



CASE STUDY

Poland Street SW1

PURCHASE COST	£12.5M
BUILD COST	£3M
PROJECT PROFIT	£1.5M

Former abandoned office building in the heart of London, transformed into nine stunning apartments.

Development profit – £1,538,429

Purchased in December 2014 at a cost just short of £12.5Million this previously abandoned office block is located on Poland Street in the heart of London's thriving Soho district.

The building itself is a beautiful example of mid-20th-century architecture which the developer converted into just nine ultra-luxury apartments including a stunning penthouse with 360-degree views over central London, the River Thames and beyond.

The project cost a little over £3Million to complete and delivered a profit of £1,538,429.

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