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GOLDSTONE APARTMENTS | HOVE, BRIGHTON

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# GA

An unrivalled opportunity in one of the UK's most vibrant and welcoming cities: The Goldstone Apartments is part of the exciting regeneration of a dynamic new residential neighbourhood in Hove. Minutes from Hove station, Hove Park and the beach, with Brighton on the doorstep and London just over an hour away, it offers enviable access to an amazing array of amenities for those who choose to make their home here.

[ CGI IMAGE FOR ILLUSTRATIVE PURPOSES ONLY ]



Incredible location.  
Enviably lifestyle.







[ CGI IMAGE FOR ILLUSTRATIVE PURPOSES ONLY ]

**DEVELOPER**

Kings Crescent Homes

**TENURE**

999 Years Leasehold

**EST. COMPLETION**

Q4 2023

**UNIT MIX**

1 Beds, 2 Beds &amp; 3 Beds

**PRICE STARTING FROM**

1 Beds: £362,450

2 Beds: £479,950

3 Bed: £692,450

**AVERAGE PSF**

1 Beds: £706 psf

2 Beds: £732 psf

3 Bed: £683 psf

**EXPECTED RENTAL VALUES**

1 Beds: £1,300 - £1,550 pcm

2 Beds: £1,500 - £1,900 pcm

3 Bed: £2,400 - £2,750 pcm

**EST. RENTAL YIELDS**

Gross Yield: Up to 4.6%

**EST. GROUND RENT**

Nil

**EST. SERVICE CHARGE**

£2.08-£2.28 psf per annum

**CAR PARK**

£25,000 per parking bay

# 148

APARTMENTS



**RAIL.**

- ✿ LONDON GATWICK AIRPORT  
31 mins
- ✿ LONDON VICTORIA  
1hr 6mins
- ✿ LONDON BRIDGE  
1hr 7 mins
- ✿ ST PANCRAS INTERNATIONAL  
1hr 17mins
- ✿ PORTSMOUTH  
1hr 18mins

**ROAD.**

- ✿ NEWHAVEN  
28 mins
- ✿ LONDON GATWICK AIRPORT  
30 mins
- ✿ SOUTH DOWNS NATIONAL PARK  
53 mins
- ✿ LONDON HEATHROW  
1hr 5mins
- ✿ DOVER  
1hr 20mins

**AIR.**

*(From London Gatwick)*

- ✿ PARIS  
1hr 57mins
- ✿ ATHENS  
4hrs 43mins
- ✿ DUBAI  
8hrs 28mins
- ✿ NEW YORK  
8hrs 39mins
- ✿ HONG KONG  
14hrs 3mins

**WALKING.**

- ✿ LIDL  
3 mins
- ✿ HOVE STATION  
7 mins
- ✿ HOVE PARK  
5 mins
- ✿ TESCO SUPERSTORE  
17 mins
- ✿ BEACH  
22 mins

Brighton is within surprisingly easy reach of London thanks to the outstanding connections via trains and other public transport links, and easy road access. Commuters can, therefore, enjoy the best of both worlds by moving here, enjoying home life on the South coast with quick and easy transportation from the local train station into London for work and leisure.

It's got all the best city infrastructure, yet its vibe is relaxed and perhaps even a little eccentric too. It's near enough to London for those who work and still want to visit London now and then.

With exceptional transport links to London, Brighton is seeing plenty of public transport commuters with London paying salaries, but prefer to live in Brighton, by the sea.

**66**  
MINUTES ➡

**A connected life.**

THE  TIMES

# Named One of The Best Places To Live in 2022

For those who want the cosmopolitan feel of the capital but the more affordable cost of living on the South East coast, Brighton is a perfect choice. Here, property prices are lower than those in London itself, yet its city centre offers many of the excellent amenities that you would expect from a major city. You can expect average house prices here to come in at around half the costs you'd find in London, which makes a move here highly appealing to Londoners used to the high prices of the capital.

Brighton is Britain's best city by the sea, and quieter areas such as Fiveways and Preston Park offer the perfect base to enjoy its lively shopping and cutting-edge culture as well as the glorious countryside of the South Downs.



