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MADISON

HOUSE

Wrentham Street  
Birmingham B5 6QP

SevenCapital



Welcome to Madison House, the latest development of luxury apartments in Birmingham city centre, presented by Seven Capital.

Madison Houses' simple and honest design is combined with an excellent standard of construction and finish which will help to create a new urban fabric for the area. Sold off-plan, Madison House is set to generate a strong demand from investors looking to take advantage of consistent Rental Yields and solid Capital Growth around the China Quarter.

The six-storey development is comprised of 141 one and two bedroom modern apartments with 47 parking spaces and located close to transport, local amenities and infrastructure improvement. Its prime location next to the Professional Banking District and Central Business Districts will be a draw for prospective tenants, with each area hosting a high number of quality employers. Professional jobs are currently increasing in these areas within city centre Birmingham; global bank HSBC moved its retail division to the city in 2015, with Deloitte and Deutsche Bank already present.

Birmingham itself is now firmly established as one of the most profitable investment areas in Europe. At Number 6 in PWC's recent 'emerging trends in real estate report', the second city is the highest ranked in the U.K, offering fantastic value when compared to other cities like London and Manchester. More substantial infrastructure investment is to follow, in particular the HS2 high-speed rail line to London and the Birmingham Smithfield investment area, which is in turn generating more jobs and more demand for quality rental spaces.





VOTED  
AMONG THE  
**TOP 10**  
CITIES IN THE WORLD

A CITY LED BY  
**CULTURAL  
GREATNESS**

POPULATION OF  
**1.07**  
MILLION

MORE FOREIGN  
**INVESTMENT  
PROJECTS**  
£ \$ € ¥  
THAN ANY OTHER  
ENGLISH REGIONAL CITY

TOP UK  
REGIONAL CITY FOR  
*Quality*  
OF LIFE

**FIRST-CLASS  
EDUCATION**  
.....  
**5** UNIVERSITIES  
**4** MAJOR COLLEGES

  
**BRITAIN'S MOST  
ENTREPRENEURIAL  
REGIONAL CITY**

★★★★ MORE ★★★★★  
**MICHELIN STAR  
RESTAURANTS**  
★  
THAN ANY OTHER  
REGIONAL CITY IN THE UK







# THE SURROUNDING AREA



Less than a mile from Birmingham New Street Station, Madison House is perfectly placed to capitalise on business growth in the city centre. The Central Business District and Professional Banking District are both located within 1 mile, home to Deutsche Bank and HSBC UK amongst others.

In the present market, Birmingham has the largest concentration of businesses outside of London. This looks set to grow as the Birmingham economic zone and city centre enterprise zones develop, building momentum amongst businesses and investors.

This is in part due to Birmingham's Big City Plan, a master plan for the next 20 years of growth in the city. It is the biggest of its kind in Europe, and aims to provide investors with the level of detail and direction required for large-scale planning.



## THE CHINESE QUARTER

Chinatown is one of the most vibrant areas of Birmingham, with an abundance of Cafés, authentic restaurants and some of the city's most stylish nightspots. Since its official recognition in the 1980's the Chinese Quarter has grown steadily outward. East Asian architecture is prominent around the surrounding area with 'Pagoda Island', the Chinese gardens and the traditional wall murals in the Arcadian.

Shanghai flights are now commonplace at Birmingham International Airport, bringing in business and students to the city. Approximately 75,000 international students now choose to study in Birmingham. The University of Birmingham Oriental Society has members from a variety of Far Eastern countries and Birmingham City University's School of Jewellery suggesting 80% of its international students emanate from Asia. With more direct investment from Asia set to flow into key city centre schemes such as Birmingham Smithfield and the Curzon Street HS2 rail terminal, the area is setup to expand further.







# INVEST IN BIRMINGHAM

Development in Birmingham has scaled hastily in recent years, and is set to increase further through high profile infrastructure projects and professional space developments.



Birmingham Smithfield is an innovative development of 100,000 sq m of retail floor space positioned next to Madison House, part of a 10 year vision for the Birmingham Smithfield area. The £500m plan to regenerate the market area of Birmingham will drastically improve the city centre area with plans for museums, cinemas, art galleries and music venues.

The £750m redevelopment of the city's New Street Station was unveiled in September 2015, but it is HS2 that could transform business in Birmingham. The new HS2 terminal, offering transit to London within 40 minutes, is expected to be operational by 2026. The National College of High Speed Rail has already been announced as a precursor to the Curzon Street terminal, attracting academic tutors and professional engineers to the area.









