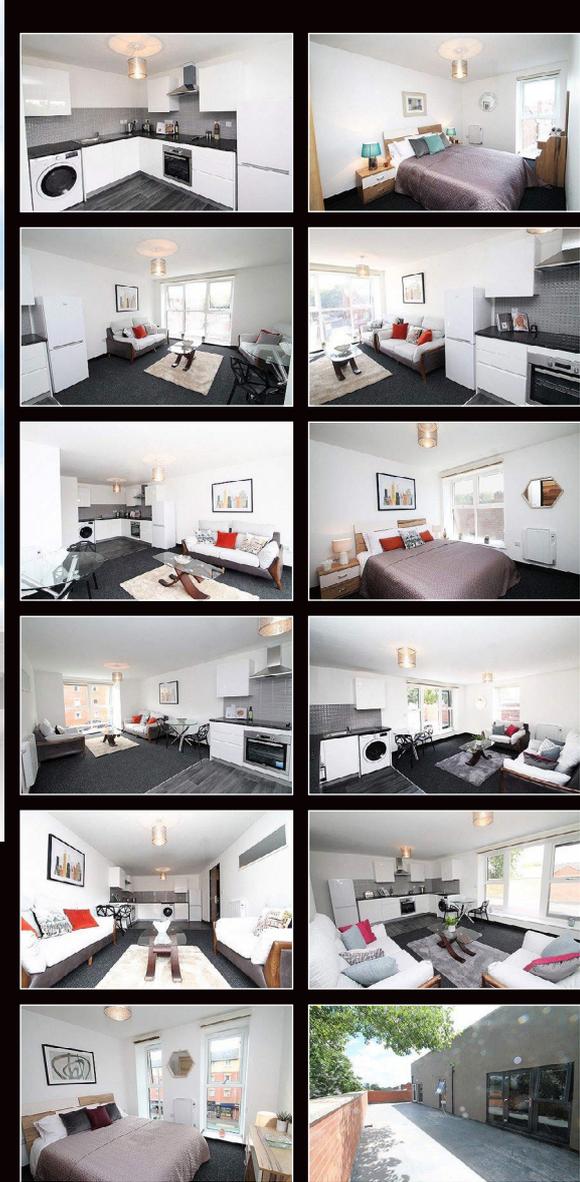




## PHILIP JAMES & EAMAR DEVELOPMENTS (UK) HITS FULL OCCUPANCY ON THEIR 220 PORTFOLIO



Philip James Partnership and Eamar Developments (UK) have been working together for the past 6 years and 2019 was a stand out year for their partnership with them showcasing phenomenal results.

Eamar Developments (UK) completed construction on two significant developments within the sought out Stockport and Rusholme areas, bringing 136 newly built and refurbished apartments to the build to rent market. This added to an already impressive portfolio in Manchester.

Eamar Developments (UK) had made plans to ensure that the apartments became available to the open market at the right time of the year, resulting in all expectations being achieved and exceeded when it came to letting the apartments.

The lettings market is very seasonal and the importance of completing the apartments during the summer months was imperative to ensuring the maximum rents were achieved in the shortest possible time. Subsequently both buildings became 100% occupied within 3 months, showing that this forward planning had worked.

Philip James partnership and Dr. Abdullah Bin Saleh Alnaeem (CEO of Eamar Developments UK) worked on a marketing plan that would give as much exposure as possible to attract the right tenants to the developments.

After exploring all options available to promote the apartments, it was agreed between both parties that we had to do something different with the marketing, as well as using the traditional methods of Rightmove, the Philip James website and utilising the exclusive database of active tenants within the Philip James offices.

Social media played a huge role in targeted marketing on Instagram, Twitter and Facebook and a dedicated website with floor plans, images and availability was launched for each development meaning that enquiries and lets started from day 1. Tailored advertising banners and hoardings were also erected at both developments to attract attention in the local communities and from passing traffic.

This is a partnership between the landlord and agent, Dr Abdullah Bin Saleh Alnaeem's international network of business contacts and partner companies played a crucial role in the speed of which the buildings achieved full occupancy as swiftly as they did. University students and post grad students from a raft of top universities were approached and took up residency, which led to many recommendations to friends and colleagues who were really impressed by the standard of accommodation and luxury interiors.

The quality and finish of both buildings is superb and meant that tenants could move in as quickly as they wanted to, with over 50% of the lets moving in within 24 hours of viewing the apartments.

The lettings market moves at a very fast pace and Philip James had to be ready for the influx of enquires. Two dedicated teams had been set up to manage these developments. This meant that each team had an intimate knowledge of the selling features of the developments and were in the best position to turn the viewings into lets. The teams were equally well positioned to deal with any general enquiries about the developments and the local amenities.

Viewings were carried out at the convenience of the potential tenants; Philip James were open for viewings

7 days a week from 9am till 9pm. All viewings were accompanied by an experienced staff member and any questions were answered there and then.

Both developments were available to let fully furnished, with securing parking as an additional extra. The developments are fully managed by Philip James Partnership, as are all the other residential developments owed by Eamar Developments (UK). All the developments have on site staff and access to 24-hour contact with Philip James Partnership.

Rob Cuffe (Director of Philip James Partnership): - The partnership we have built together with Dr Alnaeem and his team has gone from strength to strength over the past 6 years. Dr Alnaeema's vision for the Manchester property market is very exciting and we are looking forward to working alongside him for many more years.

Dr Alnaeema comment - Working with Philip James Partnership, since purchasing my first development in Manchester, has been very professional and smooth. With their forward thinking and practical approach to business, we are able to offer excellent service to all our clients. We are looking forward to working with them for many years to come on our other projects in the pipeline. We have the old Hardy Wells Pub in Rusholme to convert into apartments and commercial units, Land in Stockport Town Centre to develop, another conversion in Stockport Town Centre and the iconic Stockport Pyramid to transform into state-of-the-art office space.

For all property enquires please contact  
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**PHILIP JAMES**  
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