Aspen Woolf

PROPERTY INVESTMENT GUIDE LIVERPOOL

2025

THE L1 POSTCODE: A LEADING BUY-TO-LET DESTINATION

At Aspen Woolf, our independent property experts highlight the reasons behind Liverpool's growing popularity among property investors.

Liverpool is celebrated as one of England's most iconic cities, known for its rich musical and sporting heritage and a vibrant community spirit. This dynamic city is brimming with opportunities, making it an attractive location for property investment. With impressive rental yields, affordable house prices, and a multitude of exciting regeneration projects underway, the future of property investment in Liverpool is exceptionally promising.

As a recognised property hotspot in the UK, Liverpool boasts a solid track record of investment potential. Here's why this thriving city should be on every investor's radar...

Exciting opportunities in Liverpool property investment

Liverpool presents a wealth of opportunities for property investors, driven by vibrant city centre regeneration, a large student population, and a flourishing job market. Having successfully revitalised itself since the challenges of the 1980s, Liverpool has emerged as a dynamic cultural hub in the North and a key player in the Northern Powerhouse.

Notable projects, such as the revitalisation of the Albert Dock area, which houses the iconic Tate Liverpool museum and art gallery, are transforming previously overlooked parts of the city into thriving destinations. According to the latest data, Liverpool is particularly appealing for rental property investors, with the city centre postcode L1 leading the way with a median rental value of £1,150, encompassing the bustling retail core, Chinatown, and the commercial district.

Additionally, the L11 postcode ranks fourth, offering an average rent of £950. Overall, several Liverpool postcodes boast impressive rental yields ranging from 7.5% to 10%, making the city a top choice for savvy investors.

Regeneration and future plans

Liverpool continues to undergo impressive regeneration, with major projects like Liverpool Waters shaping the city's future. Spanning 60 hectares, this flagship development is set to create five new neighbourhoods, transforming the waterfront area along the River Mersey. The site will feature a mix of residential, commercial, and office spaces, including conference facilities, all helping to enhance Liverpool's appeal as a global business hub.

With over 7 million people living within a commutable distance of the city centre, Liverpool is well-positioned for sustained growth. Even in the aftermath of the pandemic, the city's economic output has continued to rise, with recent growth of 1.2% over the last year. Key industries driving this expansion include professional services, retail, advanced manufacturing, and a growing tech sector.

The Knowledge Quarter (KQ Liverpool), a collaborative project linking health and tech industries, is a major draw, now home to global names in research and innovation. These developments highlight Liverpool's expanding role as a forward-thinking, economically vibrant city, offering promising opportunities for property investment.

Liverpool's thriving population and growing demand for housing

As of 2025, Liverpool boasts a vibrant population of approximately 920,000 residents, with the wider metropolitan area encompassing around 2.1 million people. This growth is fuelled by an influx of individuals relocating to the region for work and the city's appeal as a cultural and educational hub.

The city is also home to a substantial student population of around 70,000, supported by institutions like Liverpool John Moores University and the University of Liverpool. With nearly 30,000 graduates entering the workforce each year, many choose to remain in the city, creating a sustained demand for various types of residential properties. Notably, 7,800 international students at Liverpool University seek quality private accommodation, further contributing to this dynamic housing market.

One exemplary development catering to this demand is Vincent House, a luxurious 62-bed accommodation located in the heart of Liverpool. Just a short walk from Liverpool Lime Street station and close to university campuses, Vincent House represents the innovative urban living options transforming the city. This modern accommodation is designed to meet the needs of a diverse demographic, attracting young professionals and enhancing Liverpool's status as a thriving, attractive place to live and work.

Exploring rental yields and property values

Liverpool remains one of the most affordable cities for residential property in the UK. As of early 2025, the average property price in Liverpool stands at £212,801, reflecting a vibrant market ripe for investment. This figure, sourced from Rightmove, statistics, highlights the city's potential for both new and seasoned investors.

Over the past year, terraced properties have been particularly popular, averaging £155,600. Semi-detached homes are selling for around £240,000, while flats are priced at approximately £140,500. This shows a slight increase from last year, as the city continues to recover and thrive post-pandemic. The combination of affordable property prices and high rental demand—ranging from 7.5% to 9.5% in key areas—positions Liverpool as a lucrative opportunity for buy-to-let investors.

Looking ahead, Liverpool's transformation is expected to gain momentum, with a robust pipeline of regeneration projects valued at £14 billion outlined in the Liverpool Local Plan through 2033. With ongoing development and a commitment to growth, now is an ideal time for property investors to seize opportunities in this dynamic city.

Hosting Three Major Universities and a Thriving Student Community

Aspen Woolf

About

Aspen Woolf

Aspen Woolf are an award-winning independent property advisory, specialising in identifying wealth building opportunities in both the UK and internationally through smart, safe and secure property investments. Aspen Woolf are a member of The Property Ombudsman.

Trusted by investors worldwide for over 14 years.

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