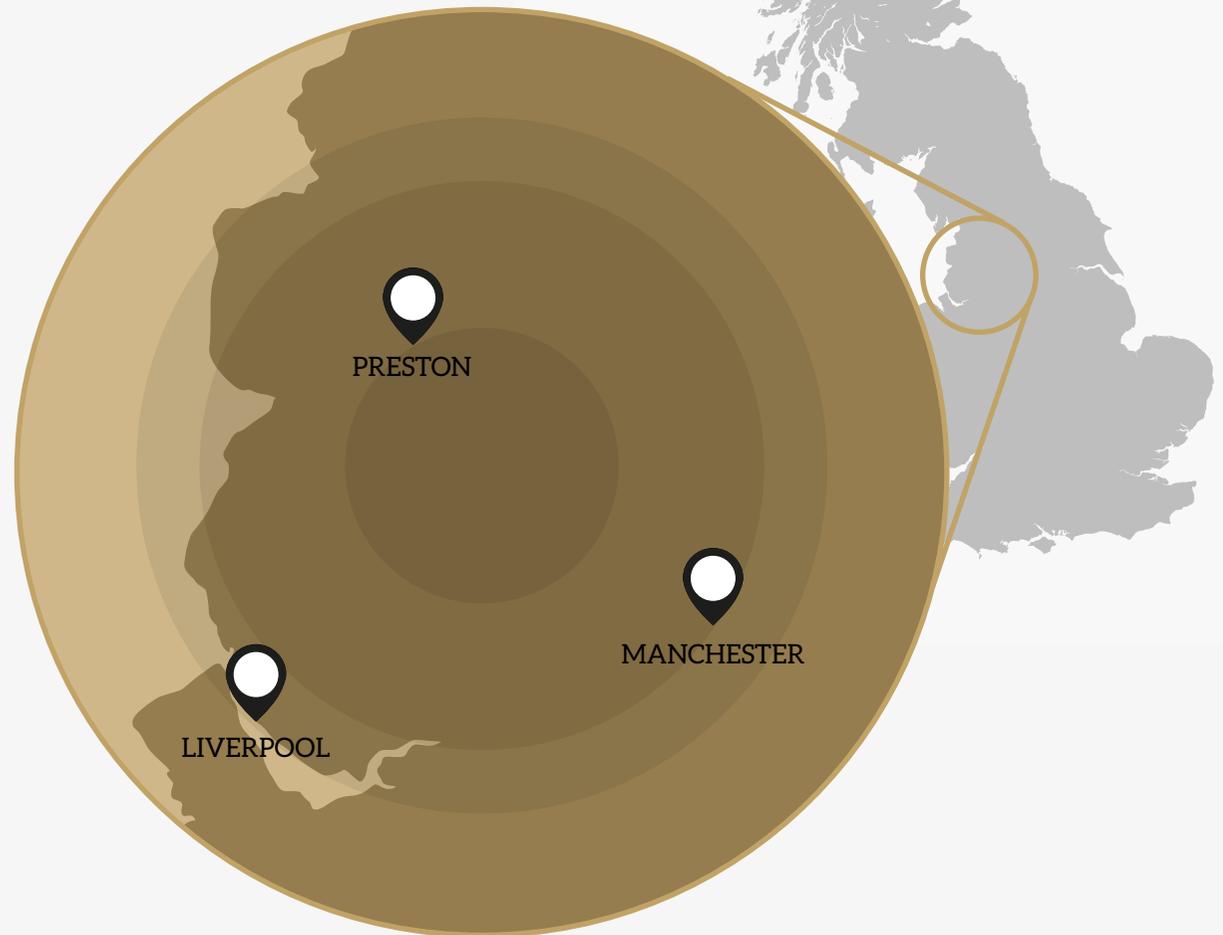
# Preston - What you need to know

Preston is the 3rd largest city in the NorthWest, and with Real Estate prices growing 8% in the last 12 months the city it looks set to follow a similar journey as its close neighbours Manchester and Liverpool.

The city is home to UCLAN (University of Central Lancashire) which attracts around 30,000 students to the city. While the city continues to be a hit with new businesses following huge investment, and a dramatic upgrade one of the city's main high streets, creating a contemporary shared space for both pedestrians and vehicles.

