

Investment Overview

4-9 Gladstone Parade, Edgware Road | Cricklewood, London NW2



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Total Investment	£5,420,000
Projected IRR	19.6%
Projected EM	1.47x
GDV	£18,601,074
Timeframe	24 months

About Odyssey

Founded in 2010, Odyssey Partners is an independent advisory firm headquartered in Singapore. Since 2014, we have been a principal investor in residential developments in Greater London.

Strategy: Small to medium-sized developments, with a focus on affordability.

Location: (1) Greater London (Zones 3-6); (2) Regeneration areas; (3) Sites close to transport; and (4) Areas adjacent to neighbourhoods with comparatively higher value

Track Record: 3 completed and 4 ongoing projects, with a total GDV of £63.6m, average indicative IRR of 25.2%.

Investment Highlights

Opportunity: Redevelopment of a 3-storey parade into a mixed-use development with 14 one-bedroom, 9 two-bedroom, 4 three-bedroom and 1 four-bedroom apartment, 10 affordable units, three commercial spaces and a re-provision of the existing Public House.

Value-Add: Bought subject to planning, the proposed development will increase the number of residential units.

Partners: Odyssey Partners and Unique Property Group have four ongoing projects.



Market Overview

Location: The development is a 15 minute walk to Cricklewood Station (Zone 3), with direct services to King's Cross St Pancras in 12 minutes. It is close to Brent Cross, which is currently undergoing a £4.5 billion regeneration project.

Description: Re-development into mixed-use development with 38 apartments (10 affordable units) and 3 A1 retail units.

Residential Development: Planning obtained

Supply: Fellows Square by Fabrica is slated to complete this year, and is sold out

Demand: Cricklewood attracts families and first-time buyers as it is close to good schools and priced comparatively lower than neighbouring West Hampstead.

