



PROSPERITY
DEVELOPMENTS

SMITHFIELD SQUARE

BIRMINGHAM





EST. 2007

The Prosperity Group was born out of a passion to deliver affordable, desirable homes and buy-to-let opportunities to a global audience. Energised by the sheer wealth of opportunity in the region, Prosperity Developments has already made its mark on its home city of Birmingham and surrounding provinces, with numerous developments built and completed since 2007. Prosperity remain dedicated to providing owner occupiers and buy-to-let investors an exceptional opportunity to purchase prime city centre luxury apartments directly from us, the developer, through unique purchase payment options.



THE HEART OF LIVING

SMITHFIELD SQUARE





Everything's in
the detail

DYNAMIC

A residential and commercial portfolio including 28 substantial new build and conversion projects with a GDV of over £300 million.

COMPREHENSIVE

Our own fully regulated mortgage division, Verve, provides all round borrowing solutions to our clients.

Our Letting and management agency; Lamont Estates, offers Prosperity owners a full lettings and management solution

DEDICATED

Over 30 strong and all passionate about Property; working with the very best industry professionals to deliver our projects.

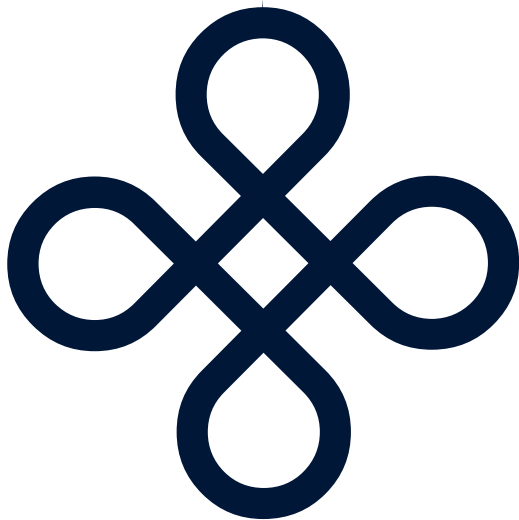
ENTERPRISING

We're on track to deliver over £1 billion of residential property within the next 5 years.

THE PROSPERITY HALLMARK

AUTHENTIC
STYLE





SMITHFIELD SQUARE

THE DEVELOPMENT





THE DEVELOPMENT

SMITHFIELD SQUARE

A contemporary selection of 105
one and two bedroom modern
and sustainable luxury city
centre apartments





PERFECTLY PLACED

From a high end retail experience to the business district, there is no better location within the city to enjoy so much variety right on the doorstep.



DETAILS

105
APARTMENTS

£159,995
ONE BED
STARTING PRICE

£219,995
TWO BED
STARTING PRICE

CHOICE OF
PAYMENT PLANS

IMAGE INDICATIVE OF SMITHFIELD SQUARE



SIGNATURE LIVING

Prosperity's Signature Living brand and trademark design delivers style and contemporary elegance to every development



1

SIGNATURE STYLE

This signature style has been developed and nurtured by a panel of top industry professionals to produce aspirational city living within a profitable and sustainable investment vehicle.



2

DISTINCTIVE

Signature Living can be instantly recognised with its distinctive style and character including contemporary open plan living and dining space with oversized windows (where possible) ensuring maximum natural light.

