

An aerial photograph of London at sunset. The sky is filled with vibrant orange and yellow clouds, transitioning into a deep blue. The city lights are beginning to glow, with the most prominent feature being The Shard skyscraper, which is illuminated and stands out against the sky. The River Thames flows through the foreground, reflecting the city lights. The overall scene is a panoramic view of the city from a high vantage point.

# API GLOBAL

LONDON | DUBAI | SAUDI ARABIA | HONG KONG | CAPE TOWN | JOHANNESBURG | KUALA LUMPUR | NAIROBI | SÃO PAULO | SANTIAGO

# API GLOBAL INTRODUCTION

## THE UK PROPERTY INVESTMENT SPECIALISTS WITH A GLOBAL REACH

Since inception over a decade ago, API Global has evolved at an impressive rate and now leads the way in offshore UK property investment. CEO, Michael Leighton MRICS, established the company with the view of bringing 20 years of commercial property experience acquired working for the likes of CBRE and DTZ, to the residential sector.

The highly regulated, professional mindset applied to residential property, an unregulated asset class, were the foundations on which the company has continued to grow.

API Global was founded by market professional, Michael Leighton who has over 20 years' experience in structuring, marketing, and distributing real estate products both in the UK and overseas.



API Global provide a direct route to the UK property market for offshore investors, and in doing so enable a hands off and hassle free investment opportunity in one of the most stable, secure and highly sought after asset classes in the world, UK real estate.

Now with a truly international operation, the reach of API Global extends across 5 continents, with 10 strategically based offices ensuring high quality service is delivered to clients and partners alike, regardless of their location.

The company has surpassed 1.5 billion GBP in sales and has a team of over 30 in house staff with exciting plans for continued expansion.

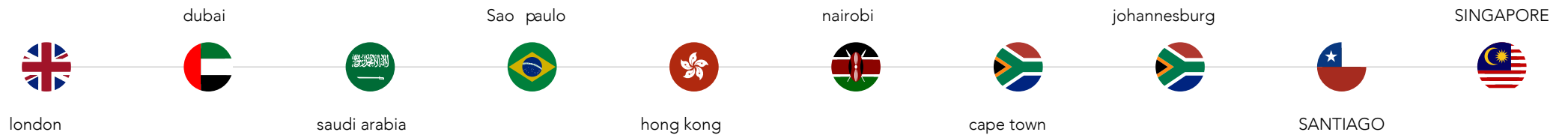
API  
GLOBAL

# OUR LOCATIONS

HEADQUARTERED IN LONDON

API GLOBAL HAS NINE  
FURTHER STRATEGICALLY  
LOCATED OFFICES

Including Dubai, Saudi Arabia, Hong Kong, Sao Paulo, Cape Town, Johannesburg, Singapore, Nairobi and Santiago. Our office locations mean we are always available in your time zone to help our partners in a timely manner.



# OUR INTELLIGENT APPROACH

END TO END SOLUTION

The business is first and foremost research led, with a dedicated team in place sourcing the best development across UK property hotspots.

This ensures clients see the strongest possible return on their investment over the long run as both capital appreciation and rental income are optimal. When location is decided, API Global are fully committed and will deploy capital where possible, either through joint ventures, underwrites or the traditional master agent model.

With an array of developments on offer, API Global can cater for differing investment strategies whether that be instant income generation through completed developments or a focus on off plan, long term growth. Professional advice is always on offer, and at the point of investment, the sales progression team are on hand to manage the entire purchasing process acting as a conduit between all parties, including mortgage providers and solicitors. On completion the baton is passed to API's lettings and management team at Redstone, who will oversee the sourcing of high calibre tenants in an average of 5-7 days and then the everyday running of the tenancy.



# CURRENT MARKET STRATEGY



Traditional strategies of off plan investments, offering a discounted price and appreciation of the investment during the build time is popular option. Similarly, purchasing a completed project offers peace of mind that the investment is a tangible asset at the point of purchase and will be instantly income generating also has its merits.

However, in the current climate amidst market uncertainty, all be it with now improving interest rates as inflation cools, the opportunity to make an investment where you can acquire both a completed project and be sat on equity from the outset seems very hard to come by. But that is exactly what API Global now have on offer in several key locations. Newly completed projects in highly desirable cities obtainable at below market value and still offering impressive net yields.

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The most recent example of this was a launch in central Manchester, an M15 postcode within a 10 minute walk of Deansgate, whereby units were available up to 24% below market value. Not only that but it was a completed project with NET yields of up to 6.5%. The value of such an opportunity was well recognised as all units were sold out within 2 days. Phase 2 of this project is soon to launch.

Similar opportunities are available in Birmingham, more specifically Digbeth and the Gun Quarter, where there are completed projects that offer up to 15% better value than comparable projects on the opposite side of the street. In Nottingham, northeast of Birmingham, the value for money available with API's exclusive development is even more apparent with a stark 27% jump to other 2-bedroom new build options in the same postcode.



With the cyclical nature of the UK property market and the ever-growing shortage of quality housing in the UK, we will soon see the return of a highly competitive market and with that the upward trajectory of property prices, particularly in desirable city centre locations.

For now, interest rates are marginally higher than what we have been used to in recent years, but taking a step back will put into perspective that the anomaly was the post financial crash period of very cheap money, not the current rates. Regardless, a percentage point difference in interest is far outweighed by the initial savings made on API Global's below market value investment opportunities.

Combine this with record rental yields and a risk-free completed project, it makes for a very compelling reason to seize a unique opportunity while many remain on the fence.



# API GLOBAL

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