

Select Property

The Birmingham property market:
A snapshot for investors



Contents

<i>Birmingham's forecasts from industry leaders</i>	03
<i>Rental demand</i>	05
<i>Birmingham's transformation plans</i>	06
<i>Leading universities</i>	08
<i>Investment opportunities</i>	09
<i>Mortgage information</i>	11
<i>An end-to-end investment journey</i>	12

Why invest in Birmingham?



The UK's market leader

Birmingham, well renowned as the UK's second-city

A dynamic hub of culture, business and innovation, Birmingham is an increasingly attractive destination for property investment.

Outpacing the rest of the nation, Birmingham is forecast to perform exceptionally well in the upcoming years, with JLL predicting the city to see both sales growth of 24% and rental growth of 18.8% between 2025-29.^[1]



100,000

Major supply and demand imbalance, needing over 100,000 new homes over the next decade^[2]

£3BN

Major transformation projects worth £3 billion underway

24%

Predicted sales growth - higher than any other UK city^[1]

500K


People working in the city centre^[4]

“Buying in Birmingham is essentially buying in Zone 2 London. You can access the capital quicker than some of London's own boroughs from Birmingham.”



Alex Neale
CEO, Sphere Group

Watch this full episode from
Select Property's Investment
Insights Podcast

 Watch on YouTube



The UK property market

One of the world's most stable assets.

24%



Sales price growth prediction 2025-29 ^[1]

18.8%



Rental growth forecast 2025-29 ^[1]

A thriving rental population

With a vast number of blue-chip employers, such as PwC, HSBC, and Goldman Sachs, there is a thriving job market, with a high number of C-suite employers in the city.



A talented and high-paid workforce, the city's highest earners are increasingly searching for more amenitised living, with swimming pools and fitness suites becoming more desirable.

Home to the youngest population in Europe^[6], this talented and high-paid workforce are increasingly searching for more amenitised living, with swimming pools and fitness suites in high demand.

Luxury accommodation often only found in London, is now being demanded in cities such as Birmingham, as the demographic begins to shift.

70%

Seek on-site leisure facilities (e.g. swimming pool, resident lounge)

65%

Desire fitness amenity (e.g. gymnasium, fitness studios)

75%

Want 24/7 concierge

25%

Prioritise co-working spaces for hybrid working



 JLL Buyers and Tenants Survey 2025^[7]

The beginning of an evolution

Birmingham is in the midst of a transformation period, presenting an *incredible window of opportunity for investors.*

Birmingham is embarking on a major growth trajectory. The opportunity to invest is now.

Mass regeneration is strengthening Birmingham's position as an economic powerhouse



Paradise Birmingham ^[8]

- £1.2 billion scheme
- 10,000 new jobs
- 2 million sq ft of new business and leisure space
- Phase one out of three already complete



Smithfield Birmingham ^[9]

- £1.9 billion project
- 40-acre transformation
- 3,000 new homes, 8,000 new jobs
- Public realm, leisure and commercial space
- Backed by The Crown Estate



The Central Edge ^[3]

- Building on the already successful i54 Business Park
- 15,000 new jobs
- £582M GVA addition to the economy



Expansion of Connection ^[10]

- HS2 - making Birmingham a commuter hotspot for Londoners overnight
- Metro expansion worth £295M approved
- Connecting all districts of the city

A powerful education sector



A city steeped in academic excellence, Birmingham boasts five highly-rated universities, attracting students from across the globe.

Birmingham is also home to the University of Birmingham, one of the UK's few Russell Group universities. This elite collection of 24 research-focused UK universities is globally known for their exceptional teaching and academic excellence, and is one of the most consistently high-ranking universities in the UK. ^[11]



With such a **strong international student population**, the University of Birmingham has developed strong global relationships, including a Middle East campus based in Dubai, and a decade long partnership with China ^[6], offering students exclusive internships and opportunities.

From studying in Birmingham, students are well poised to enter the job market. As the city presents an abundance of graduate schemes, the city retains an impressive 50% of its graduates. This youthful population is a driving force behind the surge for quality city centre accommodation, with the consistent current of tenants ensuring strong property growth and demand.