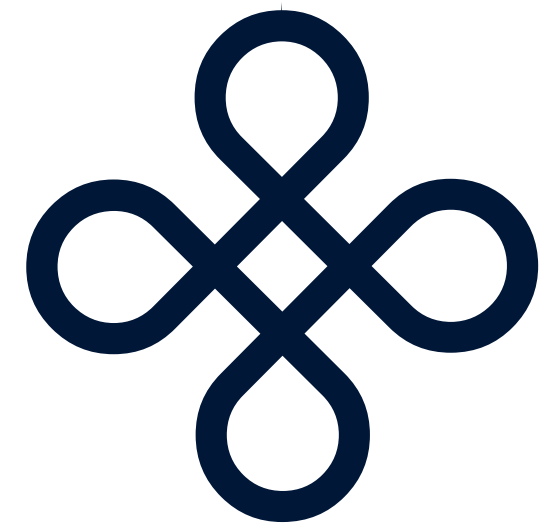
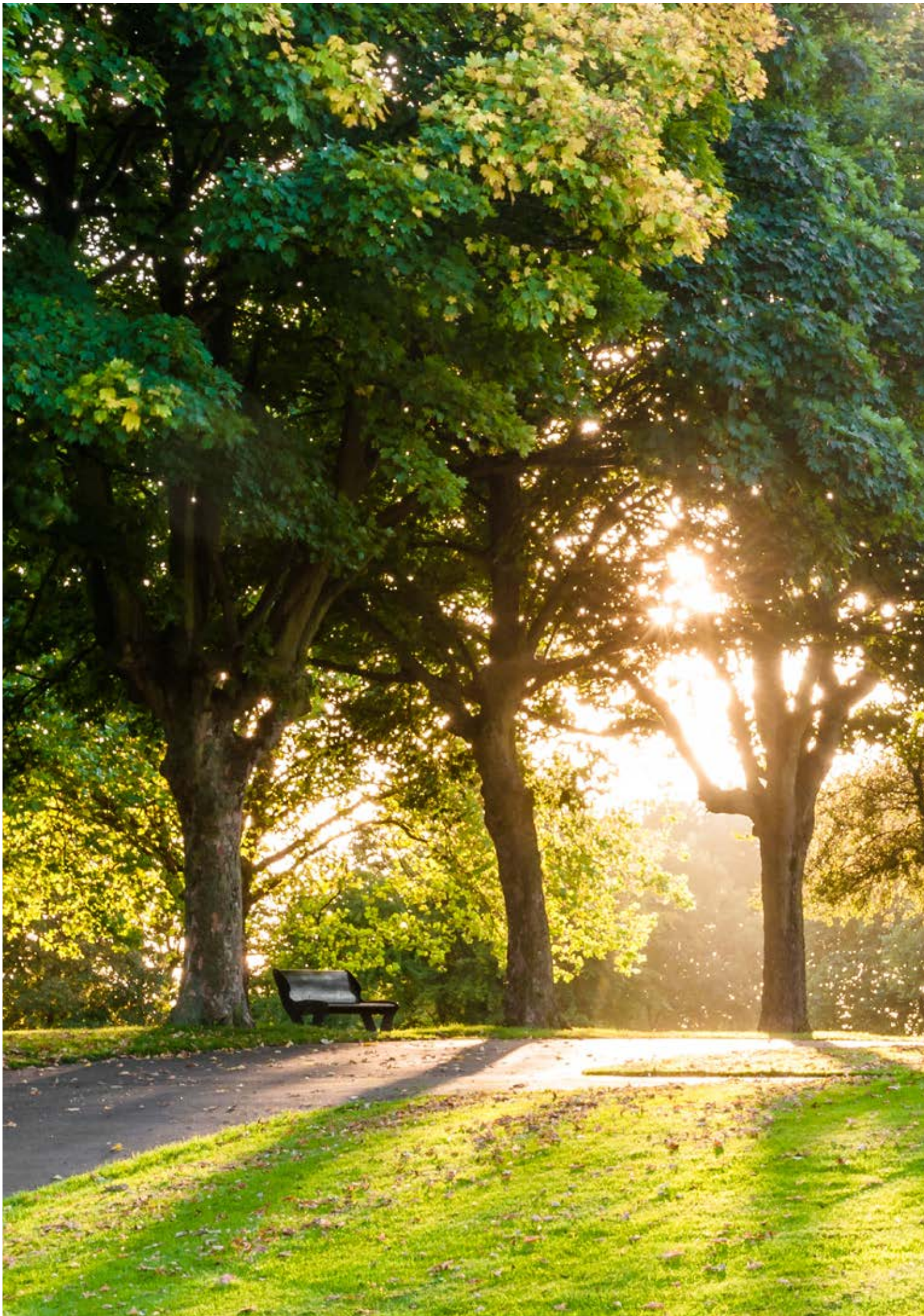


3

BESPOKE

Hard wood veneer floors and stainless steel sockets, custom built kitchens, integral appliances and stylish bathroom suites come as standard, offering homes with style, luxury and comfort.





SMITHFIELD SQUARE

THE LOCATION





ECONOMY

A city of 1,000 trades and a wealth of opportunities

Birmingham is not only the UK’s largest city outside London, but also one of the country’s biggest financial centres. The relocation of firms such as Deutsche Bank and HSBC will increase the number of affluent professionals making their home here. The diversity of the city’s economy is supported by its reputation as a hub for creative industries and it is among the UK’s fastest growing centres for digital media ventures.

