

THE
Verdean
LONDON W3



Our pick of the bunch:
*10 reasons why living at
The Verdean is unique*

01
**Closest to
Crossrail**

45 seconds away, the Crossrail station opens in 2021 halving travel times around the capital — get to Bond Street in just 9 minutes¹.

02
76% price growth

In the last decade, house prices in the area surrounding Acton Main Line station have increased a staggering 76%.²

03
18% rental growth

over the next five years. Making The Verdean a secure and reliable long term investment.²

04
W3 Postcode

Royal history and a booming location including new infrastructure and area regeneration.

05
**Over a third
landscaped**

06
£26bn regeneration

Moments north of The Verdean plans for a £26 billion transformation are underway. The largest regeneration project in the Capital and the only place where Crossrail meets HS2.²

07
**10 mins to global
headquarters**

One of the largest business parks in London, housing the headquarters for Sony, Disney and Swarovski is only 10 minutes down the road.

08
110 years industry experience

With this partnership comes the reassurance of a safe investment, into reliable, reputable and award winning developers.

09
A new neighbourhood

Metres from the station, The Verdean is set to be one of the hottest neighbourhoods in Acton with doorstep amenities including 24hr concierge and much more.

10
Detailed with distinction

Each apartment has been considered, from the first drawing to the final finishing touch. Creating desirable spaces that are practical and pleasing to the senses for renters and buyers alike.

¹ Source: crossrail.co.uk.
² Source: Savills Research, December 2019.
³ Source: london.gov.uk

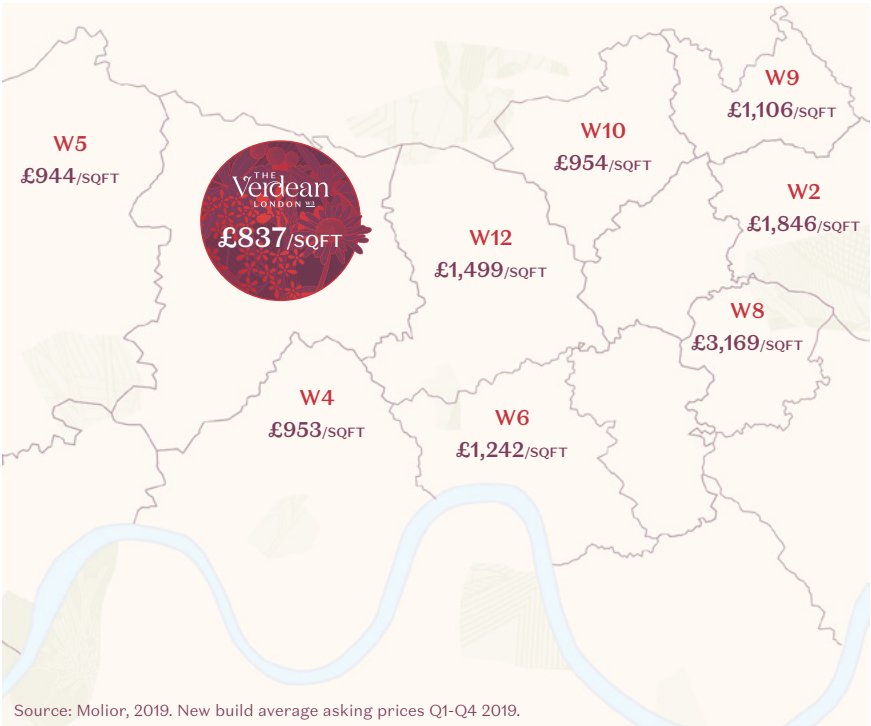
Why west London?
It's a premium location with
strong investment returns

World-class culture, unrivalled city links, and serene, village-like spaces: west London has it all.

Urban chic
A cosmopolitan area of the Capital, west London offers a mix of high end shops and unique boutiques.

Vibrant culture
Steeped in rich royal history, west London has always been a prized location offering a wealth of attractions from Royal Botanical Gardens to Opera.

