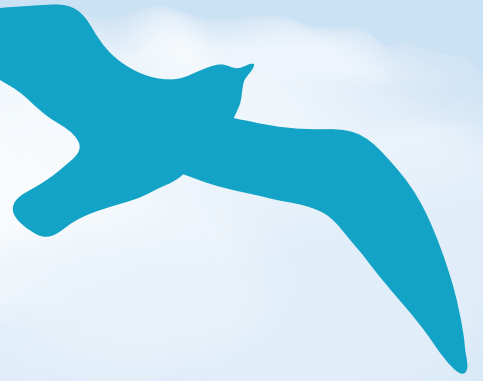


# CLIFF PAVILIONS



## APARTHOTEL INVESTMENT OPPORTUNITY



### 61 SERVICED APARTMENTS

Marine Parade • Dovercourt Bay



# CLIFF PAVILIONS

## ABOUT Cliff Pavilions

Welcome to Cliff Pavilions, situated on the prestigious Marine Parade, this stunning art-deco structure consisting of spacious studio and one-bedroom Apartments and two-bedroom Residences will represent the pinnacle of luxury and style, providing an enviable address for its residents whilst celebrating the charm and opulence that was once the site of the renowned Cliff Hotel.



## WHY Harwich & Dovercourt Bay

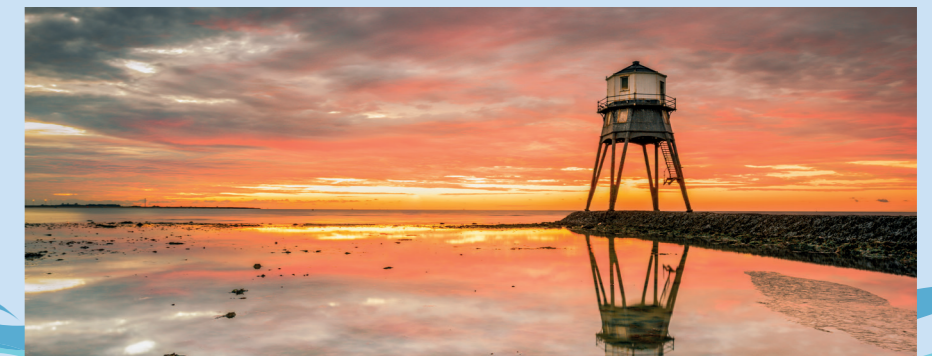
Harwich is an attractive, historic and unique town steeped in a wealth of maritime history and ideally located with excellent road, rail and ferry links.

Not only does Harwich entice visitors with its stunning history and heritage, it is also home to a great selection of restaurants, bars, cafes and pubs.

The tranquil seaside at Dovercourt Bay boasts an award winning Blue Flag beach of which the Leading Lights are a unique feature.



Dovercourt Bay



CLIFF PAVILIONS



CLIFF PAVILIONS

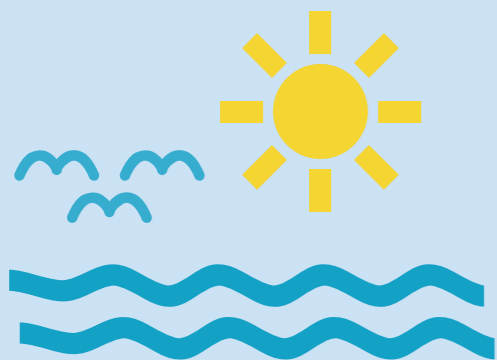


# APARTHOTEL HOLIDAY HOME AND RENTAL INVESTMENT

## The Staycation Boom

62%

plan to spend their main summer break in the UK in 2022 - up from 50% in 2019



- Holiday home investment opportunity.
- Desirable beach front location.
- High specification and build quality
- Art-Deco architecture and style
- Combining all essential services and on-site facilities.
- Well connected - great road and rail network with direct line to London Liverpool Street.
- Capitalise on UK growing 'staycation' market.
- High yield rental income and capital growth.



## THE LOCATION

Marine Parade, Dovercourt Bay, Harwich, Essex

- Attractive, historic and unique market town, steeped in maritime history.
- Great restaurants, bars, cafes and pubs.
- Home to the historic Mayflower.
- Award winning Blue Flag beach.
- Marine Parade is perfectly located with sea views and links to the town.