BRIGHTON

# BRITAIN'S BEST COASTLINE

GA

GOLSTONSTONE  
APARTMENTS

HOVE PARK

HOVE STATION

SUSSEX COUNTRY  
CRICKET GROUND

BA i360

SOUTH DOWNS  
NATIONAL PARK

BRIGHTON  
STATION

THE BRIGHTON  
CENTRE

BRIGHTON  
PALACE PIER

BRIGHTON  
BEACH

Brighton is one of Britain's most popular coastal towns and sits on the south coast in Sussex. Backing onto the South Downs its long sand and shingle beaches face into the English Channel. Brighton sits in the centre of a shallow bay which stretches from the headlands at Selsey Bill to Beachy Head.

Much of the town is centred on the seafront promenade which is lined with bars, cafes, shops and amusement arcades. Hove Newtown Road is just 15 minute walk away from the Brighton Beach.

# A Staycation For Tourist

## BEACH.

Brighton's beach is one of the most popular beaches in the nation. When the sun starts shining millions of Britons and visitors from overseas grab their suntan lotion and a towel and head to Brighton.

The atmosphere is always friendly and fun, and kids love to play on the beach, while adults enjoy soaking up a few rays and wandering around the other entertainment options nearby. It's quite possible that the British Bank Holiday was invented just so that you could spend a weekend in Brighton.

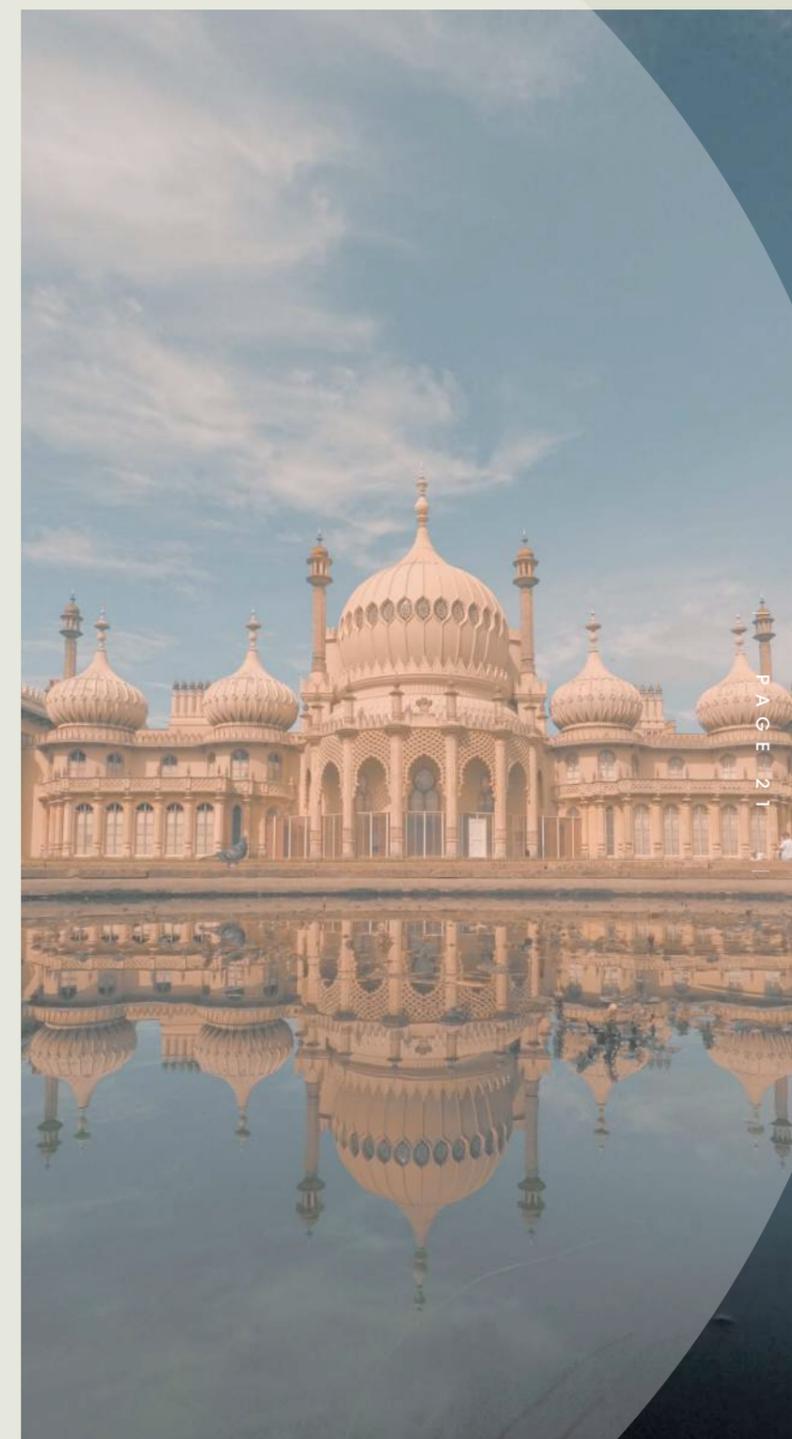
## PIER.

