

INVESTOR

# PORTSMOUTH

INSIGHT

Portsmouth is the only city in the UK with greater population density than London, so property is understandably subject to fierce demand. Perhaps best known as the home of the Royal Navy and for its fabulous historic dockyard, Portsmouth is also the country's only island city. It is popular with people of all ages, from a growing student population to young families seeking value in the property market and older residents. With so many people and so little space, it is the perfect place for landlords to invest in property.

## WHY INVEST IN PORTSMOUTH?

### Lower house prices; prime south coast location



Portsmouth is considerably more affordable than other south coast cities. According to Zoopla, the average property in the city sold for £195,000 in the year to May 2016, compared with £246,000 in Southampton and £346,000 in Brighton. This makes Portsmouth more accessible to a larger pool of investors.

### High yields



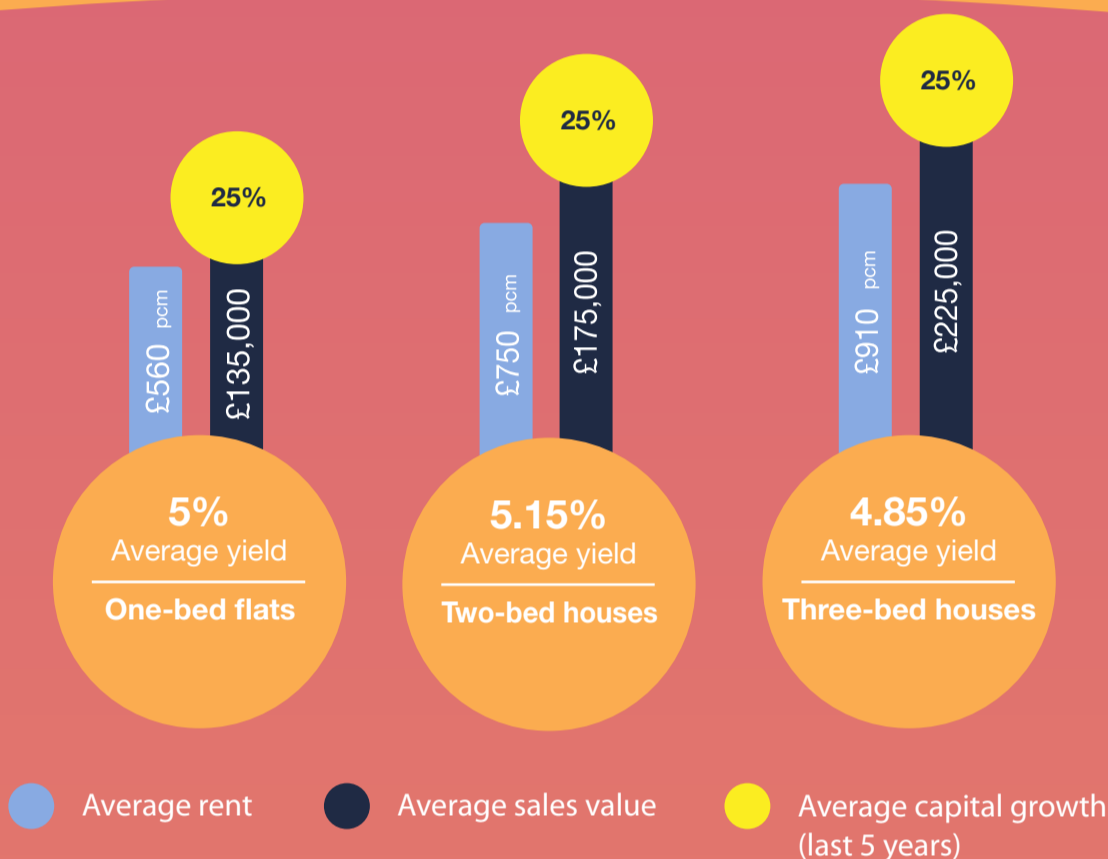
Relatively low house prices coupled with incredibly high demand for rented homes has created the perfect conditions for landlords to achieve a high yield. As more people choose the city as a base to commute to London from, this trend is only likely to accelerate over the coming years.

