

SilverDoor strengthens their Northern portfolio

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SilverDoor has added new properties to its portfolio for two of the largest cities in the north of England by introducing more serviced apartments in Manchester and some new serviced apartments in Birmingham.

"Manchester serviced apartments (<http://www.silverdoor.co.uk/serviced-apartments/Manchester>) and Birmingham serviced apartments (<http://www.silverdoor.co.uk/serviced-apartments/birmingham>) represent huge markets for us," said Chris Gee, Sales Director at SilverDoor. "Both cities have such a lot going on that many people are looking to relocate."

SilverDoor now represents 13 serviced apartment buildings within Birmingham. Ranging from a choice of studio apartments to three bedroom apartments located in the City centre and surrounding areas.

New additions include Birmingham's Rotunda Apartments which are housed within the Rotunda building, a Grade II listed property which was recently refurbished by Urban Splash and architect Glenn Howells. Standing at 256 foot high with 23 floors and overlooking the Bull Ring shopping centre, it is one of Birmingham's most prominent landmarks. The new serviced apartments in Birmingham (<http://www.silverdoor.co.uk/serviced-apartments/birmingham>) from SilverDoor retain the Sixties origin of the building whilst still including modern furnishings. Guests will find Poggenpohl kitchens, bespoke NaughtOne furniture, Apple Mac entertainment systems, Bose sound docks and Gaggia coffee machines in the apartments. Rotunda offers studios, one and two bedroom apartments and also a penthouse complete with its own private balcony.

"These apartments are in a fantastic location and are of high quality and luxury. With Selfridges as its corner shop and everything else within Birmingham easily accessible, guests cannot fail to enjoy their time in Britain's second largest City," said Marnie Delaney-Parker, Head of PR and Marketing. "Birmingham is such a leading destination for SilverDoor and we are delighted to represent such a fantastic choice of serviced apartments."

The Post Box apartments located near to the Mailbox development and the recently regenerated canal side offers a choice of one or two bedroom apartments. The two bedroom apartments have an additional bathroom allowing anyone sharing to have their own privacy. The building also offers secure complimentary car parking on site and a manned concierge service operating within office hours.

Manchester also sees new additions from SilverDoor. With a choice of 22 serviced apartment buildings located in and around the City Centre, Manchester has a strong serviced apartment presence and this is represented within the apartments SilverDoor offer. The new serviced apartments in Manchester (<http://www.silverdoor.co.uk/serviced-apartments/Manchester>) offer a selection of one, two and three bedroom apartments.

One of the highlights of the new Manchester apartments SilverDoor represents is Pall Mall Apartments, which offers a selection of one and two bedroom apartments along with a two bedroom penthouse complete with a private 800sqft terrace and a private outdoor hot tub.

"Manchester serviced apartments and Birmingham serviced apartments are becoming more and more popular. We are inundated with enquiries for these destinations," said Chris Gee, Sales Director at SilverDoor.

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About SilverDoor:

SilverDoor international serviced apartments was incorporated as a Limited Company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 such as RBS, HSBC, Cadburys Schweppes and MAN Group PLC.

SilverDoor offers serviced apartments in over 160 locations globally such as Paris, New York, Abu Dhabi and Dubai. SilverDoor also offers serviced apartments in London (<http://www.silverdoor.co.uk/serviced-apartments/London>).

SilverDoor is based in Chiswick, West London.

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