Brighton Pier is the last of three piers that once served Brighton. It sees millions of visitors a year and is a throwback to the days of the Great British Coastal Resort town. It has appeared in several major British works including *Quadrophenia* by the Who.

## THE ROYAL PAVILION.

The Royal Pavilion is a spectacular homage to the Indian architecture of its era, and it bears a certain passing resemblance to the Taj Mahal though without the heat of India to accompany it. It can get warm in Brighton but it's rarely scorching.

It was built for George, the Prince of Wales when construction began in 1787, but who would become Prince Regent in 1811. It was his seaside retreat and was designed by John Nash one of Britain's most daring architects who was also responsible for Marble Arch and Buckingham Palace.



PAGE 21

**£380M**

CONTRIBUTED TO THE UK ECONOMY BY BRIGHTON AND HOVE'S TOURISM INDUSTRY

**24,000**

JOB'S ARE SUPPORTED MORE BY TOURISM IN THE ARE SAID BY THE LABOUR COUNCILLOR

**12M**

BRIGHTON RECEIVED 12 MILLION VISITORS IN 2019 AND CONTRIBUTED

**1.67M**

OVERNIGHT TOURISM TRIPS WERE TAKEN IN BRIGHTON AND HOVE IN 2019



## BA i360.

The British Airways i360 is a moving viewing platform brought to you by the same design team that brought you the London Eye. On a clear day, you can see all the way to the Isle of Wight from the top and even on more overcast day – you can get a great view of Brighton, The South Downs and The English Channel.

## FOOD CULTURE.

If you love seafood, then Brighton's definitely the place to be. It was recently highlighted in the mega foodie blog, Eat Your World, as a food lover's paradise. They praised the city for its multi-cultural flavours as well as for its tea rooms, vegan and vegetarian delights and its incredible fine dining scene. It doesn't matter what you want to eat – Brighton has everything you need and while it's not always cheap, it's always tasty.

If that's not enough to satisfy your palate, we can also recommend that you try the Brighton Food Festival which adds even more choices to the menu in the city.

## BRIGHTON LANES.

The Brighton Lanes are the cultural heart of the city. They were nearly demolished in the 1970s but have since become gentrified and it's where the new and the old minds of the city collide in explosions of creativity.

## AMAZING NIGHTLIFE.

Whatever you like to do at night, Brighton has got you covered. There are more pubs than you can shake a stick at (locals claim there is more than one pub for each day of the year in Brighton). There is a fantastic range of nightclubs to choose from, no matter your musical tastes or sexual preferences.

If you prefer something a little less alcohol fuelled there are comedy nights, live bands, poetry readings and much more. In short, if you're bored in Brighton of an evening – you really need to get out of your hotel room and into the city.



One of the UK's most distinctive cities, Brighton & Hove is renowned for the spirit and diversity of its people, unique retail, leisure and cultural offer and world-famous heritage assets. It has become recognised as a hub of creativity, innovation and enterprise, with a buoyant small-business economy. Little wonder the city is fast attracting new investment from across the globe.



### A STRONG RENTAL MARKET

With a young population (the average resident is in their mid-30s) and approaching 40,000 students at Sussex and Brighton Universities, there is always a high demand for rental property. Recent statistics also show Brighton and Hove to have extremely competitive rental yields.