There is a wealth of opportunities for companies seeking to expand or invest in Birmingham. The city has exceptional connections to local, national and international destinations. It lies at the heart of the UK’s road network and boasts an international airport serving 9 million passengers per year to 140 direct and scheduled charter routes. The proposed HS2 rail link will potentially cut travel time between Birmingham and London to under 50 minutes.



THE HIGHLIGHTS

REASONS TO INVEST

ECONOMIC HUB

£90 Billion

Leading European business destination with regional economy of over £90 billion



SHOPPING

£600m

A £600million makeover of New Street Station was unveiled in September 2015, complete with the launch of Grand Central shopping mall, where John Lewis is the anchor tenant. This is the third shopping destination in Birmingham's portfolio which includes The Mailbox, home to luxury brands such as Harvey Nichols, Armani and a Malmaison Hotel and The Bullring where high street favourites can be found, alongside the iconic department store Selfridges.

CONNECTIVITY

HS2

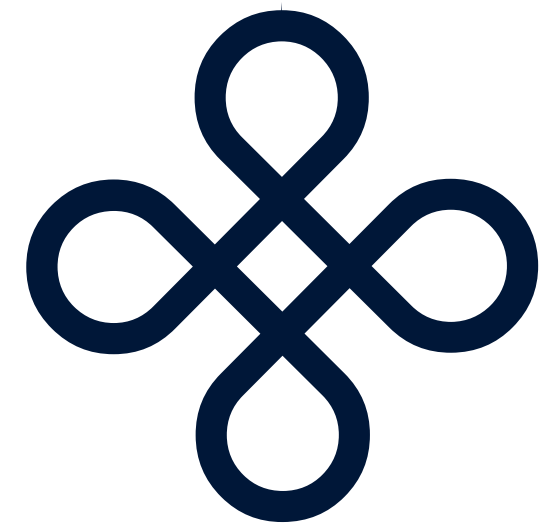
rail network will bring the capital even closer at 45 mins, and will welcome an estimated £1.5bn and 22,000 jobs to the region. Alongside this Birmingham International Airport sits just 5 miles south-east of the city centre with a choice of over 400 direct or one-stop flights across the world



TALENT POOL

73,000

5 universities with over 73,000 UK and overseas students choosing Birmingham as their place to study and build careers



SMITHFIELD SQUARE

THE DEVELOPMENT





THE VISION

A MODERN LIFESTYLE

Birmingham Smithfield sits within a part of the city that continues to experience huge transformation. Major developments, significant transport infrastructure and vibrant communities are all clustered within walking distance of the site. In creating Birmingham Smithfield, this vibrancy and growth will be capitalised on to deliver a dynamic, thriving and successful destination



A shared heritage

Smithfield Square was originally home to Birmingham's wholesale food markets which date from 1166. These markets provided the first impetus to the growth of Birmingham as a commercial town -they are pivotal to the history of the city.

Our vision is to harness this great heritage to shape a new urban district, equipped with everything aspiring professionals, go-getters, creatives and cultural devotees will ever need.





URBAN REGENERATION

**A radical vision for
revolutionising the city
landscape**

Birmingham Smithfield will become part of the city's exciting growth agenda that will see 5000 new homes, 100,000 new jobs and billions of pounds worth of investment in infrastructure. This growth will continue to strengthen the city's national and international standing, placing it at the heart of an economic renaissance of the Midlands. It will drive opportunities for the city's economy creating new cultural and leisure attractions, vibrant retail markets and space for start-ups, small businesses and entrepreneurs.



