

Myths and Truths of Paris Real Estate Market

Paris is one of the most famous cities in the world. It is no surprise that the City of Lights is also one of the largest and most active real estate markets in Europe.

Yet a number of misconceptions are circulating and overshadowing the true merits of this very attractive market.

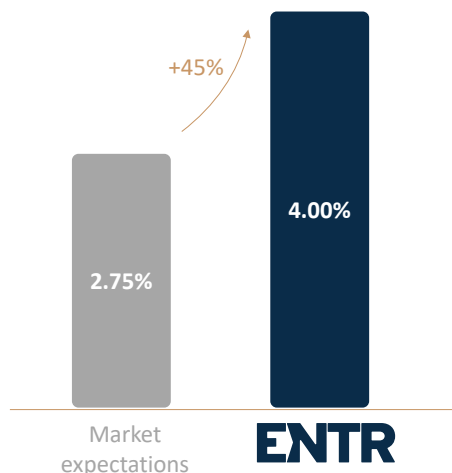
Through a case study, ENTR sets the record straight about a few clichés on what a real estate investor can expect to actually achieve in this unique city.

Myth #1: rental yield for a prime property is around 2.75%...

Many headlines regularly convey the message that gross rental yields from prime properties in the core districts of Paris should be expected within a 2.5% - 3.0% range. This significantly underestimates the actual performance that can be achieved when each step in a real estate investment is optimized, including layout.

ENTR has recently secured a 2-bedroom property in the central Paris area of Le Marais where it has been able to achieve a **4% gross rental yield** on a long-term lease basis for the benefit of its investors.

Gross rental yield performance



Myth #2: renovation work in Paris takes time...

Renovation work is often feared by real estate investors and with good reasons: such endeavors can quickly turn into a bottomless pit, draining time and money unless done with trusted partners.

As a result, most investors who lack on-the-ground support tend to overlook properties in need of renovation and subsequently miss out on good investments. But this does not need to be the case.

In the property secured by ENTR in Le Marais, both kitchen and bathroom needed thorough renovation to maximize its rental potential. Completed in a **compressed timeframe of only 2 weeks**, the work has considerably **enhanced the aesthetic and value of this property** for investors.

Before and during renovation



After renovation

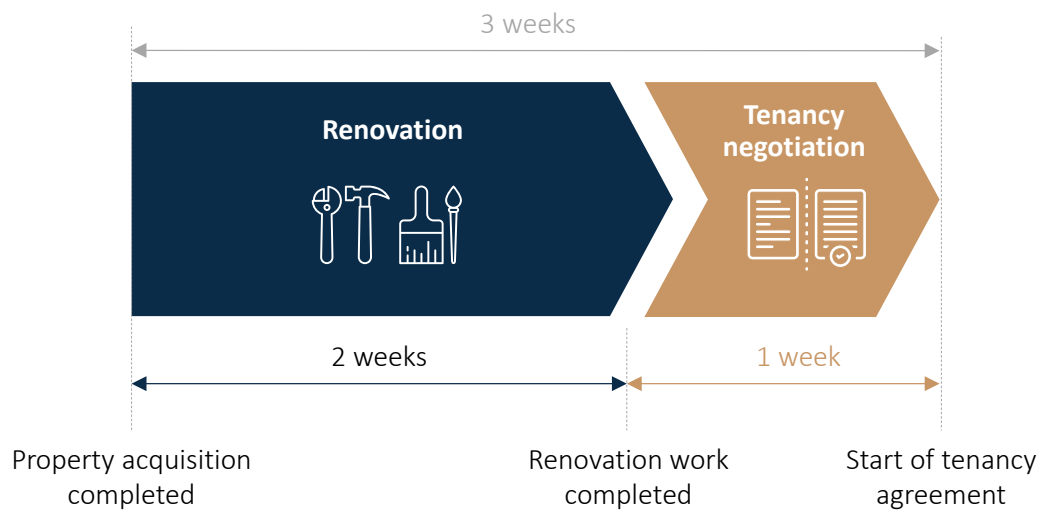


Myth #3: Arm yourself with patience to find the right tenant...

Securing the right tenant can seem like looking for a needle in a haystack. Organizing visits, reviewing profiles of interested parties, drawing up tenancy agreements can be very time consuming and frustrating without the appropriate tools and knowledge, including of the local language.

