

Affinityliving™

BRAND BROCHURE

A Brand That's Raising the Benchmark for City-Centre Living

Affinity Living is Select Property premium residential brand designed with the end user in mind to provide an unmatched city-centre living experience.

Launched in 2016, it's a purpose-built luxury property brand designed for young, aspirational tenants.

Buy-to-let was once the most popular asset class. But this sector looks increasingly outdated. These homes are now old, poorly located and with no modern facilities on site or close by.

Purpose-built luxury apartments are the city-centre home of choice for millions of people across the UK.

Affinity Living will lead this sector. It's the home these tenants have been looking for. And it's a brand that will help you to take advantage of this unmissable investment opportunity.

1,100

Affinity Living properties sold by Select Property Group to date

**correct as of 20th January 2023*

GBP 311 Million

Total value of Affinity Living property sold by Select Property Group to date

876

Affinity Living apartments in operation

266

Affinity Living apartments in the pipeline



The Affinity Living Portfolio



AFFINITY LIVING LANCASTER WHARF

Birmingham
 266 apartments
 Launched February 2022



AFFINITY LIVING RIVERSIDE

Manchester
 188 apartments
 Sold out within 7 weeks
 Completed and opened January 2020



AFFINITY LIVING EMBANKMENT WEST

Manchester
 356 apartments
 Sold out
 Residential High-rise Development UK winner – 2019/20 UK Property Awards
 Completed and opened July 2021



AFFINITY LIVING RIVERVIEW

Manchester
 332 apartments
 Sold out
 Completed and Opened October 2021



The developer behind the Affinity Living brand

Since 2004, Select Property has been one of the UK's leading property developers and investment specialists:

15,000+

Properties sold worldwide to date

GBP 1.47 Billion

worth of UK property sold to date

GBP 171 Million

UK rental returns from operational developments

Offices in Manchester, Dubai, Shanghai and Hong Kong



Building Vibrant New Communities

Affinity Living delivers on all the things this target market now demands from a rental home:

- Premium residential apartments
- State-of-the-art facilities
- Prime city centre locations

But the brand exceeds these minimum requirements. All Affinity Living projects place a huge importance on connecting with the wider neighbourhood – and this is what makes our properties different.

- Studies show that 75% of tenants are more likely to renew their tenancy if they know one other person in their building
- This number rises to 90% for those that know two other people

Affinity Living developments create vibrant communities of like-minded people.

Our residents can bring their pets to make their apartment – and the developments as a whole – feel like their home. We host events in our communal areas, creating unforgettable experiences. We also work with local brands and businesses in our cities to host pop-up shops in our residences.

All of these things bring people together. Neighbours become friends. It is this that will drive rental interest and tenancy renewals from your tenants.

“I’m incredibly proud of the Affinity Living brand and what we have created. In recent years, the UK’s rental sector has increasingly begun to look outdated and not fit for purpose. The build-to-rent sector is the future of rented living in Britain – and Affinity Living will be at the forefront of this sector. But what makes our brand different is our approach to community building. Anyone can fill a building with a host of facilities that tenants want. We create homes – our tenants’ homes – where relationships thrive, and roots are put down. It ensures the long-term success of our developments for both our tenants and, ultimately, our investors.”



ADAM PRICE
CEO
Select Property

CASE STUDY OF SUCCESS:

Affinity Living Riverside

Affinity Living Riverside became the first of the brand's developments to open its doors in 2020.

Located just minutes from Manchester's central finance and leisure district, it didn't take long for it to become one of the most in-demand new residential buildings in Manchester city centre.

We have already successfully created a vibrant community of residents. Many of our first tenants have quickly become friends with each other, further strengthening their bond with the development.

Apartments have been furnished to individual tastes. Amazing resident events have been held in our ground-floor communal area. And, of course, many of our residents' pets have made themselves at home, too!

All these things sync with Affinity Living's vision of creating communities of like-minded individuals. Happy tenants are less likely to move out of their apartment – which is, naturally, hugely beneficial to our investors.

100%

Occupancy level of Affinity Living Riverside after just 8 months of letting activity in 2020, despite disruption caused by a global pandemic.

GBP 1,250 p.c.m.

Average rental rate across all apartment types currently at Affinity Living Riverside

This occupancy level over this timeframe – less a three-month period of suspended activity due to the UK national lockdown – means that Affinity Living Riverside is among the fastest-renting new buildings in Manchester.

