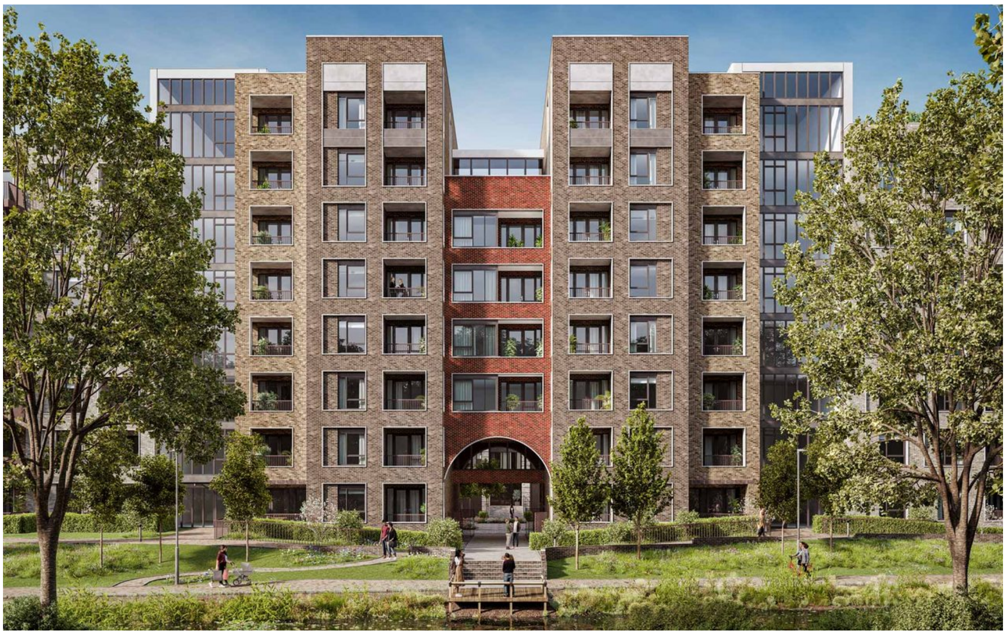
Green Street News

RESIDENTIAL LONDON UK & IRELAND

US investor makes £100m+ play in London build-to-rent

8 Jan 2026 | 08:20 | London | by Jessica Middleton-Pugh

Assets acquired in Clapham and Earlsfield after deals with housebuilders



CGI of King George's Gate, Earlsfield

- **What** Principal Asset Management has invested £100m+ in two build-to-rent sites in London after striking deals with housebuilders
- **Why** US asset manager is making play into low-amenity rental model
- **What next** Investors still drawn by the consistent long-term income of BTR in the capital

Principal Asset Management has acquired two multi-family residential investments in south-west London for more than £100m, *Green Street News* can reveal.

Acquired on behalf of a separate account client, the assets are made up of part of the King George's Gate development in Earlsfield and a newly completed residential block at Clapham Park in Clapham.

In Earlsfield, Principal has forward-funded the acquisition of 130 residential units across two connected eight-storey buildings being developed by Taylor Wimpey. Overall, King George's Gate totals eight buildings with a mix of private, shared ownership and affordable homes. The project is due to complete in 2027.

The Clapham purchase is a 66-unit residential building that reached practical completion in November 2025. The building forms part of the 2,500-home Clapham Park regeneration being delivered by a joint venture between Countryside Partnerships and Metropolitan Thames Valley Housing.


Clapham Park

Chris Game, fund manager at Principal, said: "These acquisitions reflect our conviction in the UK residential market and our strategy which focuses on well-located, high-quality assets that offer durable income and downside protection.

"Both investments benefit from strong local fundamentals, excellent connectivity, and limited competing supply, making them well positioned to deliver a quality rental experience for tenants, and attractive long-term outcomes for our client. The low-amenity operating model is designed to keep costs competitive while meeting occupier requirements, supporting long-term rental growth and resilient income."

Principal was advised by Newmark on Earlsfield and Harris Associates on Clapham Park. DAC Beachcroft, Greenberg Traurig, Arcadis and Pinnacle Investments also advised.

Taylor Wimpey was advised by Savills and Osborne Clarke. The Countryside Partnerships and MTVH joint venture was advised by Mayfair Private Office, with Trowers & Hamlins.