SMITHFIELD
SQUARE



ON YOUR DOORSTEP

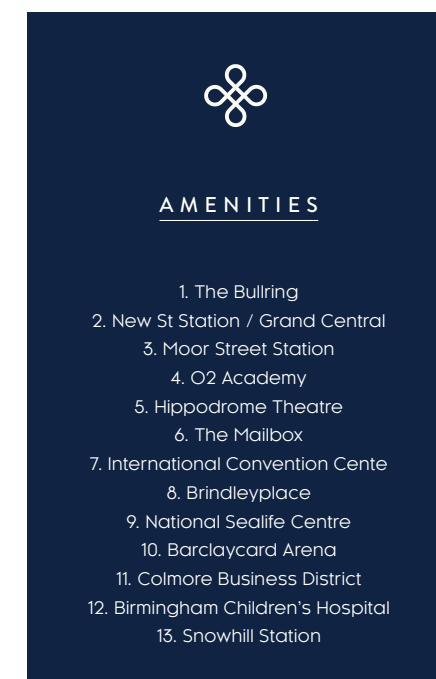
OUT N
ABOUT



MODERN LIFE

A world of choice

Smithfield Square will offer the very best of everything. From high-end fashion and Michelin starred restaurants to the business district, there is no better location to enjoy so much variety right on your doorstep. Just minutes from the development is the famous Bullring with its iconic flagship Selfridges store. The complex hosts a range of retailers as well as a fantastic collection of bars and restaurants.



AMENITIES

1. The Bullring
2. New St Station / Grand Central
3. Moor Street Station
4. O2 Academy
5. Hippodrome Theatre
6. The Mailbox
7. International Convention Centre
8. Brindleyplace
9. National Sea Life Centre
10. Barclaycard Arena
11. Colmore Business District
12. Birmingham Children's Hospital
13. Snowhill Station





