

Investment Brochure

# De Lediaan



DE LEDIAAN

A sustainable  
investment **with**  
**optimal performance**

# De Lediaan

## briefly

With De Lediaan, Urbicoon and PSR are developing a sophisticated project in Diegem (in the fastest-growing municipality in Flanders) with exceptional investment potential. We are developing a sustainable and green eco-neighbourhood comprising 154 apartments and 14 single-family homes in a fully pedestrianised 1.8-hectare park.

### PSR AND URBICOON: THE PERFECT MATCH FOR DE LEDIAAN

For De Lediaan, Urbicoon is partnering with PSR | Partner in Sustainable Reconversion; the ideal partner to give the Diegem area a new residential future. As a subsidiary of Jan De Nul Group, PSR is capable of developing sustainable living and working spaces that meet the needs of today and tomorrow.



Discover everything

about the De Lediaan residential project in our presentation brochure



154 apartments and 14 single-family homes

Meeting the enormous residential real estate demand in Diegem

Machelen-Diegem

The fastest-growing municipality in Flanders and a hub for Brussels-based jobs

1.8 hectares of parkland

Maintained by the municipality

BEN homes = EPC A

A nearly energy-neutral new building with a sustainable E-level of 20

Acoustic comfort in the home

Additional insulation and superior quality in construction techniques

100% fossil fuel-free

Solar panels and heat pumps

Future-proof technologies

Solar boiler, underfloor heating/cooling, heat pump, rainwater harvesting, type D ventilation system with heat recovery, smart technologies and appliances, battery storage unit (optional), hydraulic module with calorie metering system



# Purchasing real estate as a rational investment

At Urbicoon, we focus on investment real estate. This means we develop with returns in mind for our investor-buyers. We select the sites for our projects based on the Urbicoon Investment Index: a detailed 30-point plan that analyses all relevant parameters before developing a project, ensuring that we invest in the right locations, with high added value potential and a very strong and high-quality tenant base. We then develop sustainable buildings of high architectural quality that meet the strictest standards. Finally, we work with our own rental service where we achieve occupancy rates of 99% and offer investors complete peace of mind.

## Rational ou emotional ?

De Lediaan is of course a magnificent residential project for future residents, with BEN homes and apartments set in a large residential park. As an investor, it is important to distinguish between rational and emotional investment choices. Your investment is not intended to become your future home and should therefore be viewed as a financial product, where return is the primary concern. Real estate investments can then be compared to investments in stocks or funds. Real estate investors also seek returns through value appreciation, focusing on locations with growth potential. In both cases, return comes first, with personal preferences taking a back seat to financial considerations.

## Examining returns

The ideal combination for those looking to invest in a buy-to-let apartment is a high yield and sufficiently strong rental demand. De Lediaan is particularly well-suited to this. It offers an exceptionally strong combination of lower purchase prices and higher rental rates, in contrast to prestigious AAA locations, where much higher land prices result in a lower rental yield. Machelen-Diegem is the fastest-growing municipality in Flanders and a hub for Brussels-based jobs.

## A bulletproof formula

Efficiency formula	De Lediaan
<b>Prime location, a major asset</b>	Machelen-Diegem is the fastest-growing municipality in Flanders
+ <b>Creditworthy tenant</b>	Strong rental market thanks to the growth of the peripheral office market, wealthy European workers and Brussels-based expatriates seeking more space and greenery
+ <b>Futur-proof</b>	De Lediaan stands for new BEN buildings with sustainable technologies that already broadly meet the standards for 2050
+ <b>Property management</b>	De Lediaan investors benefit from exclusive access to RentMore for hassle-free rental and property management
<b>= Stable and high rental income, with great security and complete peace of mind</b>	
+ <b>Financial optimisation</b>	Benefit from the advice of our financing experts for a tailor-made investment in De Lediaan
+ <b>Tax optimisation</b>	Take advantage of our experts and partners to optimise your investment in terms of taxation, succession planning, corporate assets...
<b>= Optimal efficiency and maximum added value</b>	

## Location, a major asset

Location is crucial both for short-term success (immediately available tenants) and for the long-term return on real estate investments (the increase in added value of the property). With De Lediaan, we are developing a site that delivers exceptional results on every point of our analysis.

