

# THE MISTORIA GROUP

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## Case Study: Why I chose to invest through the Mistoria Group

### What makes Liverpool an attractive place to invest?

Student HMO properties offer a strong investment product but only if you chose the correct location. A strong student population is one thing to look for as this provides a steady stream of new tenants each academic year.

A recent article on leading financial website [thisismoney.co.uk](http://thisismoney.co.uk) highlighted Liverpool's strengths and also discussed the issues investors face.

Totally Money's Mark Moloney said 'One of the biggest blows to a landlord is an empty property,'

'Void periods with a mortgage would not only dwarf any yields, but also require the landlord to stump up the cost of the repayment for each month the property remains empty.'

Liverpool has three universities – the University of Liverpool, Liverpool John Moores University, and Liverpool Hope University – and a student population of approximately 70,000, meaning there are a wide pool of prospective tenants for landlords to choose from.

We recognised this several years ago when we opened our office in the city and were able to add local knowledge to our experience in creating HMO investment properties.

### Investing through the Mistoria Group

The Mistoria group specialise in the high yielding student and professional accommodation market across the North West and have a solid presence in Liverpool, Salford and Manchester. Delivering a strong monthly cashflow and annual cash net yields of 13% (rent and capital), depending on the type of property investment product chosen. With the rate of return on student property higher than any other property type in 2018 and student numbers set to increase in 2019, investing in the student market can provide an excellent return on your investment, with the right company and in the right location.

Here, George an experienced investor explains why he selected the Mistoria Group to grow his own property portfolio in the North West.

How many properties do you own? I have invested in 15 properties in Liverpool.

Why have you chosen to invest in the property market? I have invested successfully in property over several years and wanted to expand my portfolio further. I studied the whole of the UK before making my decision.

Why did you choose to invest in the North West of England? I chose Liverpool as it offers good yields, has good demographics and there is a healthy student population many of whom stay on after University to work in the city.

Why did you choose to invest through the Mistoria Group? I know the process that you need to go through to find a good investment but I am London based and felt that using Mistoria saved me a significant amount of time and effort. Their local knowledge and the fact that they will handle the whole process was key to my decision. There are hidden costs to doing things yourself and you if you chose someone who knows the area then you can avoid problems at a later date.