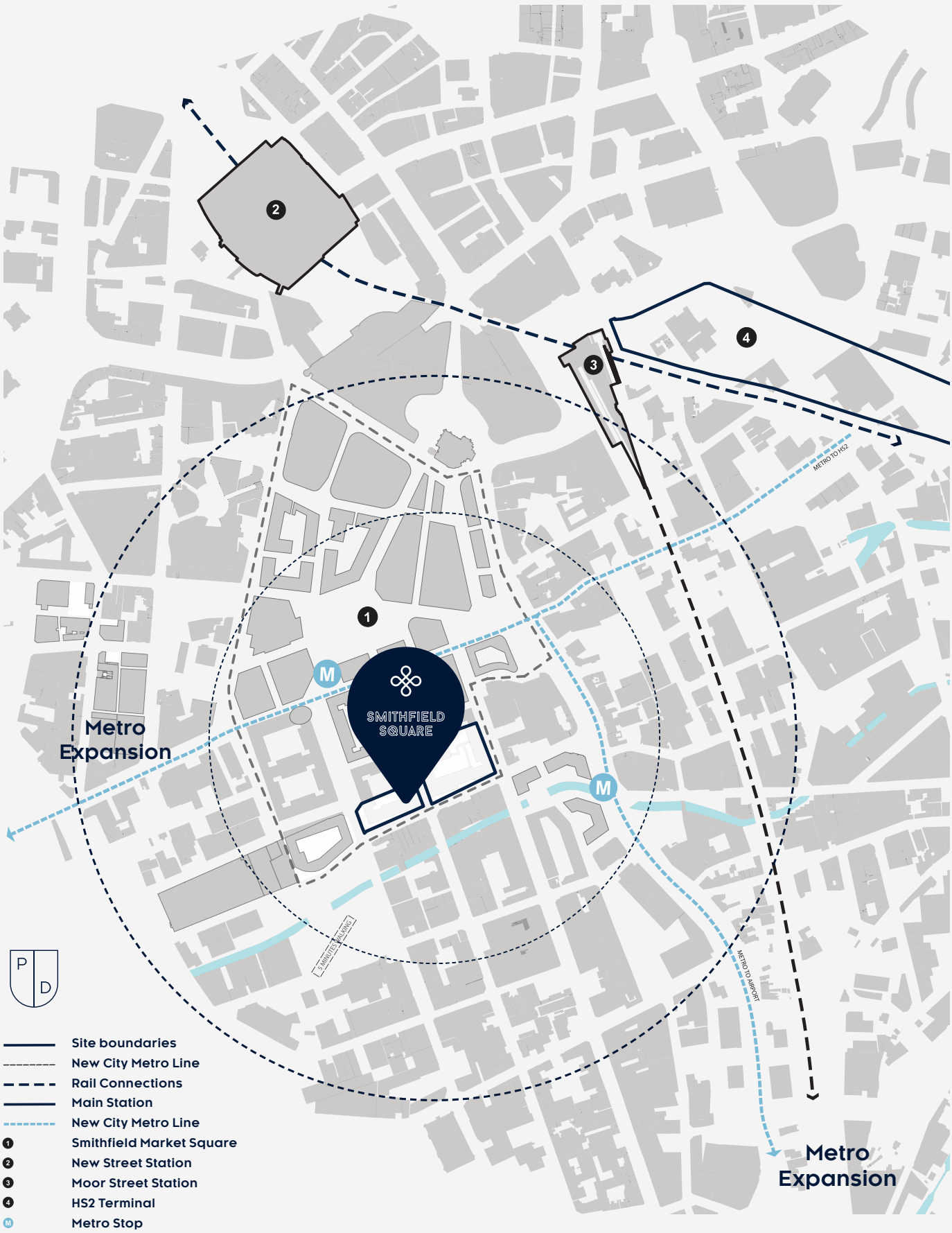
URBAN PLANNING

SMITHFIELD SQUARE

A connected city

The Smithfield masterplan will radically improve accessibility, reconnecting the site to Birmingham centre and beyond via an integrated public transport network.

Capitalising on the city's already established assets, the overarching vision for Birmingham Smithfield will be of a sustainable, green and inclusive place that has people at the heart of a zero carbon development. Travel will be made convenient and hassle free by the enhancement of walking, cycling and public transport systems, all central to the transformation of the area. A two minute ride on the Midland Metro tram will take Smithfield Square residents to the HS2 terminus station at Birmingham Curzon Street, where eventually a journey onto London will be made in just 49 minutes. The reconnection of Bromsgrove Street, linking east to west, will further improve access with dedicated green bus and sprint routes serving the markets and leisure attractions.





SMITHFIELD SQUARE

FLOORPLANS

GROUND FLOOR

Commercial Units
01 - 03

- Unit 01
- Unit 02
- Unit 03



1ST FLOOR

Unit 01 -23, 1, 2 & 3
Bedroom Apartments

- | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| ■ Unit 01 39.7 m2
1 Bedroom | ■ Unit 07 65.7 m2
2 Bedroom | ■ Unit 13 49.9 m2
1 Bedroom | ■ Unit 19 50.6 m2
1 Bedroom |
| ■ Unit 02 48.4 m2
1 Bedroom | ■ Unit 08 49.9 m2
1 Bedroom | ■ Unit 14 75.8 m2
2 Bedroom | ■ Unit 20 60.3 m2
2 Bedroom |
| ■ Unit 03 43.3 m2
1 Bedroom | ■ Unit 09 49.9 m2
1 Bedroom | ■ Unit 15 65.7 m2
2 Bedroom | ■ Unit 21 60.3 m2
2 Bedroom |
| ■ Unit 04 75.8 m2
2 Bedroom | ■ Unit 10 75.8 m2
2 Bedroom | ■ Unit 16 75.8 m2
2 Bedroom | ■ Unit 22 60.3 m2
2 Bedroom |
| ■ Unit 05 49.9 m2
1 Bedroom | ■ Unit 11 75.8 m2
2 Bedroom | ■ Unit 17 84.6 m2
3 Bedroom | ■ Unit 23 50.6 m2
1 Bedroom |
| ■ Unit 06 49.9 m2
1 Bedroom | ■ Unit 12 75.8 m2
2 Bedroom | ■ Unit 18 67.5 m2
2 Bedroom | |

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom



2ND FLOOR

Unit 01 -23, 1, 2 & 3
Bedroom Apartments

■ Unit 24 39.7 m2 1 Bedroom	■ Unit 30 65.7 m2 2 Bedroom	■ Unit 36 49.9 m2 1 Bedroom	■ Unit 42 50.6 m2 1 Bedroom
■ Unit 25 48.4 m2 1 Bedroom	■ Unit 31 49.9 m2 1 Bedroom	■ Unit 37 75.8 m2 2 Bedroom	■ Unit 43 60.3 m2 2 Bedroom
■ Unit 26 43.3 m2 1 Bedroom	■ Unit 32 49.9 m2 1 Bedroom	■ Unit 38 65.7 m2 2 Bedroom	■ Unit 44 60.3 m2 2 Bedroom
■ Unit 27 75.8 m2 2 Bedroom	■ Unit 33 75.8 m2 2 Bedroom	■ Unit 39 75.8 m2 2 Bedroom	■ Unit 45 60.3 m2 2 Bedroom
■ Unit 28 49.9 m2 1 Bedroom	■ Unit 34 75.8 m2 2 Bedroom	■ Unit 40 84.6 m2 3 Bedroom	■ Unit 46 50.6 m2 1 Bedroom
■ Unit 29 49.9 m2 1 Bedroom	■ Unit 35 75.8 m2 2 Bedroom	■ Unit 41 67.5 m2 2 Bedroom	

