

Profit From the Golden Chance Olympic Investment Offers

A Property Investment Article from Pinnacle

It seems a long time since the Olympics were announced to be hosted in London in 2012 - some five years to be precise. As the greatest sporting spectacle on earth moves ever closer we take a look at what this means for London and specifically look to places where investors should be buying to capture the undoubted growth the Games will provide.

Tourism

The Games represent an unprecedented opportunity for Tourism. Not that London suffers from a lack of tourism as a city of immense history, heritage, culture and a global economic centre. The Games will add to this unrivalled pedigree and represent a £1.47 billion tourism opportunity.

You can't get past any stall on Oxford Street without seeing "Brand" London Olympics available to buy now. With all these tourists comes a need for places to eat, sleep and be merry. 13,300 new hotel rooms will be ready to cater for the demand. This brings a legacy of jobs, business and further demand for property to live in.



London 2012

Infrastructure and Communication Benefits

Including the Crossrail link completing in 2017, over £39 billion is being spent on transport. Crossrail will deliver substantial economic benefit to the tune of some £42 billion to the economy.

2011 will also see the introduction of the first fully air conditioned tube line, Dockland Light Railway from the new Stratford International. In 2011 Heathrow will complete the second phase of Terminal 5, with a £400 million satellite to accommodate the A380 size aircraft.

In 2012 the Northern line and Victoria Line upgrade, which will reduce journey time by approximately 20% and will increase capacity by 20%.

Regeneration - Leisure, Retail & Sporting

Stratford City, the host areas for the Olympics, sees the largest retail-led, mixed use urban regeneration project ever undertaken in the UK. Whilst the area is still under construction, restricting growth in asset prices since the announcement of the Olympics, the completed area of Stratford will be an amazing sight once completed.

Opening next year is Europe's largest shopping centre in Stratford, with 1.6 million sqf and has already attracted big brand names including John Lewis and Marks & Spencer.

5 million sqf of hotel and conference space is in progress, including a cluster of towers 30-50 floors aimed primarily at attracting UK and European business.

And the venue itself will boast 2 x 50m pools with a dive pool, the Stadium (widely tipped to be taken by a premiership football team post the Olympics), the Velo Park including the Velodrome and BMX circuit, Handball arena and Hockey Pitch.

2,500 homes will be created as part of the Athletes village and the Olympic Park Legacy Company has been charged with the responsibility of bringing 10,000 homes to the area in the 20 years after the games.

Housing Impacts

Since the announcement of the Olympic Games, Greater London property prices have increased by 36% according to the Land Registry Department.

Despite the huge amounts of regeneration and forthcoming Olympics, East London has performed relatively poorly with increases of 26%. With over £30 billion of funding being spent on regeneration in East London this presents a clear indication that East London is set to offer investors significant growth over the coming years.

So if you are looking to ride what has to be a golden opportunity for growth and rising rental yields, East London has to be an area for serious consideration to invest. East London is by far the biggest growth area, not just in the UK, but in Europe.

Pinnacle is currently offering its investors an East London opportunity with its boutique development of Park Apartments, about 1 mile from all of this action and growth potential.

Start building your property portfolio now:

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