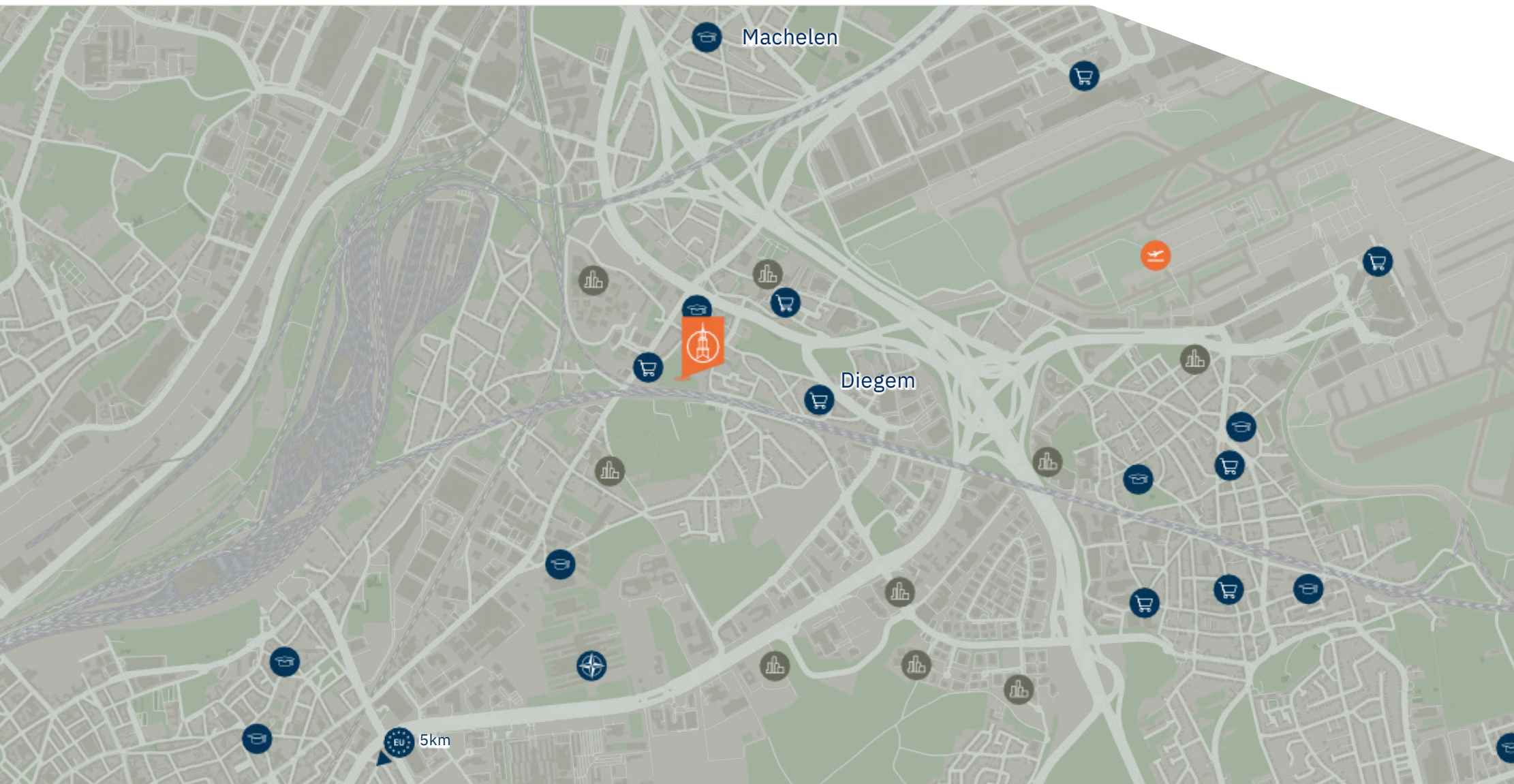
- ✓ Strong rental demand
- ✓ Lower land prices
- ✓ Preferential rental rates
- ✓ High added value potential

- ≡ **Employment** : the concentrated presence of businesses in the area drives demand for rental housing.
- ≡ **Accessibility and amenities** : Easy access to road networks public transport, shops and schools enhances the appeal of the location
- ≡ **Population growth** : supply and demand are always at play; as cities grow, property prices and rents rise with them.
- ≡ **Rental market** : the availability of properties, the percentage of tenants, such as expatriates are important factors.
- ≡ **Developments and green spaces**: New infrastructure projects and green spaces in the neighbourhood increase property values.

