



APEX LOFTS

DIGBETH, BIRMINGHAM

APEX LOFTS

BIRMINGHAM

A brand new design-focused development of 80 stunning high-quality apartments located in the center of Birmingham.

Apex Lofts has been designed with a core focus on occupier demand, through architectural innovation, pioneering integration and exceptional specification. The building, which offers a selection of well-designed one-bedroom, two-bedroom and duplex apartments are arranged over nine levels, providing stunning views over Birmingham's iconic skyline.

2 bedroom

From £284,950

2 bed duplex

From £333,884

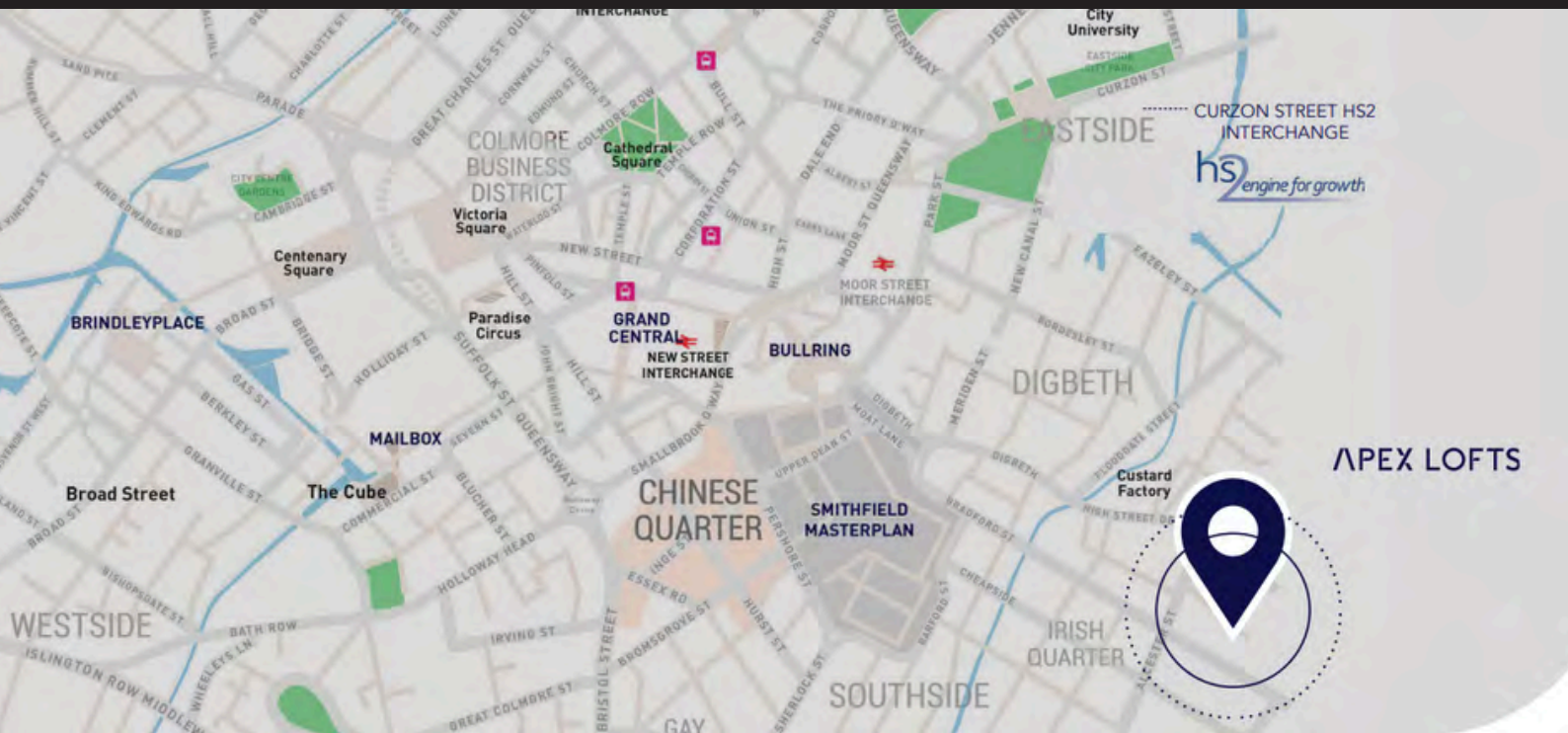




KEY FACTS

Developer:	10m Group Limited
Address:	50 Warwick Street, B12 0NH
Estimated Completion:	Completed
Total Development:	70 Units
Tenure:	250 year leasehold
Est. Service Charge:	£1.57 psf p.a est.
Expected Yield:	5.5%
Building Warranty:	10 years
Furniture Pack:	Available

APEX LOFTS LOCATION

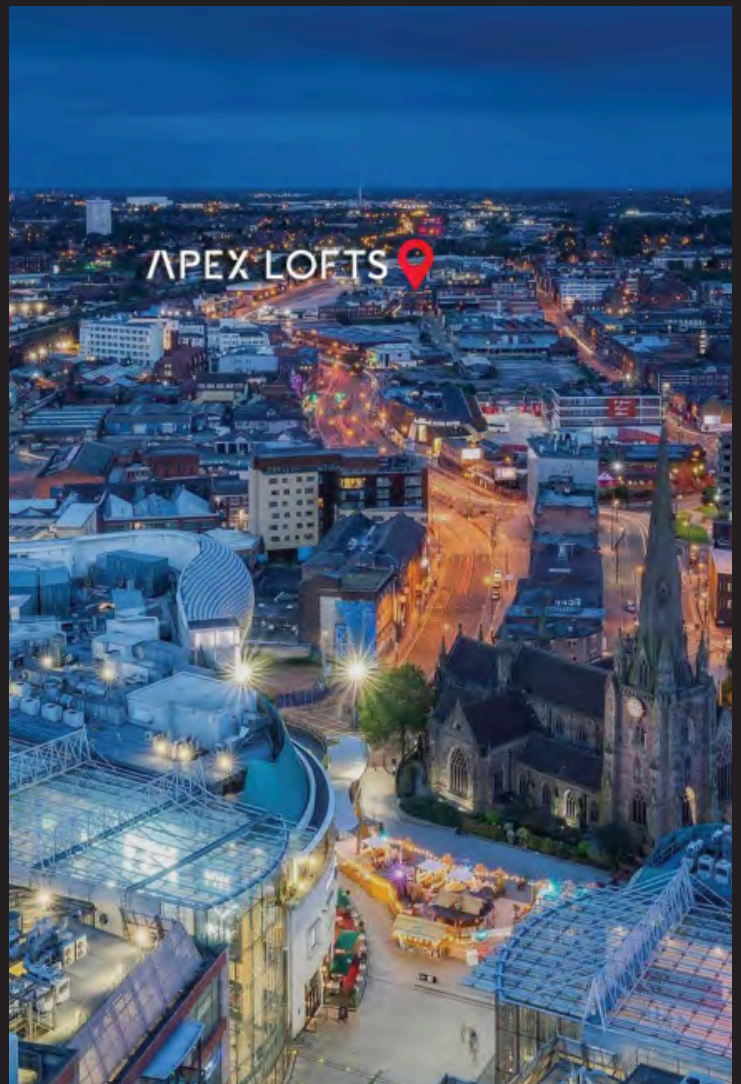


EXPLORE: WALKING

The Spotted Dog Pub	1 min
The Old Crown Pub	3 min
The Custard Factory	4 min
Bordesly Station	4 min
O2 Institute	5 min
Digbeth Dining Club	5 min
The Bullring	10 min
Selfridges	11 min
Moor Street Station	12 min
Chinese Quarter	13 min
Apple Store	15 min
Curzon Street Station (HS2)	15 min
Thinktank Science Museum	15 min
Birmingham City University	16 min

EXPLORE: DRIVING

Bullring	4 min
Birmingham City University	5 min
O2 Academy	6 min
Aston University	6 min
The Electric Cinema	8 min
New Street Station	8 min
The Mailbox	8 min
University of Birmingham	9 min
Edgbaston Golf Club	9 min
Library of Birmingham	10 min
Jewellery Quarter	11 min
St. Phillip's Cathedral	11 min
Brindley Place	12 min
Birmingham Airport	20 min



DIGBETH LOCATION

The area is full of character and the home of industry in the midlands, as evidenced by the architecture and buildings within this conservation area. This regeneration of these buildings is creating some fabulous places to eat, sleep, shop and play.