Preston's railway station is a major stop on the West Coast main line, and provides easy access to the North West of England and beyond. A trip to Liverpool will take you 50 minutes while you'll be in Manchester in just 40 minutes.

Preston is earmarked as a key destination on the planned HS2 route, and work is already underway to upgrade the station's facilities and transport network to the city.



# Preston - Investment & Regeneration

The Preston and Lancashire City Deal is a landmark agreement providing record amounts of funding and investment to achieve a transformation of the city, creating thousands of new jobs and homes.

A total of £434m has been pledged, which is forecast to create 20,000 new jobs and 17,420 new homes. The deal will provide a huge boost to the local economy, which is expected to grow by £1 billion over the next ten years.

A further £50m has been earmarked for the redevelopment of the Markets Quarter. This regeneration plan will comprise of an 11-screen cinema, seven family restaurant units and a new multi-storey car park of 593 spaces.

UCLAN Masterplan: Over the 10 year lifespan of the project it is anticipated investing £200 million, helping to create jobs, kick-start regeneration and attract inward investment into Preston.



**CITY DEAL**  
Preston, South Ribble & Lancashire



Lancashire  
Enterprise Partnership



**Preston**  
City Council

# Preston - The Target Market

Analysis of the socio-economic and residential market has identified the following target residents for Preston city centre:

## Young Professionals

This is the sub sector that drives residential living in all the major cities, including Preston. Many graduates are staying or moving to the city to benefit from opportunities from world class, local employers such as BAE Systems. The city is within commuting distance of a large number of the region's employment hubs, including Manchester city centre, but benefits from open countryside only minutes out of town, giving residents the best of both worlds.

## Students and Postgraduates

The University of Central Lancashire's existing education offer in the city centre creates a great foundation upon which to build. Scope exists to deliver better quality student accommodation which would be more attractive to international students and graduates. In addition, the provision of accommodation targeted at postgraduates and young professionals, such as the Corporation Street/ March Street scheme currently under construction, offer a great opportunity to improve graduate retention. There is also huge potential to target nurses and doctors training at the Royal Preston Hospital.

## Families and Couples

Unlike other cities in the North West, Preston benefits from being compact and having existing schools within the city centre. As a consequence, Preston city centre has the capacity to attract and retain families. Manchester has historically lost families as they move out of town as the children reach school age, limiting the tenant profile in the centre of town.

*With a student and staff community approaching 38,000, UCLAN is the fifth largest employer in the North West of England. And two years ago, in 2015, the Centre for World University Rankings placed UCLan in the top 3.8 percent of all worldwide universities.*

**UCLAN**  
University of Central Lancashire



Media Factory



# Preston - The Big Players



## Lancashire County Council

The Preston and Lancashire City deal is set to increase the local economy by £1 billion over the next ten years.



## Leyland RDC

A regional distribution centre catering for 57 branches and creating hundreds of jobs.



## Uclan

UCLAN is the fifth largest employer in the North West of England.



## BAE Systems

This award-winning manufacturer employs over 11,000 people in England's North West.



## Booths Central Office & Distribution

Central Office and Distribution centre with thousands of employees.



## Parcelforce Worldwide

Large and efficient, the North West hub is award-winning, state-of-the-art distribution centre.



# The Sorting Office - The Build

The Sorting House is a beautifully arranged building, retaining the character of the original brick build and seamlessly incorporating a state of the art extension and roof terrace.

The building consists of 12 one-bedroom apartments, sixteen two-bedroom units and three three-bedroom flats. Each apartment comes with its own, private and secure car parking space.

The Sorting House is in a perfect town centre location, only minutes from all amenities and transport links. There is an average of 72 trains per day departing from Preston to Manchester Piccadilly, with only a 40 minute journey time.

*This way, our aim is to save time and money... for everyone.*

From location through to planning, space management and execution, this development is The Heaton Group's purest build-to-rent project yet.

**As a "Smart Home" The Sorting office is built with all the technology expected by modern millennial tenants. HG Smart Technology is in-built offering solution to everyday issues experienced by landlords, tenants and management agents.**



Developed by The Heaton Group, HG Smart Technology utilises over 40 years of buy-to-let and property management experience and ensures that all parties have control over their energy usage.







