
Slough Property Investment

Ranking as one of the country's best commuter towns, property investors will see some substantial house price growth if they choose to invest.





The Slough Region Has a Booming Economy

Despite being situated so close to London, and sitting in the London commuter belt, the Slough region is often in a league of its own when it comes to economic strength. With a population of 164,000, it is estimated there are around 82,000 jobs in the area, with 48,000 workers commuting from the town to major cities like the capital. More and more people are attracted to the prospect of Slough each day, with the population increasing by 15% over the last decade.

It's unsurprising why so many people choose to live in Slough rather than other South-Eastern cities. The main reasons behind this is the employment opportunities. The town boasts impressive statistics when it comes to business and enterprise, making it a great option if you're considering an investment in property.

Slough unemployment levels are a third of the national average, and the town is home to the largest concentration of global corporate headquarters outside London. With huge businesses like tech giants Amazon, Mars UK, and O2 all located on the Slough Trading Estate, it's easy to see why workers are eager to live here.

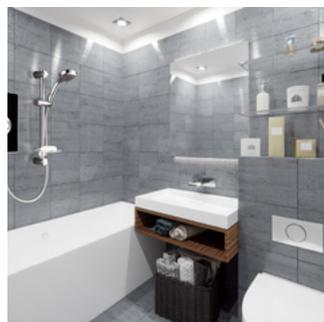
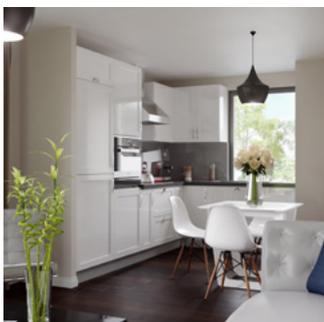
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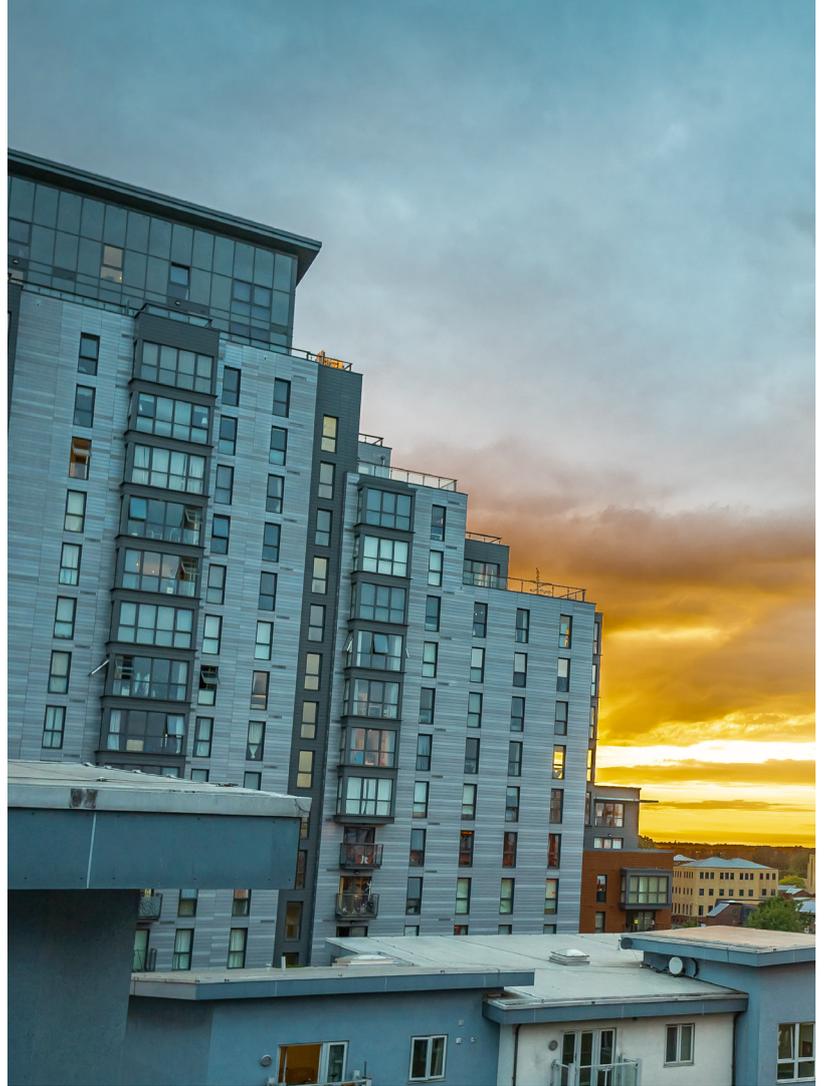
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A Hotspot for Regeneration

Helping support this industrious backbone, the Slough Borough Council has set their sights on completely transforming the town with tonnes of investment in Slough and new developments in Slough. From improving transport links to transforming the town centre, Slough will be unrecognisable in the next decade and dispel any myths about the town's quality.