Suburban paradise
Sitting in midst of London's greenbelt, the London Borough of Ealing is one of the Capital's greenest boroughs, shown to increase residential property values up to 18%.¹



Connected by Crossrail:
reducing journey times across London

When it opens in 2021, the Elizabeth Line (Crossrail) will take commuters from The Verdean to Central London in under 10 minutes, with trains every 5 minutes in peak times. It's reinforcing London's position as a brilliantly-connected global city. Europe's largest infrastructure project, Crossrail will add £42bn to the economy.³

- 41 stations
- 300,000 new jobs created
- 200 million annual passengers



*Short travel time to central
locations is one of the key drivers
of value for London property.*

EMILY DONOVAN, *Savills Research*



¹ Source: Savills Research, December 2019. ² Source: tfl.gov.uk. ³ Source: crossrail.co.uk

Come home to
n-a-t-u-r-e

ACTON MAIN LINE
🚶🚲

Residents' facilities

- 24-hr concierge with entrance lobby, reception and post room
- Business lounge
- Gym including studio and gym equipment
- Screening room and multi-purpose entertainment space
- Landscaped courtyard gardens
- A car club scheme with 3 years free membership
- Bicycle storage area(s) include long stay and short stay parking in the relevant phase



Development details

Development Address
Joseph Avenue,
London,
W3 6NL

Developers
Mount Anvil and
Catalyst Homes Ltd

Local Council
London Borough of Ealing

Architect
Chapman Taylor

Landscape Architect
Exterior Architects

Interior Design
Johnson Ribolla

Completion Date
The Oak - Q2 2024

Tenure
999 year leasehold starting
from April 2021

Service Charge
Estimated £4.77 per sqft
Covering lighting, cleaning,
repairs and insurances to
amenities, communals and
external areas

Ground Rent:
Studio £350/pa
1 bed £400/pa
2 bed £450/pa

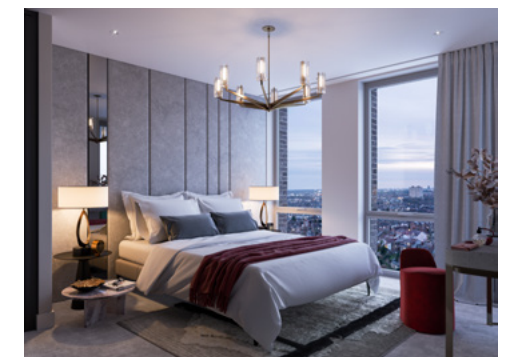
Number of homes (Phase 1)
The Oak - 160 studio, one
and two bedroom homes

Building Insurance
10 year NHBC buildmark
warranty including 2 year
fixtures and fittings warranty

Council Tax Band
H - £2,253.04 per annum
(for properties valued
at £320,000 or more)

Reservation Terms

- 21 day reservation period
- £2,500 reservation payment due on the day
- 10% of purchase price payable within 21 days on exchange of contracts (minus reservation fee).
- A further 2.5% deposit payable 6 months after the Reservation Date
- A further 2.5% deposit payable 12 months after the Reservation Date
- A further 5% deposit payable 18 months after the Reservation Date
- Balance of 80% payable on completion.



Mount Anvil: London's
specialist residential developer

We exist to create outstanding places where people can thrive. It starts with the way we do business, with a relentless focus on people and culture, and shows up in the legacy we're proud to create for London.

We weave world-class design, lasting quality and care for people through all the

outstanding places that we create. A Mount Anvil home is built to last and built for lasting value. We raise the bar each time, evidenced by the repeat customers and partners that have come back to us throughout our almost thirty years in London.

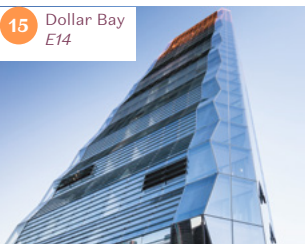
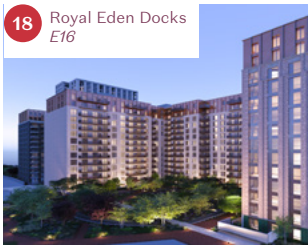
We call it Better London Living.

- Legend
- Future developments
 - Current developments
 - Completed developments
 - Parks
 - Roads



It is clear Mount Anvil and Catalyst are committed to delivering an exemplar regeneration scheme at The Verdean. We're delighted to be working with them.