"I looked everywhere. I wanted the perfect place – somewhere peaceful, a place where I could work and just feel relaxed. I went to view a lot of places, but when I came here it just blew me over. The first thing I noticed was how welcoming people were. As soon as I walked in, someone came over straight away, 'Hi how can I help you'. Then I looked at the area and I just thought 'yes it's perfect for me'. It was somewhere I felt comfortable, so I picked Affinity."

**JULIUS, RESIDENT AT
AFFINITY LIVING RIVERSIDE**



LIFE AT Affinity Living

Welcoming people from all walks of life, Affinity Living provides the perfect environment for friendships to flourish. From hosting summer BBQs to dog training events, delivering on the needs of our residents is what we do best.

At Affinity Living, we understand that what works for your tenants works for your investment. Our management teams are proud to offer the highest service standards to our residents across all our developments, encouraging retention and referrals.



When I first moved to the area it was during lockdown, so Affinity Living Riverside was one of the few places still doing showings and it was obviously socially distanced, but it was great in the sense that we were still able to look at the flat. It was me and my mum, she's very picky and she liked it a lot! It's obviously a great neighbourhood and everyone's very friendly, so it was an easy decision. We only looked at one place and just decided on the spot that it was going to be here.

LOUISE (& DOG LEXI)



Concierge are fantastic, they go above and beyond. As far as I'm concerned, there's a lot of stuff they do which they don't really have to and they're always there for a good chin-wag and moral support. I take advantage of that more than most.

CAMERON, RESIDENT AT AFFINITY LIVING RIVERSIDE



So currently I live in a one-bedroom apartment, with a bath. I used to live in a studio here too, that was smaller but still really lovely. Since the apartments here are modern and clean I find that it's very easy to make the apartments your own, with all the options to customise and make it really personal.

LENA, RESIDENT AT AFFINITY LIVING RIVERSIDE



I'm definitely going to stay with Affinity Living. I'm looking to move over to Riverview, next door. Because I'm on the first floor now I want to move a little bit higher to the 16th-20th floor. So, it's perfect. I feel safe, I feel like I can be here long term and I'm really happy with everything so far.

JULIUS, RESIDENT AT AFFINITY LIVING RIVERSIDE

WATCH THE VIDEO OF OUR RESIDENT TESTIMONIALS



Delivering on changing tenant demand

As our lives now revolve around our homes more than any other time over the past 250 years – a trend accelerated by COVID-19 – people are expecting more from their homes than ever before. Spending more time at home for both business and pleasure has driven a change in renter priorities, with a greater focus on aesthetics and amenities than ever before.


Purpose-built luxury apartments, like Affinity Living, are the modern city-centre home of choice for millions of tenants across the UK, making these properties a lucrative investment opportunity. This type of property has set a new benchmark for city-centre living as the developments are built with today's renter in mind.


Over one third of those born between 1980-1996 will now rent their entire lives – BBC


78% of renters had experienced difficulty finding a pet-friendly home – SpareRoom


43/50 of the Top UK Employers interviewed by the BBC said they would embrace a mix of home and office working


Amenities at Affinity Living:


-  High-quality finish and furniture packs


-  State-of-the-art gymnasium


-  Access to high-speed broadband

-  Co-working space

-  Live/work lounge

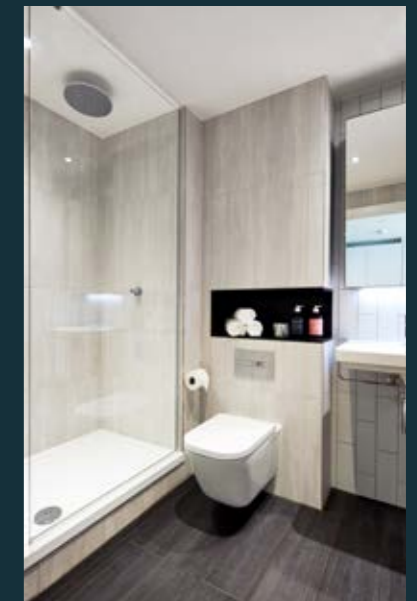
-  Communal outdoor space

-  Cinema rooms

-  Pet friendly ethos

Affinityliving™

Setting a new benchmark for city-centre living



Actual apartment images taken from Affinity Living Riverside



Actual apartment images taken from Affinity Living Riverview



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