The primary investment in Slough that should get investors excited is the fantastic new Crossrail route. Costing a whopping £14.8 billion, the new Crossrail links will offer four new, high capacity train services to London's key areas like Heathrow Airport and Canary Wharf. All in all, Crossrail links will bring around 1.5 million people within a 45-minute trip to Central London.

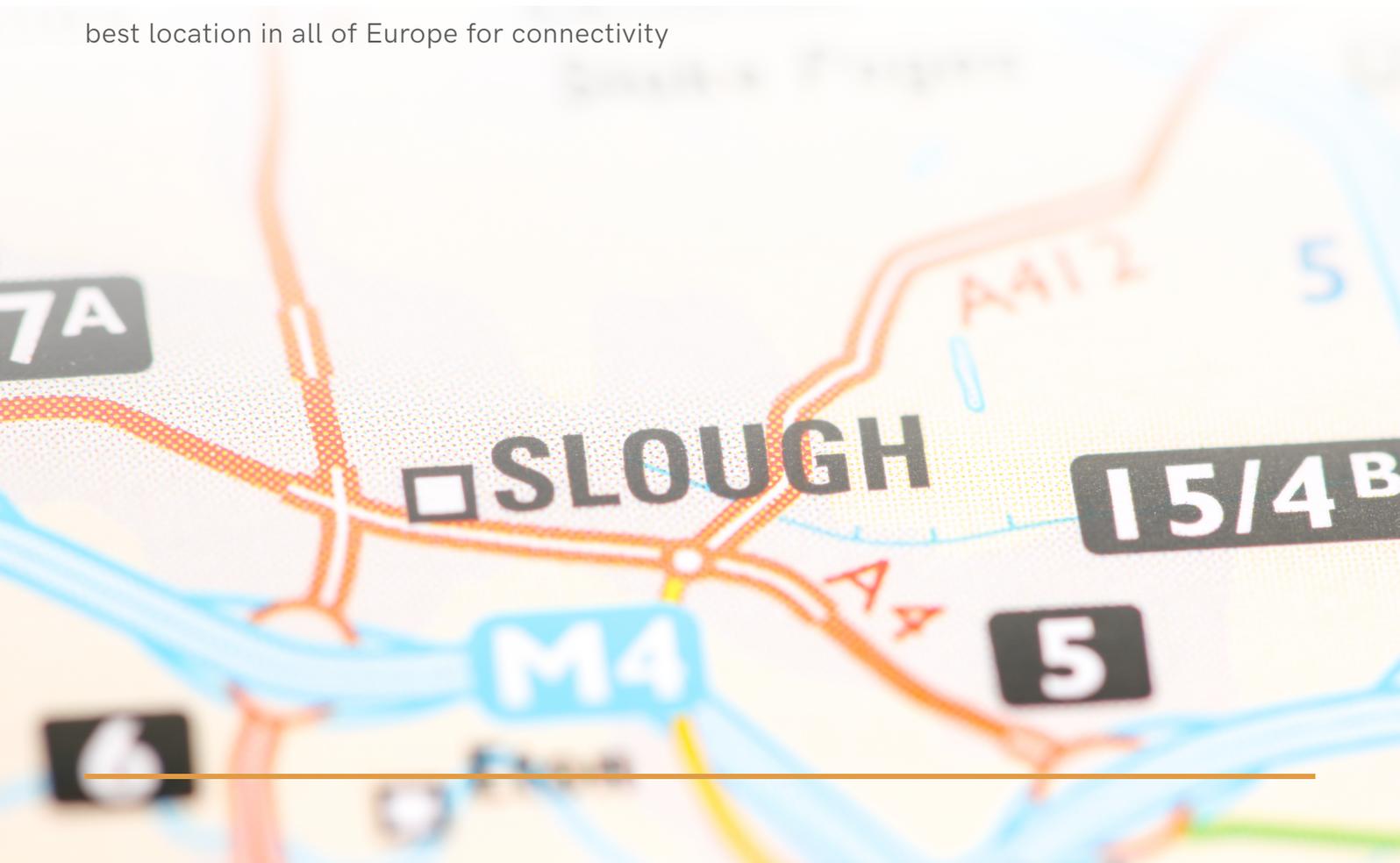
With these additional links, transport connections will only improve, substantially impacting house prices in Slough. It has been recorded that properties within a one-mile radius of the new Crossrail route have increased in value by a staggering 66%. The time to buy property in the area has never been better, with the ability to take advantage of growing capital growth rates.

