

## Brand new “The Felicity” evolves with its tenants

**Brussels, 15 July 2021 – Home Invest Belgium's The Felicity is a unique real estate project in Laeken. The site consists of 11 homes and 37 apartments, good for a gross lettable area of almost 5,000m<sup>2</sup>. “The Felicity is unique because it evolves with the living requirement of every occupant. Depending on his or her stage of life, the occupant can rent a suitable accommodation within the same residential complex. And the formula has caught on, because one month after delivery, more than 60% has already been let,” says CEO Sven Janssens.**

The Felicity, the latest residential project of rental property specialist Home Invest Belgium, was delivered at the start of June. The site with a floor area of 4,868m<sup>2</sup> was realised in cooperation with architect's office Symetry, special techniques engineer Pluricité and stability engineer Sweco Belgium.

The Felicity's huge diversity in terms of offer is what makes it so special: 1 studio, 10 one-bedroom apartments, 25 two-bedroom apartments, 12 three-bedroom apartments and 11 rental houses each with a private garden. This allows tenants to let their accommodation evolve with their needs during the different stages of their life, without having to leave the building or the neighbourhood they like.

**Sven Janssens, CEO at Home Invest Belgium:** “Students, housemates, young couples, families and senior citizens, etc. they all have different needs. There comes a time when your house is too small or too big for your stage of life. And nobody wants to have to leave their favourite neighbourhood. The Felicity wants to provide an answer to this.”

The concept has caught on: during the delivery at the start of June half the houses were already let. Now, one month later, this number has already increased to 62.5%. “An absolute record”, says **CEO Sven Janssens**. “And if you like to compare, our previous project The Factory only reached an occupation level of 50% after 6 months.”

### Well-informed choice

Anyone looking for a house for rent, wants to make a well-informed choice. That is why Home Invest Belgium placed particular emphasis on close cooperation between its various departments. This meant that commercialisation could already be started three months before delivery. To make the choice even easier for the interested parties, two model homes were finished. This gave potential tenants the opportunity to view (a model of) their future apartment or house well in advance.



Under embargo until 15 July 2021 – 5.40 p.m.

**CEO Sven Janssens:** *“Our ambition is to be the “Landlord of Choice”, both for our current and future tenants. Tenant support already starts before he or she has made a choice. We try to provide all the information as early as possible - even when the project is still under construction. In this way, we not only want to meet the needs of our tenants, but also their overall experience, which goes far beyond the living experience as such.”*



### **Happiness and joy**

The Felicity, located in the Meyers-Hennastraat in Laeken, owes its name to the founders of the famous Laeken chocolate factory Meyers, Courtois & Cie: Guillaume Meyers, his wife Félicité Hennau and Jeanette Courtois. Their pralines and chocolates were renowned for their quality and refined presentation, and won several awards at exhibitions in Brussels, Antwerp and Paris between 1883 and 1897.

Located in a quiet street in the heart of Laeken, the site forms a peaceful island in the middle of the city. **Sven Janssens:** *“Even in a bustling city such as Brussels, people need peace and quiet. That is what our tenants at The Felicity find in the communal courtyard, where a green oasis was purposefully created. This is how we want to bring our tenants happiness and joy, or felicity.”*



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### **Looking ahead**

Now that The Felicity has been delivered, Home Invest Belgium is already looking ahead at its next projects." In early 2022, The Fairview, a green oasis with 42 residential units in Sint-Lambrechts-Woluwe, is expected to be delivered. This delivery will be closely followed by RQE, an ideal residential area for expats located in the heart of the European District in Brussels, with some 50 residential units.

For more information about The Felicity please go to [www.thefelicity.be](http://www.thefelicity.be).

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### FOR ADDITIONAL INFORMATION

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#### About Home Invest Belgium

Home Invest Belgium is a public regulated real estate company (SIR or BE-REIT) specialising in the acquisition, development, rental and management of residential real estate. On 31 March 2021, Home Invest Belgium held a real estate portfolio worth €657 million in Belgium and the Netherlands.

Home Invest Belgium has been listed on the Euronext Brussels [HOMI] market since 1999. On 31 March 2021, the market capitalisation amounted to € 370 million.