SAVILLS AND KNIGHT FRANK, 2020



Today, Acton is going places

Seven stations in Acton make it one of the best connected areas in the capital. Currently, Acton is serviced by TfL Rail, the Central line, the District line, Piccadilly line, and the Overground – taking you anywhere you need to go in London and beyond.

Tube map key

Elizabeth Line (Crossrail)

Central Line

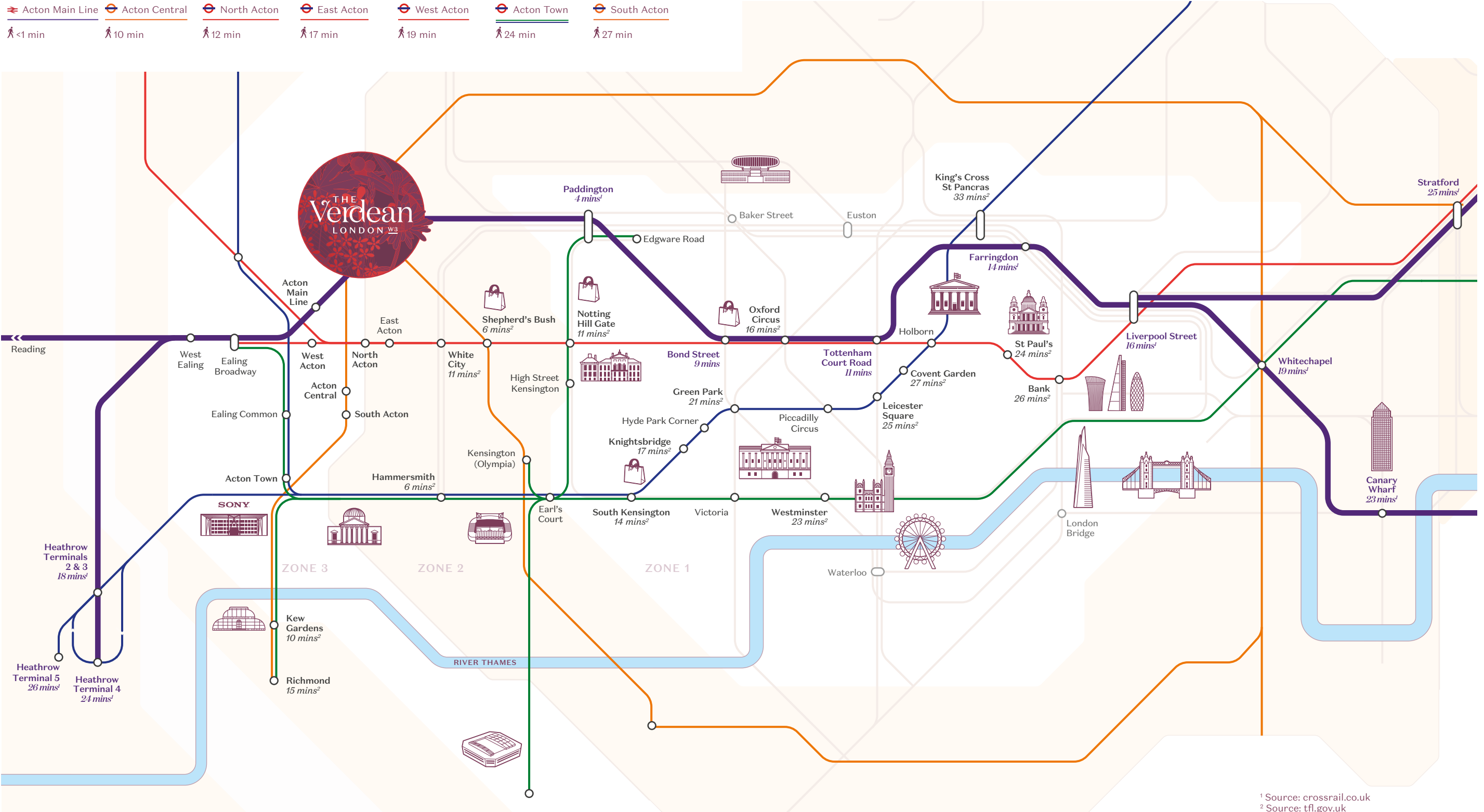
District Line

London Overground

Piccadilly Line

Other London Underground Lines

- Acton Main Line
- Acton Central
- North Acton
- East Acton
- West Acton
- Acton Town
- South Acton

