

**THE TIME IS RIGHT TO GET ON THE PROPERTY LADDER:
NEW HOME BUYERS IN CANARY WHARF PAY 41 PER CENT LESS PER SQUARE FOOT
AT THE LIBERTY BUILDING**

- *Telford Homes' iconic Liberty Building development is 41 per cent less per square foot than comparative luxury new build developments in Canary Wharf*
- *Bespoke luxury interior designer incentive being offered to buyers until 28th February 2019*
- *Within easy walking distance of Canary Wharf*
- *Located opposite Crossharbour DLR Station with journey time of 15 minutes to Bank*

With wonderfully elevated river views, excellent transport links and a quality lifestyle on the doorstep the financial hub of Canary Wharf commands a premium price per square foot, with an average price of £1,200 in luxury new build developments. However, The Liberty Building, a striking 26-storey residential tower by Telford Homes offers all of the benefits of nearby developments, but is up to 41 per cent less expensive¹ at just £850 per square foot making it the most affordable luxury development in the Canary Wharf area.

Space comes at a premium in the capital so the homes at The Liberty Building offer an exceptional opportunity to reside in Zone 2, within walking distance of Canary Wharf whilst getting the best value for money in the area. The remaining apartments at The Liberty Building range from 921 square foot for a two bedroom apartment to the 2,658 square foot three-bedroom dual level penthouse, which has an incredible outdoor private terrace that is almost the same size at 2,148 square foot, complete with outdoor kitchen, hot tub and numerous seating areas.

The affordability of the development does not mean buyers have to compromise on quality. All residents of The Liberty Building benefit from a 24-hour concierge, a state-of-the-art gym located on the ground floor and a spacious private balcony or terrace, with many of the remaining apartments offering far-reaching views to The City, Greenwich, The O2 or Canary Wharf.

Telford Homes recognises that, more often than not, new home owners are eager to start enjoying their new home from the moment they move in. Creating a home with new furnishings can be an arduous task and usually incurs an extra cost which is not always possible for new homeowners.

To ease the pressure on buyers, Telford Homes is offering an exclusive luxury interior design package for all purchasers at The Liberty Building for reservations taken up to 28th February 2019. Each buyer will have the opportunity to partner with a leading interior designer who will create a bespoke scheme for their property prior to moving in.

As part of the consultation a mood board will be created to decide the style and following this the home will be decorated and fully furnished to the highest standard. This exceptional offer is valid on every apartment reserved by 28th February 2019 and legally complete by 29th March 2019.

¹ Based on Molior research of price per square foot at the following developments One Park Drive (£1,407/sq.ft.), The Madison (£1,265/sq.ft.), South Quay Plaza (£1,385/sq.ft.), Warden (£1,375/sqft), Spire (£1,295 sq.ft.), Landmark Pinnacle (£1,331/sq.ft.) and Harbour Central (£1,164 sq.ft.).

David Campbell, Group Sales and Marketing Director at Telford Homes, commented: “The Canary Wharf and E14 postcode remains a strong investment, with excellent infrastructure and a quality lifestyle. The Liberty Building is unique in the area as it offers truly spacious homes finished to the highest specification whilst being significantly less per square foot than comparative new build developments.

“We understand that many purchasers are looking for a turn-key property that they can move straight into. That’s why we are delighted to be providing a luxury interior design package for all new buyers for a limited period. This means that they can arrive with just their key and a suitcase and settle into their newly decorated home with everything provided, from a comfortable sofa right down to the cutlery.”

Recent research reinforces Canary Wharf and the E14 postcode as one of London’s leading places to live and invest. According to Dataloft, property in and around Canary Wharf continues to offer buyers attractive yields - outpacing the average evident across London. In terms of residential prices, those in the E14 postcode have grown 26 per cent over the last five years and 57 per cent in the last 10 years.

The homes at The Liberty Building have been designed to epitomise luxury living, offering elegant modernity whilst retaining the heritage of the location. Within the apartments the main living and dining areas have been individually designed with a focus on entertaining in style. Sophisticated design features are present throughout the homes at The Liberty Building ranging from large stone kitchen worktops and bespoke shelving units. A combination of high gloss lacquered cabinets by Urban Myth with integrated Siemens appliances creates a sophisticated and contemporary look.

The bedrooms and bathrooms have been artfully created with relaxation and tranquillity in mind using a soft muted palette and rich materials. The resulting aesthetic is one that boasts classic design and sleek finishing that enriches the space and maximises the exceptional light and views offered by the floor to ceiling windows.

The Liberty Building offers a quality lifestyle for residents being within walking distance of Canary Wharf Shopping Centre. Spanning over one million square foot of retail and amenity space, it comprises of over 320 shops, cafés, bars and restaurants. The area also incorporates 30 acres of open spaces, parks, squares, piazzas and waterside promenades. It also offers excellent transport links and is ideally located for easy access to central London and The City. Crossharbour DLR which is one minutes’ walk from the development provides direct links to Bank Station in 15 minutes making it ideal for young professionals and those who live and work in The City.

When Crossrail arrives at Canary Wharf transport links will be dramatically improved offering a journey time of just six minutes to Liverpool Street. International travel will also be more accessible with journey times of 39 minutes to Heathrow Airport.

The Interior Design Incentive runs until 28th February 2019 and is valid on any home.

There will be an Interior Design event at The Liberty Building on Thursday 31st January between 4pm – 7pm and on Saturday 2nd February between 10am – 6pm. An Interiors specialist will be leading a Design Seminar and sharing insider knowledge on the biggest interiors trends for 2019.

Prices at The Liberty Building start from £845,000. For more information potential buyers can visit www.telfordhomes.london/microsites/liberty-building or contact Telford Homes on 020 3930 2469.