



# THE AURIA

NOTTING HILL

## Investor Guide

*1-bedroom apartment rental yields up to 4.48%\**



# Why The Auria?

## Rental Demand

Notting Hill boasts a long-standing reputation as a prime property hot spot with tenant wait list and no void period.



## Rental Yield

Rental yield up to 4.48%\*



## Regeneration

Designed by internationally acclaimed architects, Conran and Partners, The Auria is the next phase at the multi-award winning Portobello Square.



## Amenities

Premium amenities include a concierge service, residents lounge, co-working spaces and a residents-only gym.



## Commercial Opportunities

The Auria will extend the iconic Portobello Road by adding commercial spaces for shops, cafés and restaurants.



## Neighbourhood

Notting Hill is one of London's most famous and desirable places to live.



## Lifestyle

An iconic neighbourhood offering an exciting and eclectic mix of shopping, drinking and dining destinations.



## Connections

A prime Zone 2 location with excellent connections to the rest of London and beyond.



## Green Space

Overlooking a brand new public park The Auria is also close to many green spaces including Holland Park and Kensington Gardens.



## Culture

Notting Hill is renowned for its independent and creative approach to life and is an area alive with a mix of cultures.



## Learning

Close to many OFSTED rated 'outstanding' nurseries, primary and secondary schools and some of London's most prestigious universities.



## Expertise

Peabody is one of the UK's oldest and largest housing associations and one of the most respected in the housing industry for its high quality, innovative design.



# Investment Case Study

## Estimated Rental Values

### ONE-BEDROOM APARTMENT (THE LEDBURY):

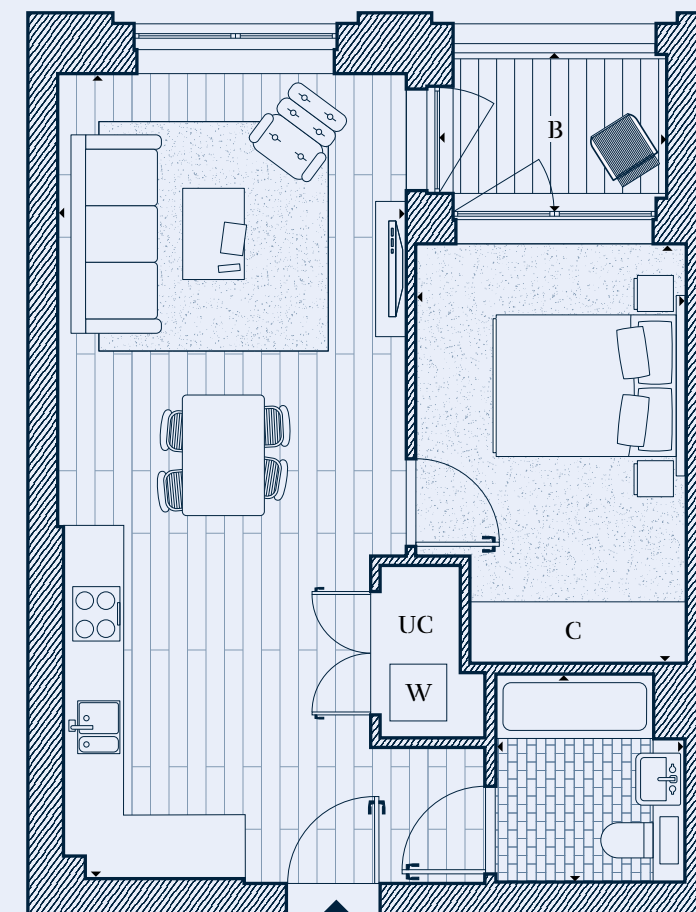
**PURCHASE PRICE** £690,000

**SDLT\*** £42,700

**ERV P/W** £595

**ANNUAL RENTAL INCOME** £30,940

**AVERAGE YIELD** 4.48%\*



# The Auria – Top Picks

Plot No.	Apartment Name	No. of Bedrooms		Floor Aspect	Internal sqft	External Space	Price	ERV P/W	Estimated Gross Yield
300	The Ledbury	1	1	SW	556	Balcony	£675,000	£575	4.43%
299	The Thorpe	1	1	NW, SW	544	Balcony	£680,000	£575	4.40%
312	The Ledbury	1	3	SW	554	Balcony	£690,000	£595	4.48%
315	The Ledbury	1	4	SW	556	Balcony	£697,500	£595	4.44%
314	The Thorpe	1	4	NW, SW	544	Balcony	£702,500	£595	4.40%
108	The Lonsdale	1	1	NW, SW	772	Balcony	£775,000	£650	4.36%

*The Auria at Portobello Square is the next phase in an already established and highly successful regeneration project that first launched in 2011.*

Portobello Square is a multi-award-winning urban renewal project that embodies the best in housing, large-scale urban design and placemaking.



**WINNER**  
Best Urban  
Regeneration  
Project First Time  
Buyer Awards 2020



**WINNER**  
Regeneration  
Project of the  
Year RICS  
Awards 2019



**WINNER**  
Sustainable New  
Build Project of  
the Year SHIFT  
Sustainability  
Awards 2018

Selling Agents



A development by



Terms and Conditions

\*Rental values and yields are subject to market movement and are for indicative purposes only. Distances and travel times are approximate and taken from Google Maps. Prices are correct as of 25.01.24. CGIs are indicative only.