80K

Students a year ^[12]

150

Student nationalities ^[12]

50%

Graduate retention rate ^[5]

Select Property spotlight



EDITION BIRMINGHAM

*Birmingham's most premium residence,
taking luxury living to new heights.*



Located by Centenary Square,
in the heart of the city centre



46 storeys with amenities resid-
ing on the 44th and 45th floors



23,000 sq ft of amenity, a level
of luxury rarely seen outside
of the capital



First Birmingham residence
to boast a swimming pool and
climbing wall



Comprises Park Residence
and Centenary Tower; two
luxury connecting towers

Select Property spotlight



Affinityliving[™]
LANCASTER WHARF

A proven investment model with four operational developments



First truly resident-centric development in the city



4 successful sites across Manchester with a 96% occupancy rate



266 stunning apartments across 23 floors



Amenities that appeal to the city's young professionals



Co-working spaces, modern gymnasium and rooftop garden

Securing your investment



Both domestic and global investors can purchase property in the UK, with mortgage options available.

Applicable to both international and UK-based investors, UK property investment is accessible for a range of investors based globally.

The mortgage process consists of 3 key stages:

1. Securing your property

Once you have found your ideal investment, secure your property and reserve. If you have bought off-plan, you will often have several months to arrange your assets before needing to apply for a mortgage.

2. Pre-application & documentation

Buyers will be submitted to checks as part of the conveyancing process. To ensure a smooth transaction, ensure your assets are aligned and you have the required documentation ready. Select Property can connect you with a trusted mortgage partner to support you.

3. Application and offer

Once you have the above ready, simply submit your mortgage application with your chosen lender and you will receive your offer.

Your complete end-to-end investment partner

At Select Property, we're committed to your entire investment journey, offering dedicated support through each stage of your property investment.

Stage 1

Finding the right investment

We support you with your enquiry, identifying the best opportunities to suit your individual goals and choosing the perfect apartment for you.

Stage 2

Purchasing your property

You'll then be assisted with the purchase by our specialist in-house Investor Services team, who can support both domestic and international purchase.

Stage 4

Post-purchase property management

Our in-house property management team, Select Residential, handles all aspects of the property for you, including letting enquiries, tenant services and property upkeep, offering you an entirely hands-off investment, from wherever you are.

Stage 3

Lead up and handover

You'll receive regular video updates on your selected investment. If you've bought an off-plan property, you can track each stage of construction with quarterly updates. We'll continue to support you throughout the completion process, ensuring a seamless handover.

Stage 5

Exit strategy

If you wish to exit the investment, we provide an in-house exit strategy, and can sell the property on your behalf. With our strong knowledge of the property and the market, we can secure the best returns for you.

References

Click on the links below for more information

1. [JLL Big Six Summer 2025 report](#)
2. [Marrons housing 2040 report](#)
3. [The Central Edge](#)
4. [Office of National Statistics](#)
5. [Centre for cities](#)
6. [University of Birmingham](#)
7. [JLL buyers and tenants survey 2025](#)
8. [Paradise Birmingham](#)
9. [Smithfield Birmingham](#)
10. [West Midlands Metro](#)
11. [Russell Group](#)
12. [Visit Birmingham](#)



Get in touch with our property consultants to learn
more about investing in Birmingham

Manchester:
+44 (0) 161 322 2222

Dubai:
+971 4 2794 8002222

Shanghai:
+86 21 5243 5200

Hong Kong:
+852 3692 5901

www.selectproperty.com | info@selectproperty.com

Please note that the information that we distribute is produced with great care and believed to be correct at the time (August 2024), to the best of our knowledge. Pictures, computer-generated views, layouts and other details are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions.

Investment information provided as a general guide – not investment advice

The content on this asset is provided as a general guide for discussion purposes, based on well-researched market information and reasonably held opinions, covering a range of investment themes. Select Property is not holding itself out to be providing you with independent financial advice and we assume no liability for any reliance you place on the content of this guide or conversations we may have with you relating to it.

We recommend that investors in property research market information from different sources and seek proper advice as appropriate before following any recommendations. Any market forecasts or other statistics we reproduce on this website are believed to be correct at the time of publication but may be subject to change.