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom



3RD FLOOR

Unit 01 -23, 1, 2 & 3
Bedroom Apartments

■ Unit 47 39.7 m2 1 Bedroom	■ Unit 53 65.7 m2 2 Bedroom	■ Unit 59 49.9 m2 1 Bedroom	■ Unit 65 50.6 m2 1 Bedroom
■ Unit 48 48.4 m2 1 Bedroom	■ Unit 54 49.9 m2 1 Bedroom	■ Unit 60 75.8 m2 2 Bedroom	■ Unit 66 60.3 m2 2 Bedroom
■ Unit 49 43.3 m2 1 Bedroom	■ Unit 55 49.9 m2 1 Bedroom	■ Unit 61 65.7 m2 2 Bedroom	■ Unit 67 60.3 m2 2 Bedroom
■ Unit 50 75.8 m2 2 Bedroom	■ Unit 56 75.8 m2 2 Bedroom	■ Unit 62 75.8 m2 2 Bedroom	■ Unit 68 60.3 m2 2 Bedroom
■ Unit 51 49.9 m2 1 Bedroom	■ Unit 57 75.8 m2 2 Bedroom	■ Unit 63 84.6 m2 3 Bedroom	■ Unit 69 50.6 m2 1 Bedroom
■ Unit 52 49.9 m2 1 Bedroom	■ Unit 58 75.8 m2 2 Bedroom	■ Unit 64 67.5 m2 2 Bedroom	

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom



4TH FLOOR

Unit 01 -23, 1, 2 & 3
Bedroom Apartments

■ Unit 70 39.7 m2 1 Bedroom	■ Unit 76 65.7 m2 2 Bedroom	■ Unit 82 49.9 m2 1 Bedroom	■ Unit 88 50.6 m2 1 Bedroom
■ Unit 71 48.4 m2 1 Bedroom	■ Unit 77 49.9 m2 1 Bedroom	■ Unit 83 75.8 m2 2 Bedroom	■ Unit 89 60.3 m2 2 Bedroom
■ Unit 72 43.3 m2 1 Bedroom	■ Unit 78 49.9 m2 1 Bedroom	■ Unit 84 65.7 m2 2 Bedroom	■ Unit 90 60.3 m2 2 Bedroom
■ Unit 73 75.8 m2 2 Bedroom	■ Unit 79 75.8 m2 2 Bedroom	■ Unit 85 75.8 m2 2 Bedroom	■ Unit 91 60.3 m2 2 Bedroom
■ Unit 74 49.9 m2 1 Bedroom	■ Unit 80 75.8 m2 2 Bedroom	■ Unit 86 84.6 m2 3 Bedroom	■ Unit 92 50.6 m2 1 Bedroom
■ Unit 75 49.9 m2 1 Bedroom	■ Unit 81 75.8 m2 2 Bedroom	■ Unit 87 67.5 m2 2 Bedroom	

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom



5TH FLOOR

Unit 01 -23, 1, 2 & 3
Bedroom Apartments

■ Unit 93 39.7 m2 1 Bedroom	■ Unit 99 49.9 m2 2 Bedroom	■ Unit 105 60.3 m2 1 Bedroom
■ Unit 94 49.9 m2 1 Bedroom	■ Unit 100 60.3 m2 1 Bedroom	
■ Unit 95 49.9 m2 1 Bedroom	■ Unit 101 49.9 m2 1 Bedroom	
■ Unit 96 49.9 m2 2 Bedroom	■ Unit 102 75.8 m2 2 Bedroom	
■ Unit 97 65.7 m2 1 Bedroom	■ Unit 103 65.7 m2 2 Bedroom	
■ Unit 98 49.9 m2 1 Bedroom	■ Unit 104 75.8 m2 2 Bedroom	

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom





SMITHFIELD SQUARE

THE INVESTMENT

Payment plans designed
with you in mind

Payment Plan 01



Monthly and mortgage plan

Pay a 3% initial payment towards your deposit (minimum of £3000) plus £850 legal fees. Your 30% deposit is then divided by the number of build term months and paid on a monthly basis.