# CLIFF PAVILIONS



## Property The Apartments



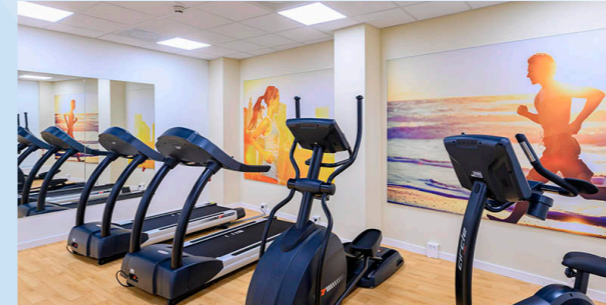
For investors, the studio and one-bedroom Apartments offer an investment opportunity rarely available. These units have the benefit of being fully managed and maintained and will be marketed and promoted to deliver a rental yield for the owner well above normal levels of return.



Due to the enviable location of the development, it is envisaged that there will be sizeable capital growth on the value of Apartments once completed and combined with the rental income this investment presents a significant return on investment.

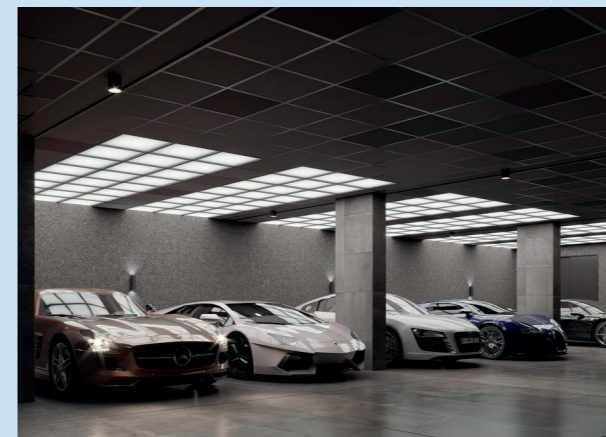
- Concierge Service
- Furnished Option for Investors
- Kitchenette
- Walk-in Showers
- Air-Conditioned throughout
- Partial Sea or Garden Views
- WiFi Throughout
- Private Courtyard Parking
- Video Entry System

# CLIFF PAVILIONS



## ON SITE FACILITIES

Cliff Pavilions contains a purpose built, state-of-the-art private gym and fitness centre, and all owners can access this facility free of any charges. The on-site La Pavilion's Pizzeria restaurant serves the best of Italian cuisine, and if you don't feel like going out, don't worry, personal room service is available to you.



## PARKING

The underground parking is fully gated and access is controlled through personal access fobs. This secure facility ensures that all owners have the added comfort that they can leave and return to their home in total safety. Within the parking area, there are electric vehicle charging points for residents use only.



## SAFETY & SECURITY

Security is an important aspect of life these days, and Cliff Pavilions recognises this. Each apartment benefits from a colour video entry phone system and front doors have a spy hole and security chain fitted as standard. In this way, the owner can rest assured that their safety is of paramount concern to us.

# CLIFF PAVILIONS



## CAPITAL GROWTH BUILT IN

15%

## RENTAL INCOME ILLUSTRATION

6.4%

- Off-plan opportunity, suites are priced to sell from £105,995
- Prices are expected to increase by 15% between today and build completion
- With commercial appreciation due to rental income, an additional 4% increase in value is expected in addition to the 15% 'bricks & mortar' growth
- **Average house price in Harwich £241,313** (Jan-Oct 2021)
- **Price movement last 12 months +17%**
- **Price movement since 2018 +21%**

### GROSS RENTAL INCOME

£450 per week x 30 weeks	£13,500.00
Fixed operation costs	£3,821.85
Gross Operating Profit	£2,903.45

### INVESTOR INCOME £6,774.70

Initial Investment	£105,995.00
Investor Income	£6,774.70
Investor ROI	6.4%

### ASSUMPTIONS:

- Weekly rentals compared to local equivalent enterprises
- Weekly rentals achieved on average 30 weeks per 52 week period
- Fixed Operational Costs (FOC) calculated at 28.31% of rental income
- Gross Operating Profit calculated at 30% of balance
- Investor Income 70% of balance