Digbeth has been earmarked as the main residential growth area of the city, and will be home to the new hs2 hub site around the corner on Curzon street. Exciting proposals include an integrated metro stop in New Canal street extending through and serving Digbeth, with a step proposed directly in front of APEX Loft.



At the same time, there are plans for a wide landscaped plaza, Paternoster Place, that will transform pedestrian connections into Digbeth and create gateway development opportunities.

Proposals for Digbeth also include 33,000 Sqm of retail place, 150,000 sqm 75,000 sq m of residential development. It is estimated that this would create over 5,000 jobs.

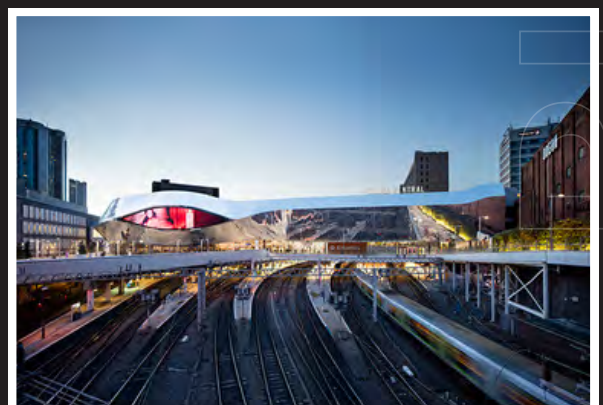
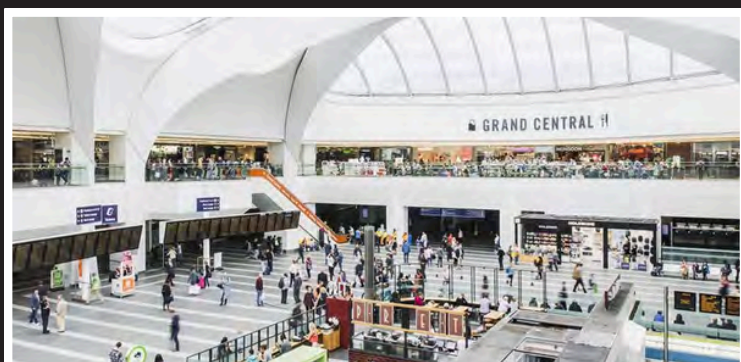
The Custard Factory is the most powerful collection of creative and digital businesses, independent retailers and event venues outside London. It is home to over 500 businesses and hosts a regular calendar of fairs, festivals gigs, as well as corporate and private events and weddings.

WHY INVEST IN BIRMINGHAM

Birmingham's economy currently stands in excess of £120 Billion, and is growing at a higher rate than any other city in the UK. It holds the accolade of the UK's second city after the Capital, which is reflected across the board within the cities key performance statistics.



Birmingham has been voted the best regional city in the UK to live in, with the cost of living approximately 60% lower than London. Many corporates have recognised the value and have already relocated to Birmingham. The property market is growing at an exponential rate, fuelled by the influx of major corporations and the growing deficit of housing supply. Birmingham simply does not have enough residences to meet the occupier demand.





FDI

Birmingham saw the largest share of Foreign Direct Investment outside London in the UK.

50,000

Birmingham's framework of six economic growth zones will create 50,000 new jobs.



2027

Birmingham rental prices grew 17% in 2023 and are expected to increase to 19.3% by 2027.