This option is perfectly suited to clients without large lump sums accessible or those who'd prefer to keep existing investments where they are. Payments are made across an average build term of 24 months. Monthly and Mortgage payment plans only available on selected plots.

Summary - 1 bed apartment

Purchase Price	GBP £164,995.00
Legal Fees	£850.00
Total Amount Due	£165,845.00

Reservation & Exchange Stage

Prosperity Reservation Deposit 3% (minimum £3000)	£4,949.50
Legal Fees	£850.00
Reservation / Exchange stage total due	£5,799.85

Monthly Payment Stage

Deposit divided by 24 month build schedule	£49,498.50 £2,062.44
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Completion Stage

Balance payment - by way of mortgage or cash	£110,546.65
Mortgage arrangement fee if applicable (estimated)	£999.00
Amount due at Completion Stage	£111,545.65

Income

Estimated Gross Rental Income	Per month £750.00 / Per annum £9,000.00
Estimate Yield based on above	5.45%

Expenses

Service Charge (estimated)	£1,000.00
Ground Rent (estimated)	£300.00
Tenant Management Fees @ 12.5% + vat	£1,350.00
Total Expenses*	Per month £220.83 / Per annum £2,650.00

Income net of expenses

Per month £529.17 / Per annum £6,350.00

* + Letting & Setup Fees

Payment Plan 02



The quarterly purchase plan

An innovative, 'fully asset-backed' savings plan that presents an appealing alternative to the traditional savings plan.

Pay 8 payments of 12.5% across a scheduled two year period - at the 24th month you can either retain the property and receive the rental income for life, or look to sell the property in the open market.

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Legal Fees	£850.00
Total Amount Due	£165,845.00

Reservation and Exchange Stage

Prosperity Reservation Deposit 3% (minimum £3000)	£4,949.85
Legal Fees	£850.00
Reservation / Exchange stage total due	£5,799.85

Payment Stages

1 Stage Q1	£20,005.64
2 Stage Q2	£20,005.64
3 Stage Q3	£20,005.64
4 Stage Q4	£20,005.64
5 Stage Q5	£20,005.64
6 Stage Q6	£20,005.64
7 Stage Q7	£20,005.64
8 Stage Q8	£20,005.64

Income

Estimated Gross Rental Income	Per month £750.00 / Per annum £9,000.00
Estimated Gross Rental Yield based on above	5.45%

Expenses

Service Charge (estimated)	£1,000.00
Ground Rent (estimated)	£300.00
Tenant Management Fees @ 12.5% + vat	£1,350.00
Total Expenses*	Per month £220.83 / Per annum £2,650.00

Income net of expenses

Per month £529.17 / Per annum £6,350.00

* + Letting & Setup Fees



Units Available



TAMEWAY PLAZA

Walsall, West Midlands

Units Available



CHARTWELL PLAZA

Southend on Sea, Essex

Units Available



CASTLE COURT

Dudley, West Midlands

Sold



BRADFORD HOUSE

Birmingham city centre

Sold



B1 EDWARD ST.

Birmingham city centre

Sold



SEVERN HOUSE

Birmingham city centre

Sold



MOSELEY GARDENS

Birmingham city centre

Sold



B5 KENT ST.

Birmingham city centre



We strive to ensure that our clients receive the very best experience when investing in a Prosperity product. With over 57% of our clients going on to buy a second property after two years, that's a great sign we're getting it right.

All builds complete



PARKWOOD COURT

Keighley, West Yorkshire



BENTLEY COURT

Keighley, West Yorkshire



THE PINNACLE

Southend, Essex



VARITY HOUSE

Peterborough, Cambridge

All builds complete



PRIESTGATE HOUSE

Peterborough, Cambridge



KEY HILL

Birmingham city centre



PROSPERITY HOUSE

Derby city centre



JQ1

Birmingham city centre

All builds complete



BAKEWELL MEWS

Buxton, Derbyshire



TRENT HOUSE

Newark, Nottinghamshire



ST PAUL'S PLACE

Birmingham city centre



ORTON PLAZA

Peterborough, Cambridge



SMITHFIELD SQUARE

TO DISCUSS AN INVESTMENT
PLEASE CONTACT US

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