# Co-invest in

# Diegem

The fastest-growing municipality in Flanders



Machelen-Diegem is the fastest-growing municipality in Flanders. Statistics Flanders has calculated that the population of Machelen will increase by 13.3% by 2037. And all these people will of course need to find housing!

## Dual flow

The new residents are partly young families leaving Brussels to settle in the periphery, in search of more space and greenery. On the other hand, a large number of international companies and European headquarters located in Machelen and the Brussels periphery constantly attract new employees. Increasingly strict traffic regulations and high office rents in central Brussels are pushing companies to relocate to the periphery.

## Enormous rental potential

Machelen and the municipality of Diegem are covered locations for national and international companies due to their proximity to the European capital and Brussels International Airport. Approximately one third of Diegem's territory consists of business zones, representing a thousand companies and three times more jobs than residents. This creates an enormous rental potential for local and expatriate workers in Diegem, where there is a massive housing shortage.



EU District



NATO Headquarters



Brussels Airport



School



Supermarket



Business Park

# 9

business parks around Diegem

# 18 000

employees in and around Diegem



## 9 additional hectares of greenery

In addition to the 1.8 hectares of parkland planned at De Lediaan, a 27-hectare masterplan was also approved in 2021 for Bessenveld Diegem, of which 9 hectares are designated as a biodiversity landscape park.

# Companies and multinationals near Zaventem

## Business Park Diegem

> 10 000 employees

- ≡ 3M Bayer
- ≡ Capgemini
- ≡ Deloitte
- ≡ Exxonmobil
- ≡ Ge Healthcare
- ≡ HP
- ≡ Honeywell
- ≡ IBM
- ≡ Kellog's
- ≡ Kodak
- ≡ KPMG
- ≡ Nikon
- ≡ Toyota Technical Center
- ≡ Wolters Kluwers
- ≡ Lenovo
- ≡ Smith & Nephew
- ≡ Konica
- ≡ ...

## Business Park Lozenberg

> 500 employees

- ≡ Bridgestone
- ≡ Ericsson
- ≡ Mars Europe & Asia
- ≡ Space Applications Services
- ≡ ...

## Business Park Da Vinci

> 1 000 employees

- ≡ Ascom-Hasler
- ≡ Aventis Pasteur
- ≡ Banksys
- ≡ Johnson & Johnson
- ≡ Mobistar
- ≡ SABCA
- ≡ Texas Instruments
- ≡ Unisys
- ≡ ...

## Business Park Zaventem-Nord

> 2 000 employees

- ≡ Atos
- ≡ CM Telecom
- ≡ DS Smith
- ≡ KimBerly Clark
- ≡ Microsoft
- ≡ Pepsico
- ≡ Samsung
- ≡ Sony
- ≡ Yara Belgium
- ≡ ...

## Business Park Zaventem-Sud

> 1 000 employees

- ≡ ASCO
- ≡ Keyware technologies
- ≡ Xerox
- ≡ ABB
- ≡ ...

## Business Park Pegasus

> 3 500 employees

- ≡ Agilent Technologies
- ≡ Antargaz
- ≡ Cisco
- ≡ DHL
- ≡ Dr. Oetker
- ≡ Elavon
- ≡ Emerson Proces Management
- ≡ EY
- ≡ FIS
- ≡ Johnson Controls
- ≡ KNX Association
- ≡ Regus
- ≡ Rockwell Automation
- ≡ Stanley Black & Decker
- ≡ ...

## New offices

Today, Machelen and Diegem are the largest business parks in and around Brussels, with excellent accessibility, proximity to the airport and, above all, significant room for growth. Currently, more than 300,000 square metres of office space are still being planned and built, and will be delivered over the next two years.