<1 min10 min12 min17 min19 min24 min27 min

¹ Source: crossrail.co.uk
² Source: tfl.gov.uk

Buying off plan made – e – a – s – y –

01 Finance your purchase

There are so many ways to finance your home purchase. If you need advice, our sales consultants can put you in touch with independent advisers to discuss your individual needs.

02 Choose your apartment

Are you looking to live in the property or is it an investment? If it's an investment, are you looking for a solid rental yield or long-term capital growth, or both? We'll work with you to find the property to suit your needs. When you've found the right home, submit your offer and we'll get back to you in 24 hours or less.

03 Pay your deposit

Once your offer has been accepted, you'll need to pay your reservation deposit (£2,500). This takes the property off the market and contributes to your purchase price. You'll also need to fill out a reservation form confirming what has been agreed and appoint a solicitor. We only partner with the best and can recommend solicitors, whose experience and knowledge on The Verdean will save you time.

04 Time to exchange

21 days after reserving your home, you'll be required to put down 10 % of the purchase price (minus your reservation deposit already paid). This is handled by your solicitor and will only take place once they're satisfied all legal conditions are in place. You'll also be introduced to your Customer Experience Manager, who'll guide you through the rest of your home buying journey with us, through to completion.

05 Staged payments

You don't have to pay the full amount for your new home until it's ready. Depending on how far away your completion date is (the day we give you your keys) there may be stage payments, helping you space out the financing.

06 Get regular updates

We'll keep you up to date with how things are going as your new home at The Verdean is built.

- Your Customer Experience Manager is on hand to answer all your questions
- You'll get regular construction updates straight into your inbox
- We'll send you a reminder six months before completion so you can start your formal mortgage application process
- 10 working days before your completion date we'll notify you, your mortgage adviser and your solicitor so that you can arrange the final payment



07 Home tour

We can't wait to show you, your family and your friends around your new home. We'll walk you through the features, introduce you to concierge and give you some handy guides:

- Homeowner's manual and guide on how to maintain your home
- Apartment certification documents including your 'NHBC Buildmark Cover' policy document with details on your 10-year Buildmark warranty
- Access to our portal
 - Video tutorials showing you how to use the features of your new home
 - Appliance manuals
 - Helpful info about the local area

08 Make your mark

Customise your home or create a space that's ready to rent. We can put you in touch with interior designers and furniture providers who can help you with everything from styling to picking tenant-friendly furniture packs for any budget, to ensure you're ready to go from day one.

09 Preparing for completion

You'll be able to collect the keys on the day of completion. Your solicitor will transfer the final payment and your Customer Experience Manager will arrange a convenient time to meet you at the concierge. Are you an investor? We can liaise with your rental agent and handover to them if you're not available.



Multi-award winning developer

Evening Standard New Homes, 2019
Best Conversion, Hampstead Manor

RESI Property Awards, 2019
Development of the Year, Keybridge

Sunday Times British Homes, 2019
Best Interior Design, Hampstead Manor

Sunday Times British Homes, 2019
Development Transformation of the Year, Hampstead Manor

WhatHouse? Awards, 2018
Best Luxury Development, Hampstead Manor (Silver)

Sunday Times British Homes Awards, 2018
Apartment development of the year, Keybridge (Highly Commended)





Lovingly crafted by



Mount Anvil,
better London living



Computer generated image, indicative only.

The information in this document is indicative only and should not be relied upon as accurately showing the layouts of The Oak and The Verdean and is subject to change from time to time, in accordance with planning permissions yet to be obtained and during construction of each subsequent phase. The information on the landscaping plans is for guidance only and should not be relied upon as accurately describing any of the specific matters described by any order under the Property Misdescriptions Act 1991. This information does not constitute a contract, part of a contract, or warranty. The Oak and The Verdean are marketing names and will not necessarily form part of the approved postal address. Z385/02CA/0910.