# HG Premier Finish



# The Sorting Office - Build-to-Rent

The location, price point, and the building make a very exciting investment case, yet, The Sorting Office offers much more.

Every aspect of the of the The Sorting Office build has been refined with over 50 years of build experience and fused alongside the know-how of today's technology to place landlords and tenants ahead of the game. Perfectly delivered, this building fit for today's market and aims to future proof the properties for years to come.

*A true build-to-rent development that future proofs tenant appeal and places landlords at a competitive advantage.*

Beyond the bricks, The Heaton Group, in line with their own passion and direction, have targetted three key areas in the delivery of this site.

- **Smart Tecnnology**
- **Flexible Billing**
- **Branded Management**

Combining these factors creates scope for large cost savings to the landlord and investor. On top of that, it adds increased appeal to Generation Rent and easier management for the managing agent or landlord.



# HG Smart Technology *for the landlord*

HG Smart Technology was developed by The Heaton Group to improve the experience of every member involved in the property market, save costs and be proactive about our limited resources; whether that's time, money or - more importantly - the environment.

| Problem  | HG Smart Technology Solution   |
|--|--|
| Time wasted <b>changing accounts</b> with energy providers when a new tenant moves in. | Account changed by HG Premier Lettings (in-house lettings agency) <b>without landlord involvement.</b>       |
| Accumulation of <b>standing charges</b> during vacant period.                          | The Heaton Group <b>shoulder the cost</b> of standing charges as energy distributor.                         |
| Difficulty finding <b>true hands-off</b> investments.                                  | Full process remains in-house without the need for <b>landlord intervention.</b>                             |
| <b>Rising energy prices.</b>   | Landlords and tenants benefit from savings made through <b>bulk energy purchasing</b> by The Heaton Group.   |
| <b>Lack of modern technology</b> to monitor energy usage in rental property.           | Innovative HG Smart Technology app allows tenant to look at their energy usage <b>from their smartphone.</b> |



# HG Smart Technology *for the tenant*

HG Smart Technology is not solely aimed at the investor, but endeavours to improve the tenant's life as well by offering them full control over their energy bill that's easy to access and understand.

| Problem  | HG Smart Technology Solution   |
|--|--|
| Time spent <b>setting up accounts</b> with energy providers when moving in.  | One contract covers tenancy agreement and utility bills. The tenant is charged <b>one monthly bill from one source</b> , saving time at every step and providing homes that are ready to live in from day one. |
| <b>Lack of modern technology</b> to monitor energy usage in rental property. | Innovative HG Smart Technology app allows tenant to control utilities from their smartphone or computer, meaning they can even <b>turn on their heating on the way home from work</b> .                        |
| <b>Rising energy prices.</b>   | Landlords and tenants benefit for savings made through <b>bulk energy purchasing</b> by The Heaton Group.  |



# HG Smart Technology *for the agent*

For agents, HG Smart Technology finally creates the opportunity to monitor and control energy costs and usage without having to rely on access from either the tenant's or landlord's site.

| Problem  | HG Smart Technology Solution   |
|--|--|
| Difficulty <b>monitoring energy usage.</b>         | Meters can be read live from the head office from any location with a Wi-Fi connection and emails are being automatically generated when a tenant has <b>exceeded their agreed fair usage.</b>               |
| Difficulty <b>spotting seasonal energy trends.</b> | The system produces reports that allow management to easily track trends in energy usage, giving the possibility to <b>forecast future energy usage</b> and improving accuracy of fair allowance agreements. |



# Flexible Billing - All bills included living

HG Smart Technology provides the option for landlords or management companies to work on a “Bills Included” model. This offers a range of benefits to the management of the property but moreover gives huge appeal to today's professional tenants.

All bills included allows a tenant to pay **one weekly or monthly bill that includes rent, electricity, gas, water and Wi-Fi.**

It provides clean management and increased financial security to the landlord but also enables tenants to move in quickly with no barriers to getting set up. And the advantages to this type of all-inclusive living for the tenant don't stop there:



## Quick and Easy

There is no delay between moving into a flat and using the appliances and Wi-Fi, it is all set up and ready to go.

## Cost Effective

Tenants take advantage of cheaper prices resulting from the bulk buying of utilities.