2031

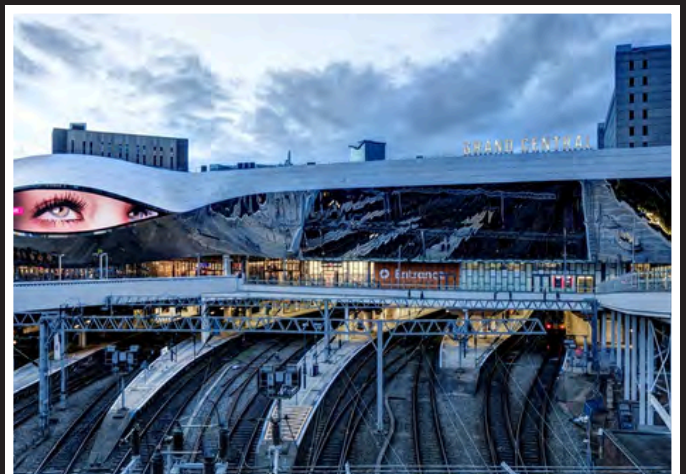
By 2031, Birmingham will see substantial economic growth with the planned BDP.



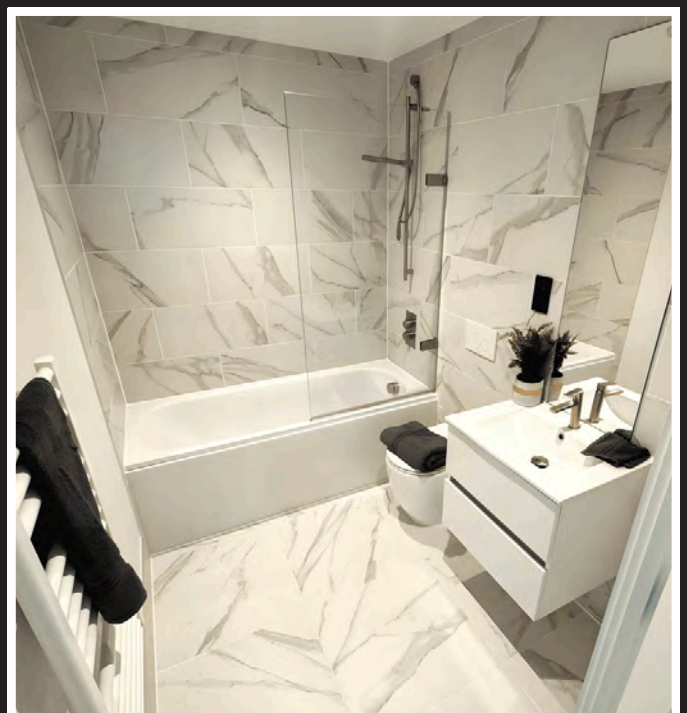
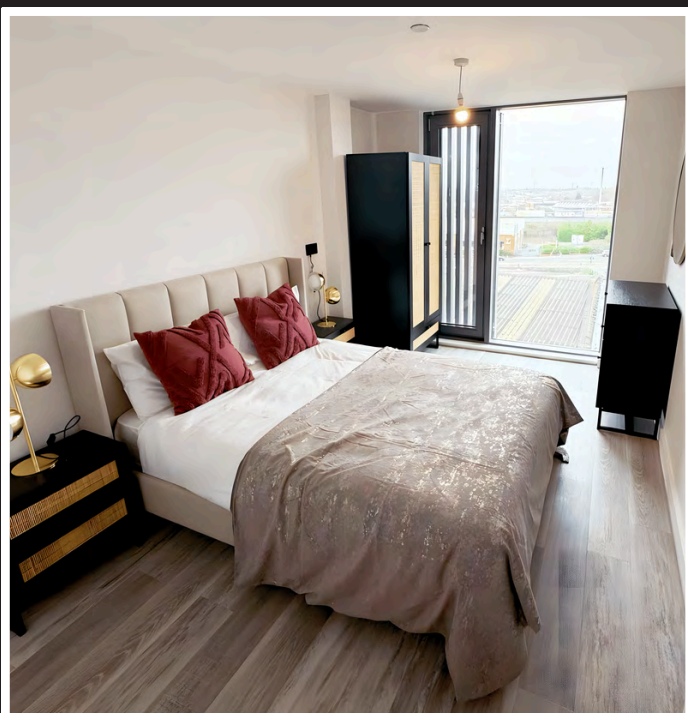
THE LOCATION

Birmingham is strategically located for motorway travel with the M5, M6, M40 and M42 all interconnecting in and around the city. Three main rail stations serve Birmingham, New Street, Snow Hill and Moor Street, together providing a comprehensive network linking long-distance destinations across the UK.