Fantastic Transport Links

The bulk of Slough's appeal to businesses and workers is its fantastic location. The town sits in the London commuter belt, with easily accessible transport links to get anywhere in the capital. Around 48,000 workers commute from the town each day, with around 20,000 employees based at the Slough Trading Estate alone. These commuters rely on excellent transport links, and the Slough region offers plenty of options.

Nestled right by the M4, M40, and M25, Slough is connected to hundreds of locations in the country. The town also lies on the Great Western mainline railway route with trains into London, the South West of England, and Wales. In fact, London's famous Paddington Station is less than 20 minutes away.

With all these established transport routes, it's unsurprising that Slough was voted the 3rd most promising region in Europe for infrastructure by the European Cities and Regions of the Future report. That's not the only impressive accolade the town has, though. It was also voted the 2nd best location in all of Europe for connectivity





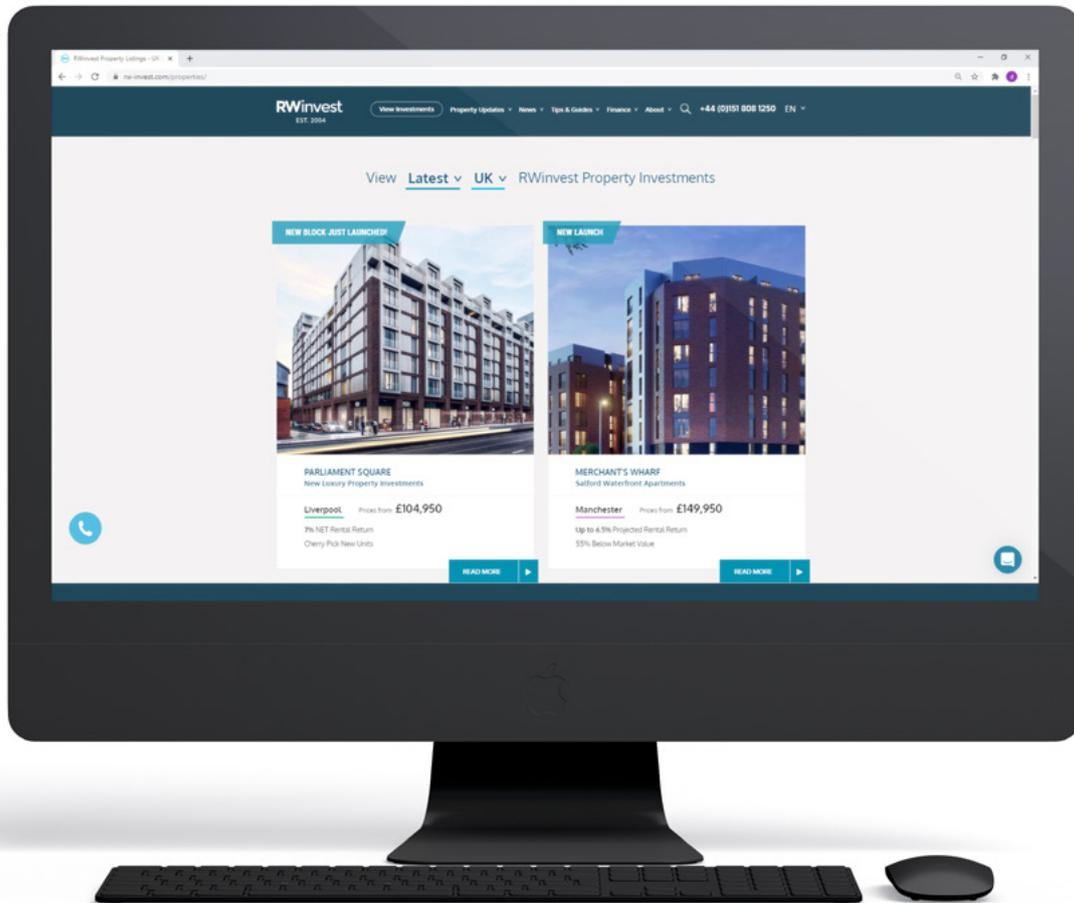
House Prices Have Massive Predicted Growth

For investors considering Slough buy to let and Slough property investment, it's essential to understand the fundamental principles behind the area's property market. From rental yields, house prices, rental costs, and forecasted growth, a city or town needs to have strong statistics before it is worth considering. Luckily, for those considering Slough investment property, the town offers some of the property market's best statistics.

Let's start with house prices in Slough. As it stands, Slough house prices sit at around £332,936, on average. This may seem relatively high, especially comparing it with other buy to let hotspots like Liverpool property and Manchester property, which have average prices of £189,833 and £239,577, respectively. The average UK property currently sits at a record high of £253,374, according to Halifax, meaning Slough is higher than that too.

Due to Slough's position and appeal for workers, anything significantly below London's average property price could be considered an outstanding deal.

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