



95% sold at Telford Homes' The Boatyard



The Boatyard, consisting of The Boathouse (left) and The Clubhouse (right)

The Boatyard, London E14, one of the latest residential developments from Telford Homes, has exceeded the developer's expectations by selling 95% since its launch and is still some six months ahead of the first new residents moving in. As a result of this outstanding sales success, the development's penthouse and premier apartments have been released earlier than planned.

Located on Cotal Street and Stainsby Road in Poplar, The Boatyard development is comprised of 75 one, two and three-bedroom apartments in two separate stylish buildings – The Boathouse and The Clubhouse – with many of the apartments offering superb views of Bartlett Park, the Limehouse Cut, Canary Wharf and beyond. While The Boathouse is completely sold out, a small number of special apartments at The Clubhouse are now available.

The development's success can be attributed to its appeal to those already living and working within the area, who are looking for a home in this well connected neighbourhood. Canary Wharf, a key employment district and a new leading luxury quarter offering a wide and eclectic range of shops, restaurants and bars, is less than 10 minutes by DLR. Stratford, home to Westfield Stratford City is only 7 minutes by DLR and fashionable Shoreditch is under 20 minutes away.

David Campbell, Group Sales and Marketing Director at Telford Homes, comments:

“The Boatyard's exceptional sales success is a reflection of the popularity of Poplar as an area to live, as well as the desirability of Telford Homes' developments. We've had strong interest from UK based buyers purchasing properties off-plan, from first time buyers looking for an attractive and well-located home, and professional investors who are drawn by strong yields of approximately 6%, and the

opportunities for capital growth. The development is a great example of the Telford Homes hallmark of building stylish developments in areas where people want to live and as importantly can afford to live.”

Poplar has benefitted from the wider investment into East London in recent years, including £1bn of investments from the 2012 Olympic Games and the opening of Westfield Stratford City, which have both changed the global perception of London’s East End.

Prices start from £350,000 for a one bed apartment with first completions expected in spring 2015.

For more information and prices for The Boatyard please register at
<http://www.telfordhomes.plc.uk/the-boatyard/>

ENDS

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EDITORS NOTES

Telford Homes Plc. is an AIM listed developer delivering high quality residential and mixed-use developments across London. Demonstrating the company’s commitment to regeneration and creating sustainable new communities, Telford Homes has established long-term partnerships with local authorities within key London Boroughs.

Established in 2000 Telford Homes has expanded its operation from East and North London to developing high quality homes across the Capital, predominantly in zones one and two.

Telford Homes’ high standards and exceptional customer service have gained the company a number of awards. Wins include the prestigious Homebuilder of the Year and a commendation for Best Development Project (Matchmakers Wharf) at the British Home Awards, four NHBC Seals of Excellence as well as the Supreme Award in the Multi-Storey Builder category for the project manager at Telford Homes’ Greenwich Creekside development and most recently Medium Housebuilder of the Year and Best design at the Housebuilder Awards 2013.

The company’s independently conducted customer satisfaction results for 2013 highlight that 98 per cent of customers would recommend Telford Homes.