### LEADING EMPLOYERS

Among the global institutions to choose Brighton & Hove for their operations are international finance giant American Express, financial services provider Legal & General and appliance breakdown protection provider Domestic & General. Digital consumer intelligence experts Brandwatch and Paxton Access,



### SOUGHT AFTER LOCATION

Hove is the most sought after location in England and Wales for young professionals, with around 4000 moving from London to Brighton in recent years. Renowned as the top UK beach destination, its relaxed atmosphere and cosmopolitan culture, combined with the superb setting offers residents a very attractive



### A HAPPY CITY

Property portal Rightmove's latest 2021 study ranks Hove as the 4th happiest place to live in the UK and the number 1 destination in the South East of England.



### CREATIVE AND DIGITAL EXCELLENCE

Brighton & Hove attracts tech, media and telecoms businesses, with digital businesses contributing £1bn+ per annum to the local economy. The ICT and digital sector grew by more than 40% over five years up to 2018, with 19% of digital firms identified as 'high growth'.

FASTEST  
RISING RENTS  
IN ENGLAND  
AND WALES

8.2%

RENTAL PRICE INCREASE  
SINCE 2021

£1,384

AVERAGE RENTAL PRICE OF  
A NEW BUILD PROPERTY

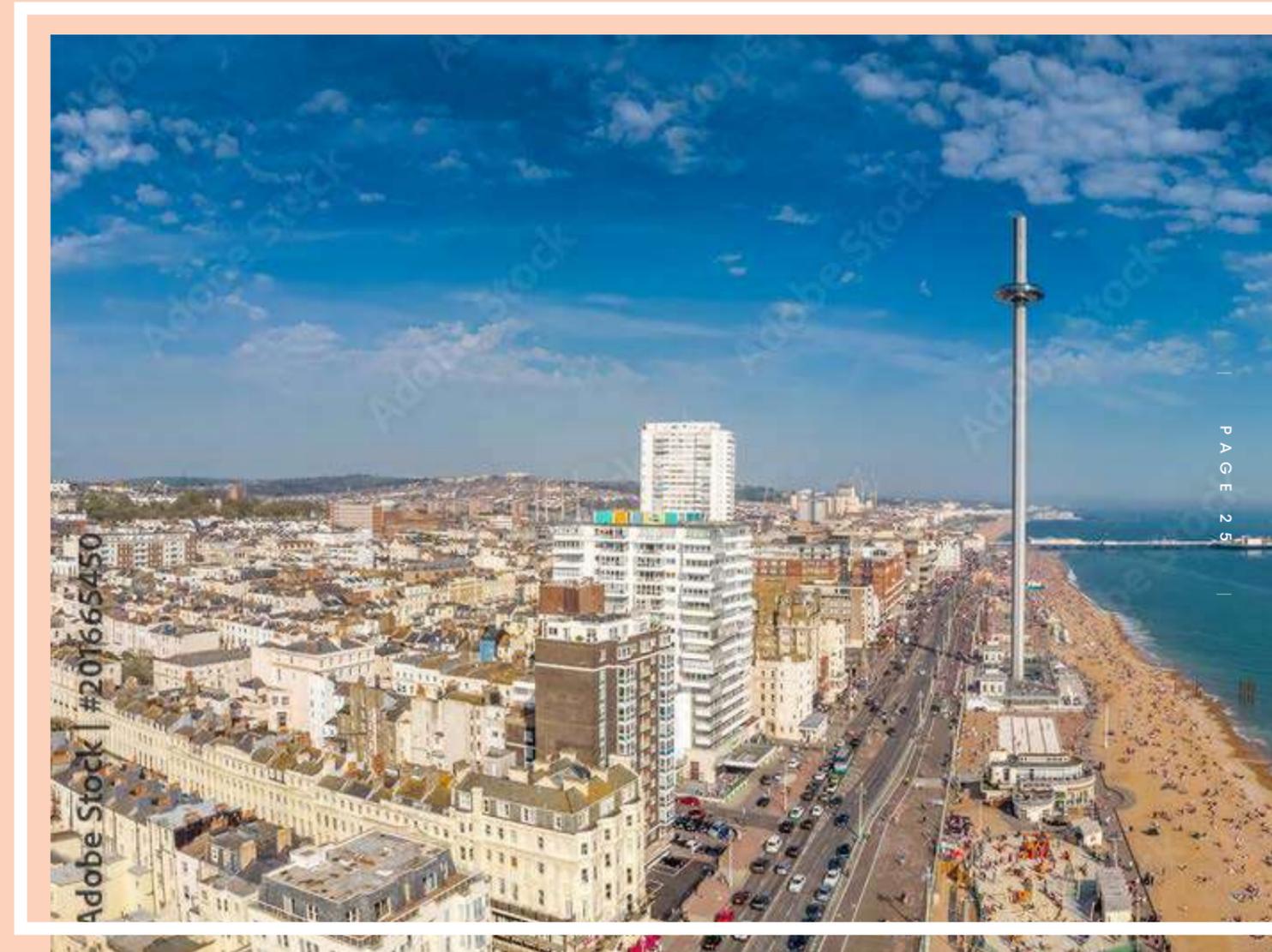
74%

PRIVATE LANDLORDS IN THE  
SOUTH EAST OF ENGLAND SAY  
DEMAND FOR HOMES TO RENT  
HAD INCREASED IN Q3 2021

£7B

CONTRIBUTED TO THE UK  
ECONOMY BY BRIGHTON AND  
CONTINUES TO GROW

# Investing in Brighton and Hove



Brighton & Hove is ideally located between the South Downs and the Sea making it extremely popular with just about every tenant demographic. With excellent transport links to London, Brighton is seeing more and more commuters on London salaries take residence within the area, due to a preference of living by the sea.

Whilst typically considered a city of young creatives, Brighton has also been identified as one of the top UK cities for business. With its strong economy, it continues to attract strong demand from tenants working with the professional sectors.



[ CGI IMAGE, FOR ILLUSTRATIVE PURPOSES ONLY ]



[ CGI IMAGE, FOR ILLUSTRATIVE PURPOSES ONLY ]

# SERVICED LET MODEL.



Serviced-let properties are designed to provide short-term accommodation to guests who are looking for self-catering, hotel-style accommodation. What makes a serviced apartment different from the other accommodation types on the market is that serviced apartments are equipped with all the amenities and utilities that we usually associate with home rather than hotels.

Serviced apartments are frequently used by travellers who are looking for a hotel-style accommodation but want access to all the usual creature comforts of home. Serviced apartments provide the same features and utilities as a high-end hotel but with the extra space and convenience that comes with staying in an apartment. In this way, serviced apartments can offer the best of all worlds to their guests, and as a result, the landlord of the property can charge a premium rent or rate.