1	The Wings	50 000m <sup>2</sup>
2	Park7 – Xénon	70 000m <sup>2</sup>
3	Nouveau quartier général de la défense	4 000 employés
4	The Cube	20 000 m <sup>2</sup>
5	YPSO	21 600 m <sup>2</sup>
6	Brussels Airport Business Center	38 000m <sup>2</sup>
7	PWC Diegem	20 000m <sup>2</sup> (achieved)

SAMSUNG

Johnson & Johnson

IBM

BAYER

Microsoft

Deloitte.





**Reconstruction of Boulevard de la Woluwe**  
 2023 - 2024  
 Between the Chaussée de Haecht and the Brussels Ring Road, the Boulevard de la Woluwe will be completely reconstructed. In Diegem, there will be a wide two-way cycle path, separated from the road by water and greenery. Motor traffic will have a new carriageway with a dedicated bus lane and one lane per direction of travel.

# Mobility

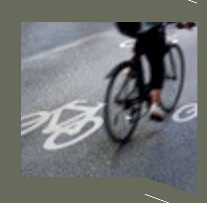
## Excellent access to all forms of public transportation



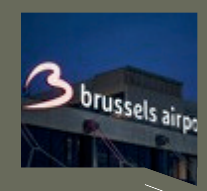
**By car**  
 Take Haecht Road and Woluwe Boulevard, and you'll be on the Brussels Ring Road and the E40 highway in no time.



**Diegem**  
 Station Diegem Station, located 1.5 km from De Lediaan, offers a 13-minute train ride to Brussels-Central.



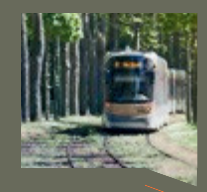
**By bike**  
 Bicycle highways with bike bridges on major roads leading to Leuven, Brussels, Brucargo, and Woluwe-Saint-Lambert.



**Zaventem Airport**  
 Zaventem Airport is located 4.5 km from Diegem, which is a significant advantage for expats who regularly fly home or to their company's headquarters.



**New Metro Line to Bordet**  
 Brussels is working on the new Metro Line 3, which will connect Saint-Gilles, Gare du Midi, and Gare du Nord directly to the Bordet terminal, located 2.5 km from De Lediaan. From this renovated station, there will also be connections to the STIB bus network, De Lijn, and the tram on Boulevard Léopold III.



**New Airport Tram by 2030**  
 Construction of an airport tram line will begin in 2025. It will connect Brussels-North to Zaventem Airport in 30 minutes. In addition to existing rail connections, the new tram line will improve access to residential areas and the employment zones that lie between them. Residents and workers in Evere, Haren, and Diegem will benefit from improved access and reduced traffic congestion.



# Rent with peace of mind thanks to RentMore

## Toward a financial product

A real estate investment generates returns through the rental income it produces. But even if one's financial situation is sound, the hassles and administrative tasks associated with renting can make this investment unattractive to many people. That's why our professional rental service, RentMore, guides investors through the selection process and handles all other aspects. With RentMore, we combine real estate returns with a hassle-free financial investment

### Services

#### Propriétaire

- ≡ Trouver un locataire
- ≡ Négocier le contrat de location
- ≡ Organiser le dépôt de garantie
- ≡ Etablissement de l'état des lieux
- ≡ Enregistrer le contrat de location
- ≡ Perception des loyers
- ≡ Suivi de l'administration
- ≡ Maintenance des installations techniques

### Services

#### Locataire

- ≡ Changement des draps et du linge de maison
- ≡ Service de nettoyage
- ≡ Technicien
- ≡ Accessibilité 24 heures sur 24, 7 jours sur 7
- ≡ Facture "all in one"
- ≡ Service de nettoyage à sec et de repassage
- ≡ Welcome Pack

**RENTMORE**  
(un)furnished rental apartments

# 20

years of experience

# 800

Apartments under management

# 99%

rented (maart 2024)



## Formule unique

RentMore's unique approach is that we take as much work off your hands as possible by handling everything in-house. Through active marketing and precise targeting, we ensure we find the right tenants. Thanks to our efforts, we receive more inquiries than we have available properties. RentMore also rents directly to large companies and organizations that lease multiple apartments at once for their employees. For these companies, it is important to find a professional partner capable of providing the desired service and quality standards, which leads to long-term partnerships. This approach allows us to achieve high occupancy rates and satisfied tenants. Thanks to our comprehensive service, tenants are willing to pay a high rent, on time and in full, while treating the apartment with respect. An additional "safety net" for apartment upkeep is our in-house maintenance, cleaning, and linen-changing service. This allows us to keep a close eye on things and maintain the apartments' quality at a high standard.