Thanks to its extensive proprietary network, ENTR quickly identified **a high-quality corporate tenant which started to rent the property in Le Marais exactly 1 week after completion of the renovation work.**

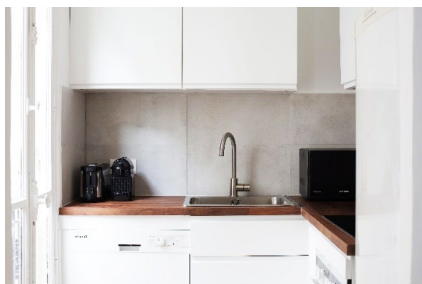
ENTR delivered **an accelerated schedule** for its investors who started to benefit from rental income 3 weeks after taking possession of the property.



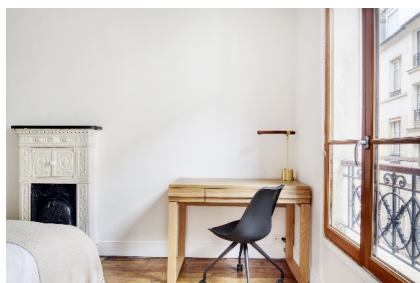
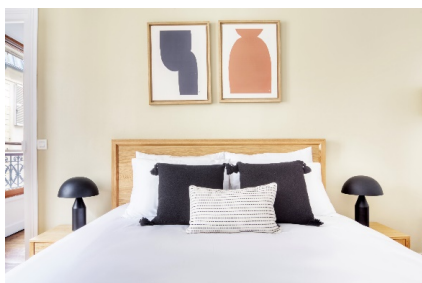
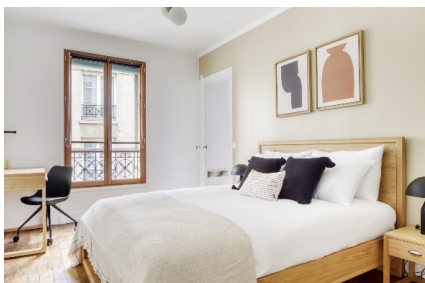
Living room



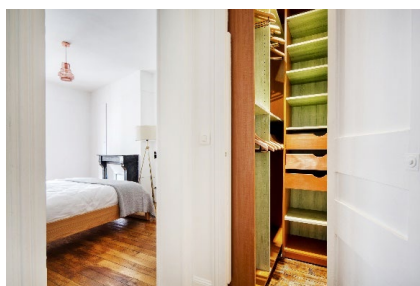
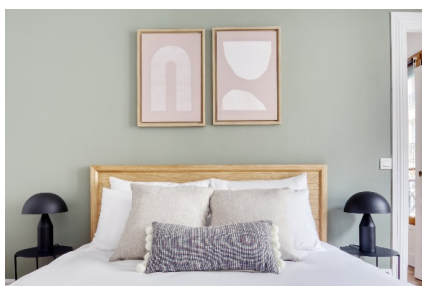
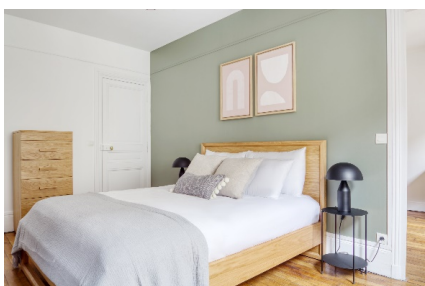
Kitchen



Bedroom 1



Bedroom 2



About ENTR

ENTR provides a seamless, transparent and innovative way to access prime residential real estate in major global cities.

Investors with ENTR co-own a collection of carefully curated prime properties located in the most attractive cities around the globe and benefit from the on-the-ground knowledge and expertise of ENTR. These assets are fully managed and optimized by ENTR to generate regular income and capital gains.

ENTR combines extensive experience, rigorous selection criteria processes and technology to reinvent the real estate ownership experience in a changing world.



ENTR produces regular curated analysis and on the ground perspectives about investment in prime residential properties in global cities.

If you would like to be among the first to receive these materials and find out more about our real estate investment solutions, please fill in your details on <https://www.the-entr.com/contacts>

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