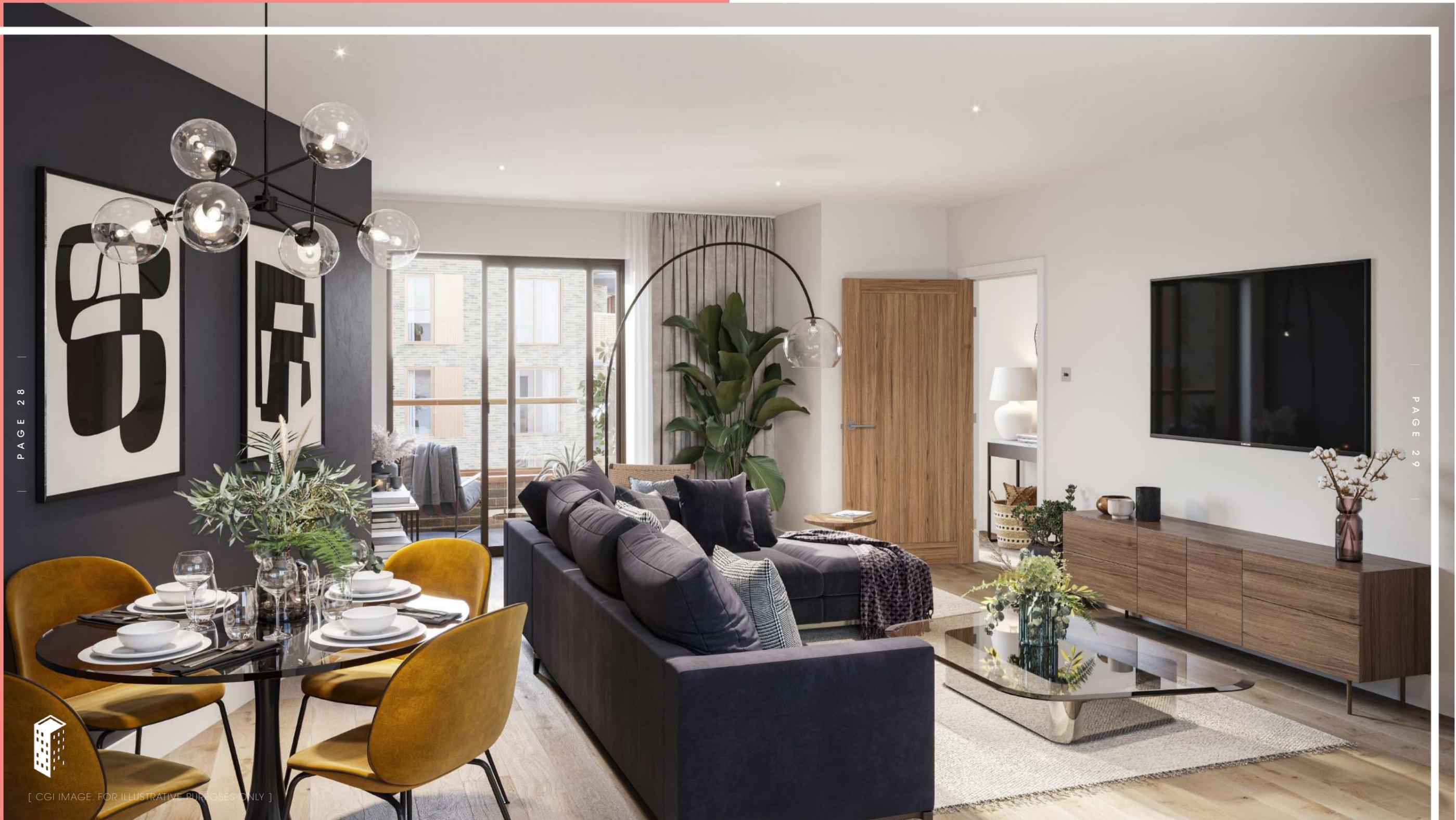
Properties used on a serviced accommodation basis will provide greater returns than the traditional AST route, therefore they make an ideal buy to let property for investors seeking high yields.

upto **11%**  
SERVICED GROSS YIELDS

upto **7%**  
SERVICED NET YIELDS

## ANALYSIS FORECAST. 1 BEDS 2 BEDS 3 BEDS

Average Nightly Rate	£139	£196	£271
Average Number of Days Per Month	30 days	30 days	30 days
Target Monthly Occupancy	75%	75%	75%
<b>Target Revenue</b>			
Nightly Rate Revenue Per Unit Per Month	£3,128	£4,410	£6,098
<b>Variable Costs</b>			
Listing Platform (Airbnb) Fee - 15% of Revenue	£469	£662	£915
MPH Management Fee - 18% + VAT of Revenue	£676	£953	£1,317
<b>Target Net Total Per Month Per Unit</b>	<b>£1,983</b>	<b>£2,796</b>	<b>£3,866</b>



[ CGI IMAGE. FOR ILLUSTRATIVE PURPOSES ONLY ]



[ CGI IMAGE. FOR ILLUSTRATIVE PURPOSES ONLY ]

#### INTERIOR DESIGNED KITCHENS

Gloss light grey (or similar) handleless cabinets  
Granite worktops, upstands and splashback behind hob  
Stainless steel sink  
Integrated Samsung (or similar) appliances – induction hob, fridge freezer and dishwasher. Washer dryer to be freestanding (if Samsung) or integrated similar brand.  
LED strip lighting under wall cabinets

#### BATHROOMS AND ENSUITE

Wood effect or similar basin cabinet with white basin and mixer tap  
Polished concrete style or similar ceramic wall and floor tiles – floor to ceiling in wet areas  
Dual flush soft close WC with chrome flush  
Shower head with rose head and hand shower in chrome  
Heated designer towel rail  
Granite worktops in selected bathrooms

#### GENERAL

Brushed stainless steel sockets and switches  
Varnished wooden premium apartment doors  
Designer stone windowsills

#### HEATING/ENERGY

Energy efficient, sustainable Combined Heat and Power (CHP) system

#### SECURITY

Secured gates at section entrances  
Digital access to main entry doors and gates  
Colour video access screens in apartment hallways  
Compliant smoke alarms  
Lockable letterboxes  
Secured bike storage  
Undercover car parking on allocated units