## Ideal location

The Diegem region, with its many international organizations and thriving multinational companies, is a magnet for high-net-worth individuals. With De Lediaan, we primarily target the international community working for NATO, Eurocontrol, and the major business parks in Diegem and the surrounding area (Toyota, 3M, HP, Bayer, PwC). These professionals are constantly looking for comfortable housing to settle in, either temporarily or permanently. De Lediaan will far exceed their expectations

## Low-maintenance technologies

De Lediaan's apartments will be equipped with the Litobox® L7: a semi-centralized solution offering the lowest total cost of ownership on the market. With this highly advanced system, we integrate all standard energy technologies and systems with individual controls. This helps reduce costs for both the owner and the tenant



# De Lediaan

## Estimated rental rates

Type	Purchase price	Rental price*
One-bedroom apartment	↑ 270 000 EUR ↓ 290 000 EUR	↑ 1 200 EUR ↓ 1 250 EUR + parking 100 EUR
2-bedroom apartment	↑ 300 000 EUR ↓ 350 000 EUR	↑ 1 450 EUR ↓ 1 550 EUR + parking 100 EUR
3-bedroom apartment	↑ 360 000 EUR ↓ 410 000 EUR	1 700 EUR + parking 100 EUR
House	415 000 EUR	↑ 1 650 EUR ↓ 1 700 EUR non meublé
Parking	↑ 30 000 EUR ↓ 32 500 EUR	100 EUR

\*(euros per month/furnished)

With RentMore, we combine real estate returns with hassle-free financial investing



# A propos de Urbicoon

## Creative and sustainable developers

At Urbicoon, we build city centers of the future as creative and sustainable real estate developers. As an accessible partner with extensive experience in visionary real estate concepts, we guide you through the purchase, financing, and leasing processes. Through innovative solutions and a true entrepreneurial spirit, we create forward-thinking places to live, work, and play, as well as investment environments that have a positive impact on people and the environment.

## Experience and Innovation

Urbicoon has a knack for securing prime locations and is known for its sustainable, contemporary, and experiential housing. Technological innovation and creative entrepreneurship are at the heart of our approach. Our passionate team has years of experience developing innovative projects, and we have already completed dozens of high-profile projects in cities such as Brussels and Antwerp.

## Reliable partners

At Urbicoon, you're in good hands. Buying a home is a serious matter, and we work exclusively with reputable construction partners. As a member of the Machiels Group, we bring extensive experience and expertise to the table. Our specialized partners, including (interior) architects and construction companies, are committed to creating sustainable, stylish, and affordable housing, resulting in high-quality, timeless projects.

## Full-service real estate

Choosing Urbicoon means choosing a long-term professional partnership. We offer a full range of real estate services under one roof: from acquisition and development to sales and leasing. As a one-stop shop, we take care of everything for you. Our in-house leasing department and personalized services make life even more enjoyable for both owners and tenants, ensuring a satisfying and worry-free experience.





# 8

## Reasons to invest in De Lediaan

- Investment opportunity in Machelen-Diegem: Flanders' fastest-growing municipality
- A new eco-neighborhood in a 1.8-hectare, low-maintenance park
- Exclusive homes and apartments, meticulously designed to meet the strictest
- EPC A, gas-free, and featuring cutting-edge technology
- Hassle-free renting with our in-house rental service, RentMore
- Huge rental potential thanks to its proximity to multinational corporations, international organizations, and thousands of affluent tenants
- Located in the heart of the city and surrounded by all necessary amenities
- Excellent accessibility by all modes of transportation: car, bicycle, public transit, or air travel



Boulevard de la Woluwe 2 | Woluwe Gate | 6ème étage  
1150 Woluwe-Saint-Pierre

T 02 647 00 00 | [info@urbicoon.be](mailto:info@urbicoon.be)

[www.urbicoon.be](http://www.urbicoon.be)