# CLIFF PAVILIONS



## INVESTMENT PACKAGE ILLUSTRATION

<b>OFF PLAN PURCHASE PRICE</b>	<b>£105,995</b>	
Reservation Deposit	£500.00	
Payment on Exchange of Contracts	£10,599.50	10% of Purchase Price
At 3 months after Exchange of Contracts	£10,599.50	10% of Purchase Price
At 6 months after Exchange of Contracts	£10,599.50	10% of Purchase Price
At 9 months after Exchange of Contracts	£10,599.50	10% of Purchase Price
At 12 months after Exchange of Contracts	£10,599.50	10% of Purchase Price
Balance to be paid on Completion	£52,497.50	

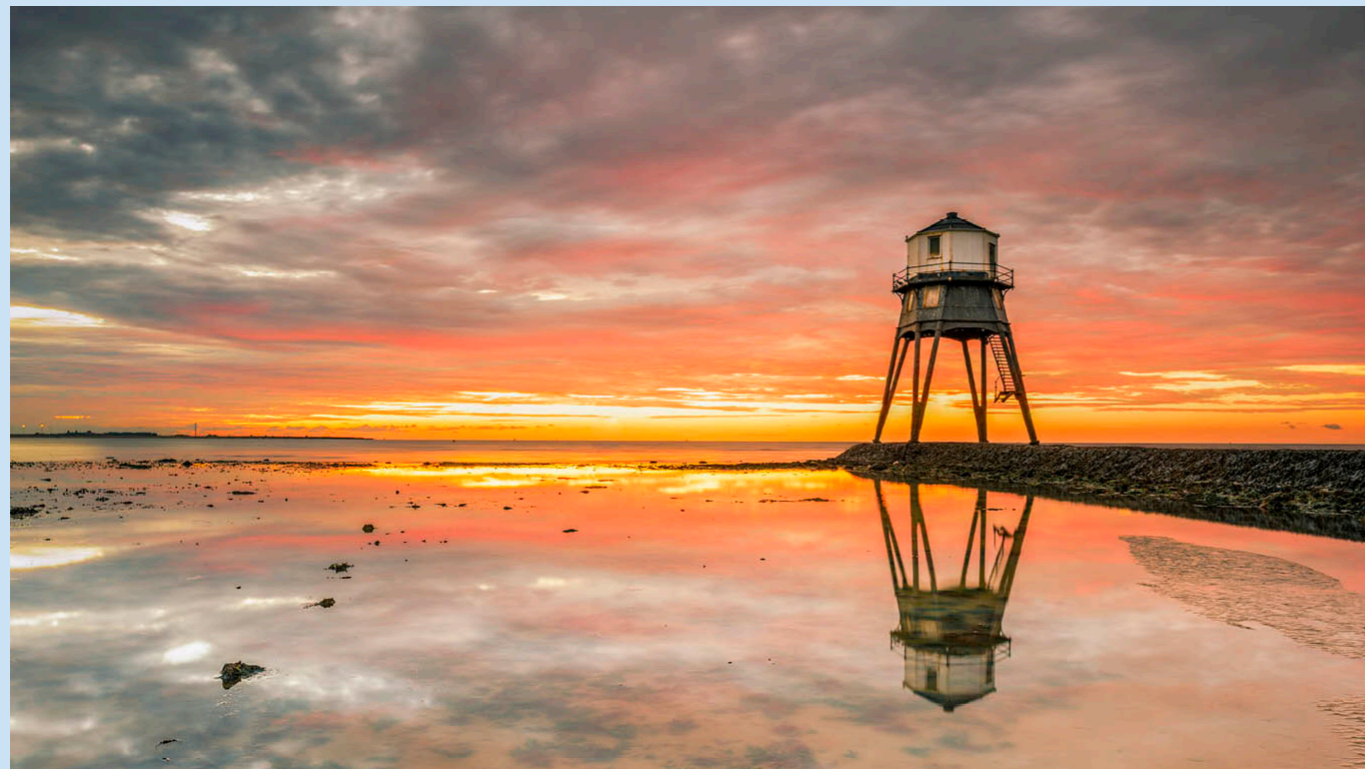
\*As an alternative to the quarterly payment schedule, investors may make 12 monthly payments of £3,533.17 with a balance of £52,497.46 on completion.





## IN SUMMARY

- **Quality development - high specification**
- **Beach front location**
- **Established tourist area with further investment planned**
- **15% growth in investment value at build completion**
- **6.4% yearly net rental income**
- **Fully managed and maintained for the investor**
- **Comprehensive marketing support**
- **Payment plans**



# CLIFF PAVILIONS



## APARTHOTEL

[cliffpavilions.co.uk](http://cliffpavilions.co.uk)



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