### Plenty of choice

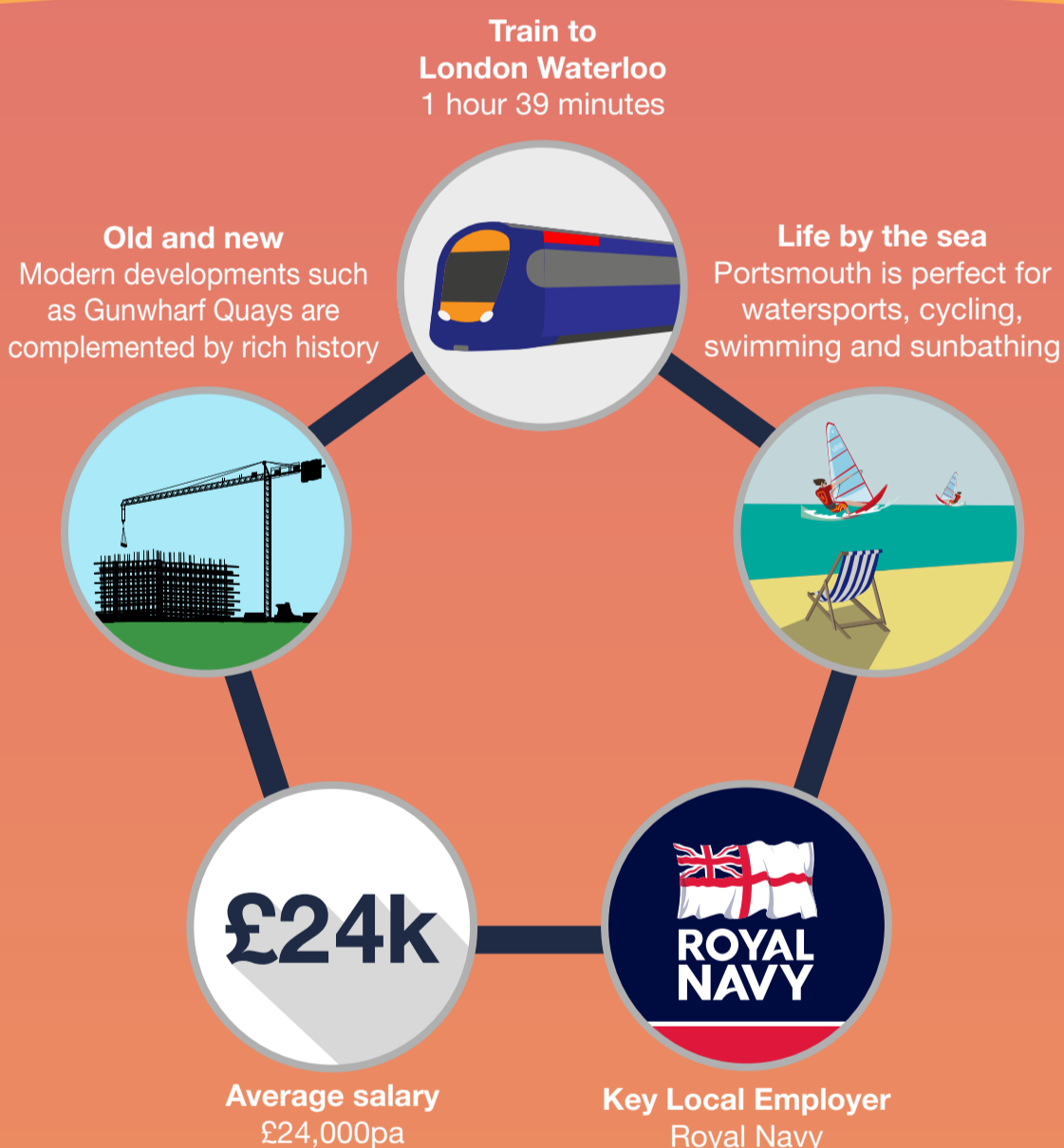


Despite being a relatively small city, Portsmouth offers investors an opportunity to purchase all types of properties. From plush apartments in Gunwharf Quays to homes with a sea view on Southsea seafront and terraced properties throughout central Portsmouth, there is something to suit any budget.

## YOUR RETURN ON INVESTMENT



## WHY DO TENANTS LOVE PORTSMOUTH?



## KEEP AN EYE ON...



### Keep an eye on... Gunwharf Quays

Formerly used as a storage facility for guns, cannons and other ammunition, the modern Gunwharf Quays opened in 2001. Today it is home to almost 100 retail outlets, restaurants, bars and leisure facilities. It also boasts a number of high-quality residential developments that are among the most sought-after in Portsmouth. For a high-quality apartment or townhouse that is sure to be in high demand, investors should look towards Gunwharf Quays.

## IDEAL INVESTMENTS



**£178,000**  
**Osborne Road**  
**Two-bedroom apartment**

Our local experts believe this magnificent top-floor apartment in central Southsea is likely to achieve a rental yield of more than six per cent. Situated within walking distance of Palmerston Road and the seafront, it presents an attractive investment opportunity both in terms of rental income and capital appreciation.



**£195,000**  
**Gunwharf Quays**  
**One-bedroom apartment**

Set in the heart of Gunwharf Quays, this smart and modern apartment is perfect for a buy-to-let investor. Its prestigious location and contemporary design is sure to result in high demand among tenants and properties in Gunwharf Quays typically benefit from substantial capital growth.



**£240,000**  
**Kenyon Road**  
**Three-bedroom house**

A classic terraced home always proves popular with tenants in Portsmouth and this three-bedroom property in the northern part of the city would be no exception. With a popular location, plenty of space and good decoration throughout, it is a shrewd purchase for any prospective investor.

### Sources

All statistics correct as of 07.06.16  
Zoopla  
Rightmove  
Property Detective