#### FLOORING

Oak effect flooring in living, hallway and kitchen areas  
Carpet in bedrooms  
Ceramic and/or porcelain tiled bathroom

#### LIGHTING

Recessed LED spotlights – brushed steel  
Brushed steel light switch and sockets  
Hanging pendants in selected rooms and over kitchen islands

#### CARS/VEHICLES

Undercroft and surface car parking allocated to some units  
Electric vehicle (EV) charging points  
Public car park adjacent to development

# Specification



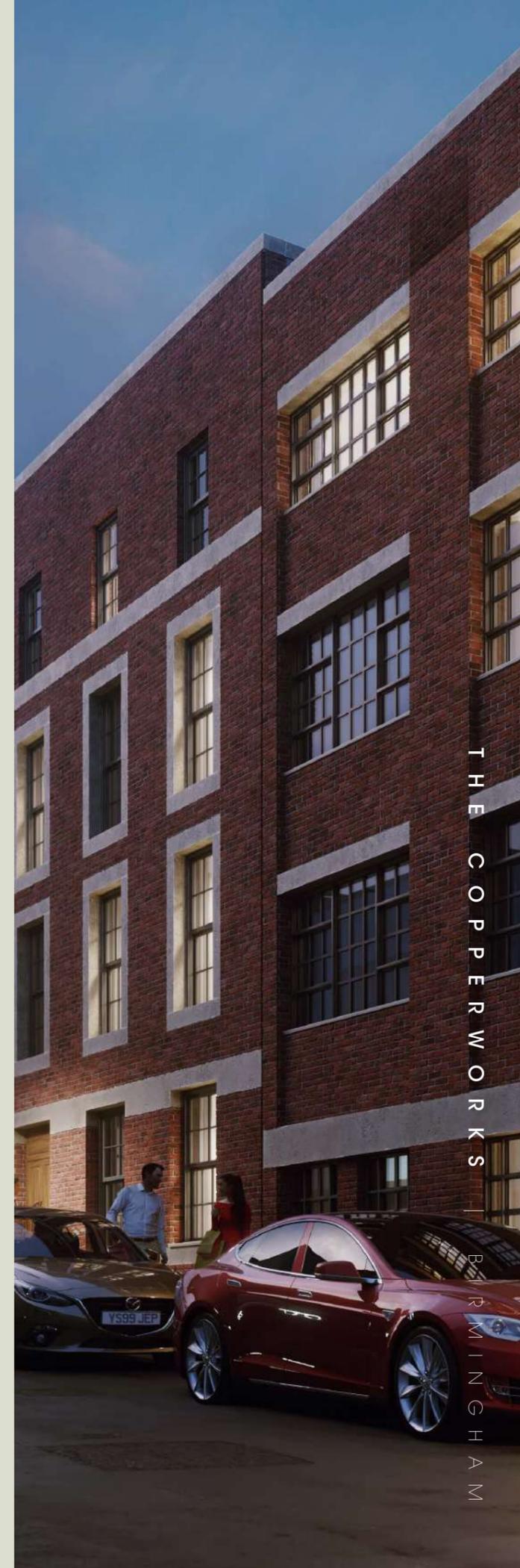
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THE TRIANGLE  
ASTON



THE COPPERWORKS  
BIRMINGHAM



SCHOLARS QUARTER  
BIRMINGHAM

# ABOUT The Developer

Kings Crescent Homes is an integrated property development business, specialising in the end-to-end delivery of large developments completely through its unique inhouse capacity.

Founders and directors, Nick Harvey-Jones and Radu Dinului-Mereantu, have a combined experience of over 40 years and have delivered in excess of £300 million in real estate development and construction across the UK and managed active real estate portfolios into the ebillions. Their rare ability to deliver large scale projects mostly in-house, including most elements of construction, sets them apart from many. Investment partners are able to rely on a company with ultimate control on timing and budget, whilst customers who buy or rent a Kings Crescent Home are able to trust that quality control and efficiency is at the heart of their mission.

For more information, please visit:

[www.kingscrescenthomes.com](http://www.kingscrescenthomes.com)

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kings crescent homes

# FOR MORE INFO.

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