## Budgeting Made Simple

One regular, set monthly payment makes a budget easy.

## Fair

All tenants sign to our fair usage agreement, encouraging tenants across a building to use a similar amount of energy.

# Branded Management - HG Premier Lettings

In February 2017 the Government announced a shift in its approach to Generation Rent stating moving from help to buy to help to rent.

**“We want to help renters get more choice, a better deal and more secure tenancies.”**

4.4 million UK households were renting privately in 2013 – 2014. Of those, 48% are aged 25-34. The proportion of 25-34-year-olds living in the private rented sector (PRS) has more than doubled in the past 10 years. Lack of supply is pushing rental rates up and the Private Rented Sector and branded operators are leading the way for today’s tenant.

**HG Premier Lettings offers tenants** a clean, clear and professional “landlord” whom can manage everything from a single point. It is simple, yet scalable with savings for both the tenant and property owner.

## Easy letting

There is no delay between moving into a flat and using the appliances and Wi-Fi, it is all set up and ready to go.

## Cost Effective

Tenants take advantage of cheaper prices resulting from the bulk buying of utilities, reduced services and streamlined administration.

## Single Billing (Option)

One regular, monthly payment makes a budget easy to manage and means no properties are exited with “debt” for the property owner.

## Fair & Green

All tenants sign to our fair usage agreement, encouraging tenants across a building to use a similar amount of energy.

## Community

The finish, management of common areas and tenant profiling drive a sense of community, longer tenancies and pride in the building.

### **Note: HG Premier letting is optional.**

The Sorting Office is open to local owner-occupiers as well as landlords who may prefer to manage their own properties. However, with existing tenants in town, we encourage investors who aren't familiar with the area to talk to us about maximising returns through HG Premier Lettings.



# Buying at The Sorting Office

All sales are direct from The Heaton Group.

| Payment Option One  |
|---|
| £5,000 on Reservation -<br>Secures the property for 28 days until exchange.   |
| 30% of the total sales price is paid on exchange of contracts minus reservation fee (within the 28 day reservation period). |
| 70% On Completion of Development  |

| Payment Option Two  |
|---|
| £5,000 on Reservation -<br>Secures the property for 28 days until exchange.   |
| 30% of the total sales price is paid on exchange of contracts minus reservation fee (within the 28 day reservation period). |
| 20% On-Site Works Commencement  |
| 25% On First Fix  |
| 25% On Completion of Development  |



# What they say about us...



"We work closely with The Heaton Group to support their lending requirements across a variety of projects in the UK. In what can often be a turbulent property market, it is refreshing to work with such a knowledgeable group of people that demonstrate the highest commitment to service and professionalism. Shawbrook is delighted to have a close working relationship with the Heaton Group in their efforts to deliver bespoke property opportunities for the professional investment community, and we look forward to the future."

- Stephen Johnson, Shawbrook Bank



"Our approach as a commercial law firm is to work closely with our clients to provide tailored legal and practical solutions. We are delighted to be working with The Heaton Group, because they, too, show a commitment to understanding the needs of their clients and providing a highly responsive and agile service."

- George McMillan, Kuits Solicitors



"I have always found both John & Adam very professional and cooperative in all of their dealings with the bank."

- Carl Ashley, Cambridge and Counties Bank



# The Heaton Group

All sales are direct from the developer and managed through BuyAssociation. This ensures a single and best price for all buyers with no additional costs. Moreover, it creates a direct relationship between The Heaton Group and the investor from day one.

We look forward to working with you on this and many other exciting properties in the future.

**For all information, availability and offers or to arrange a site visit to the show apartment contact our team on +44 (0) 333 123 0320.**

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**Disclaimer:** This brochure has been produced in good faith by The Heaton Group. All sales are conducted direct between the buyer and the Heaton Group. Every care has been taken to ensure that all marketing materials, prices, floor plans, visuals and brochures are correct at time of issue however these do not constitute property particulars for contractual purposes. Please be sure to check all final materials ahead of signing any purchase contract. Homes can be repossessed if you do not keep up with payments. Properties purchased off-plan or incomplete can be open to further risks and losses to buyers. We recommend buyers to seek legal and professional advice where possible and must stress that investing in property does carry risk. Property prices can go down as well as up.