Birmingham International is approx twenty-five minutes drive from the development, enabling domestic and international air travel with ease and convenience.



LIVING SPACE



BELOW MARKET VALUE OPPORTUNITY

APEX LOFTS

SAPPHIRE COURT

SAVINGS

IF APEX was same PSF as Sapphire

Floor	Unit	Unit Type	Unit Size	Price per sqft	Unit Price	Exh 25%	Sapphire Cost	Size	PSF	Price	Saving	Saving %
Two	28	2 Bed	677	£421	£284,950	£71,237.50	£329,100	700	£470	£318,190	£33,240	11%
Four	47	2 Bed	758	£402	£304,950	£76,237.50	£361,000	753	£479	£363,082	£58,132	17%
Four	50	2 Bed	754	£404	£304,950	£76,237.50	£364,100	753	£484	£364,936	£59,986	18%
Six / Seven	77	2 Dplx	811	£412	£333,884	£83,471.00	£390,600	829	£471	£381,981	£48,097	13%

APEX LOFTS

SMITHFIELD LOFTS

SAVINGS

IF APEX was same PSF as Smithfield

Floor	Unit	Unit Type	Unit Size	Price per sqft	Unit Price	Exh 25%	Smithfield Cost	Size	PSF	Price	Saving	Saving %
Two	28	2 Bed	677	£421	£284,950	£71,237.50	£374,995	691	£543	£367,611	£82,661	25%
Four	47	2 Bed	758	£402	£304,950	£76,237.50	£399,995	756	£529	£400,982	£96,032	27%
Four	50	2 Bed	754	£404	£304,950	£76,237.50	£379,995	706	£538	£405,652	£100,702	28%