# INTERNAL SPECIFICATIONS

Our apartment specification provides generously proportioned open plan designs including:

- ▲ Full height tiling around bath and shower.
- ▲ Half height tiling around WC with tiled shelf and built-in mirror.
- ▲ Ladder style polished chrome, or equivalent, heated towel rail.
- ▲ Bathroom vanity unit.
- ▲ Clean white, high gloss fitted kitchen with composite stone worktop.
- ▲ Built in hob, extractor and combination microwave oven.
- ▲ Integrated fridge/freezer, washer/dryer and dishwasher.
- ▲ Low energy LED downlights.
- ▲ Video intercom entry systems to each apartment.
- ▲ Hardwood veneered, solid core entrance door with spy hole.
- ▲ Hardwood veneered, or equivalent, internal doors throughout.
- ▲ Brushed stainless steel and chrome ironmongery throughout.
- ▲ Low energy LED spotlights throughout bathroom and living areas.
- ▲ Pendant light fittings to bedrooms.
- ▲ Full furniture and accessory packs available from studio to two bedroom apartments.
- ▲ 10 year CML compliant warranty provided by Checkmate.
- ▲ Fitted carpets to bedrooms.
- ▲ Glass panelled built-in sliding wardrobes to bedrooms.
- ▲ Luxury vinyl flooring to bathroom.
- ▲ Wood effect flooring to lounge, kitchen and hallway.
- ▲ 24 hour property management.





# OUR PURCHASE PROCESS



3 Bed Apartment Layout  
(image for illustrative purposes only)

**1.** Reserve an apartment to take it off sale

**2.** Transfer £2,500 reservation fee to Seven Capital within 48 hours of reservation

**3.** Complete and sign our online reservation form

**4.** Appoint a solicitor to act for you  
*(We have a panel of recommended solicitors you can choose from)*

**5.** Exchange 28 days after reservation - 30% exchange deposit minus your initial reservation fee

**6.** On completion make the remaining payment using cash or mortgage



2 Bed Apartment Layout  
(image for illustrative purposes only)

## Documents required for exchange of contract:

- ▲ Photo identification - passport or identification card
- ▲ A current utility bill or bank statement showing name and home address to be no older than 3 months.  
(Please be advised that the solicitors must have signed and certified the original copies of the above), OR
- ▲ A third party letter of compliance from the purchaser's solicitor. If the purchase is being taken in a company name then the following documentation must be provided

## Recommended Panel Solicitors:

**Seymour Luke (International):**  
Phillip Luke, 0121 456 3696

**Thomas Guise Solicitors (International):**  
Nancy Hai, 0121 270 5666

**Vicarage Court:**  
Yin Hau, 0121 452 4955

**DBS Law:**  
Leighann Richards, 01270 374 2303

**T A Khoo Solicitors:**  
Kevin Khoo, 0121 666 7088

## Recommended Mortgage Advisors:

**Mortgage Integrity:**  
Alan Shaw, 01329 822 878

**New Homes Mortgage Services:**  
John Wakefield, 01543 464 144

**Bank of China:**  
Jones Chan, 0121 622 7002



1 Bed Apartment Layout  
(image for illustrative purposes only)



Seven Capital

Established in 2000, Seven Capital is the pre-eminent residential property developer in Birmingham city centre.

No.1 Hagley Road, Birmingham



OTHER DEVELOPMENTS

DISCLAIMER: This brochure does not form any part of a contract. The information in this brochure was correct at the time of collation. Certain details (including architectural plans) are subject to change. Whilst every effort has been made to ensure that all images correspond to Madison House, images should be regarded as representative of the space only. No part of this brochure is intended to constitute advice and the content should not be relied upon when making any decisions or taking any action of any kind.



Ridley House, Birmingham

Great Eastern Street Hotel, London



The Landmark, Merry Hill



Granville Lofts, Birmingham

Seven Capital is an independent property developer founded by passionate entrepreneurs with years of investment experience. Our residential property division have invested in prime positions in key city centre locations, enabling us to develop desirable, unique and premium quality apartments in high demand areas around Birmingham and the U.K.

We have helped investors at every stage of their investment journey to establish and expand their property portfolios. Our luxury apartments are all sold off-plan, enabling our clients to buy premium real estate directly from the developer, at attractive prices. Understanding investor’s needs, our ‘hands-off’ property investment service allows you to be involved only if you would like to - from help with solicitors, through to furniture packages and rental arrangements.

Our aim is to provide our investors with strong Rental Yields and Capital Return, ensuring greater financial security over the medium and long-term. Ultimately, it is our personal approach, attention to detail and unrivalled after-care service mean our investors purchase with us time and again.



Park Regis Hotel, Birmingham







Developer

# SevenCapital

Agent in Kuwait

Agent in Qatar



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**TOP REAL ESTATE**  
Marketing & Consultancy

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