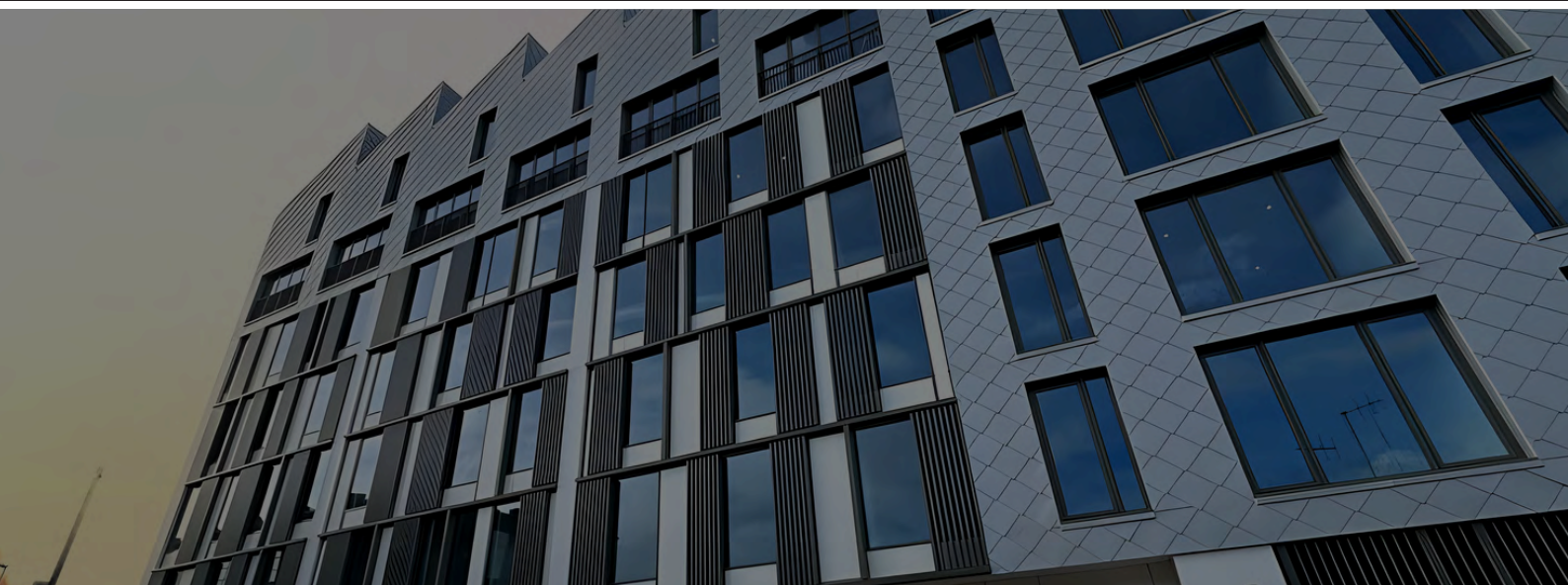
APEX LOFTS

BURJ DIGBETH

SAVINGS

IF APEX was same PSF as Burj

Floor	Unit	Unit Type	Unit Size	Price per sqft	Unit Price	Exh 25%	Burj Cost	Size	PSF	Price	Saving	Saving %
Two	28	2 Bed	677	£421	£284,950	£71,237.50	£331,660	721	£460	£311,420	£26,470	9%
Four	47	2 Bed	758	£402	£304,950	£76,237.50	£334,420	727	£460	£348,680	£43,730	13%
Four	50	2 Bed	754	£404	£304,950	£76,237.50	£334,880	728	£460	£346,840	£41,890	13%



SPECIFICATIONS

GENERAL:

Walls - Light grey matt emulsion
Ceilings - white matt emulsion
Doors - mid-grey eggshell
Architrave - white eggshell
Handles - Brushed Nickel Sockets / switches - Brushed Nickel
Lighting - Recessed LED low energy downlighting with white bezels TV and telephone sockets to living rooms and bedrooms
Living room socket sky+ enabled
Double glazing throughout

KITCHENS:

Bespoke Designer matt grey finish with concealed handles
Reconstituted stone worktop (with grooved drainer to selected apartments)
Fully tiled ceramic upstand
LED strip lights to underside of wall units
Stainless steel bowl undermount sink with Brushed Nickel lever tap
AEG (or similar quality) integrated electric appliances

OVEN:

Four ceramic hob
Fridge/freezer
Dishwasher

BATHROOM/SHOWER ROOM:

White Bagno Design bathroom suite featuring shower tray or bath as applicable, concealed cistern dual flush back to wall
WC Tiled bath panel
Electric Brushed Nickel heated towel radiator
Large format white marble porcelain floor and wall tiling
Brushed Nickel brassware by Bagno Design basin tap, bath filler, shower mixer, shower head and low-level hand shower with hose
Vanity Cupboard by Bagno design
Clear glass bath/shower screen
Thermostatically controlled and pressurised hot and cold water

SERVICE CUPBOARD:

Free-standing washer/dryer
Bulkhead lighting

SPECIFICATIONS

COMMUNAL AREAS:

Kardean (or similar) Light grey oak flooring

Tiled communal entrance foyer

Low energy ceiling lighting Landscaped communal courtyard and sky garden

Secure cycle store

BEDROOMS:

Fully fitted Kardean (or similar) light grey oak flooring

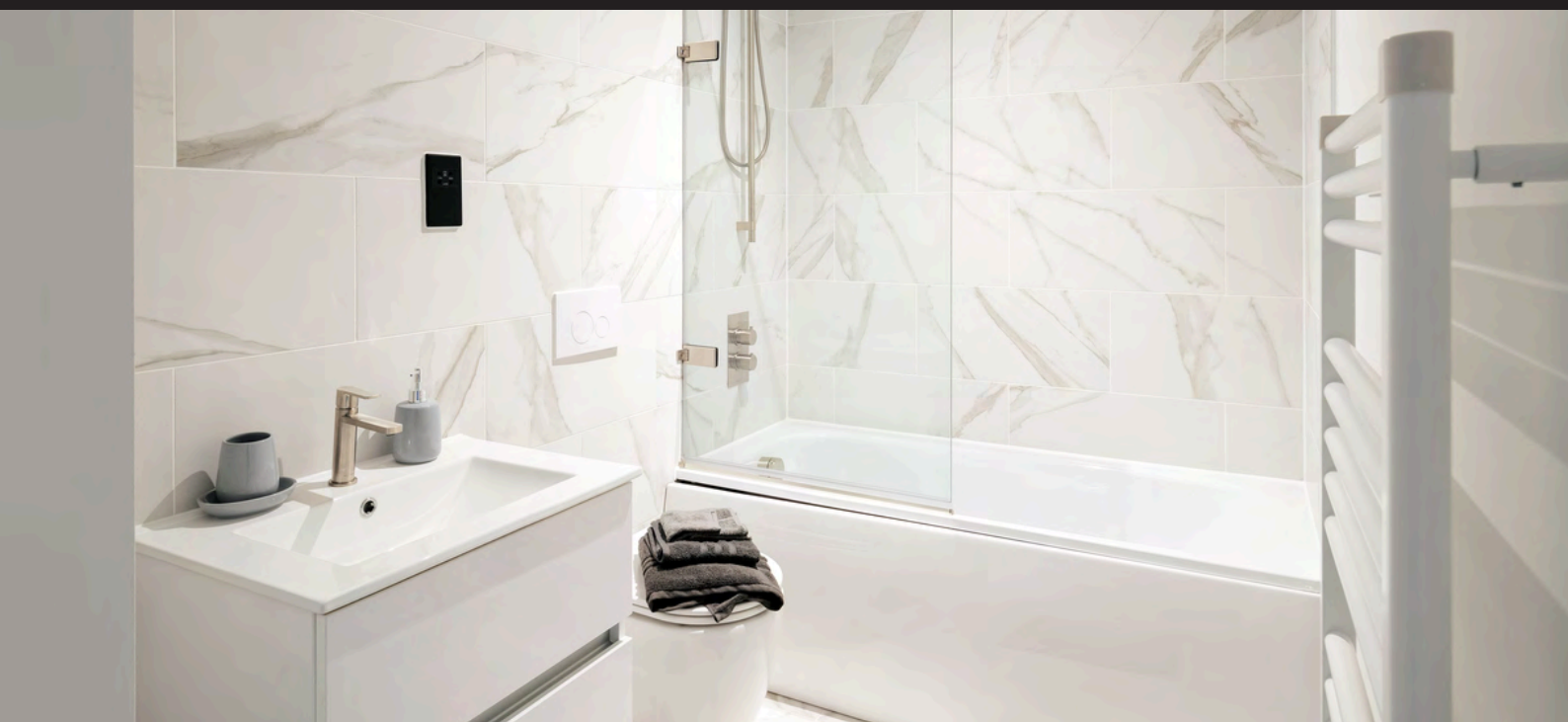
RESERVATION PROCESS



Reservation deposit £5,000 net of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents

Simultaneous Exchange and Completion

Floor	Unit	Unit Type	Unit Size	Price per sqft	Unit Price	Gross Yields
Second	28	2 Bed	677	£421	£284,950	5.69%
Fourth	50	2 Bed	754	£402	£304,950	5.31%
Fourth	47	2 Bed	758	£404	£304,950	5.31%
Six / Seven	77	2 Dplx	811	£412	£333,884	5.57%



RESERVATION PROCESS



LEGAL INFORMATION

Vendor's Solicitor

Squire Patton Boggs (UK) LLP

T: +44 (0) 121 222 3168

E: hanna.ghale@squirepb.com



LEGAL INFORMATION

Recommended Buyer's Solicitor

Lawrence Stephens Ltd

T: +44 (0) 20 793 688 80

E: sgallagher@lawstep.co.uk

LETTINGS AND MANAGEMENT

Redstone Property Portfolio Management

Register for Letting and Management on reservation to benefit from preferential rates.

T: +44 (0) 121 295 1324

E: lettings@redstoneproperty.co.uk

