

Prime Central London's Best Boutique Estate Agency

T: 020 7589 2000

Sales Department Newsletter

November 2009



Our rebranding has been a complete success and I am truly amazed at the response we have had from past and present clients throughout our area of expertise.

I have great pleasure informing you that Lizzie Young has joined our Lettings department to take over the running of the lettings side of the business from Charlotte Mellor, who has decided to make a move to the countryside. Lizzie has a wealth of experience in the Lettings market; she has over 10 years experience within Prime Central London and has recently managed one of our competitors offices in our local area.

Residential Sales Update

The sales market is hot, contrary to predictions from the National Weather Centre over the summer! Cash buyers have flooded the Prime Central London market, all believing rightly that the market here has bottomed out, eager to get a foothold in property. This has also been fuelled by the Euro Zone taking advantage of the weak pound.

The lack of supply of good property is again fuelling price increases and the old supply and demand situation is back. 'Cash is King' has never been so true. There is a definite window of opportunity to achieve an excellent price for your property at present, so if you have any thoughts of selling please let us advise you on how to maximise the value of your property. We are your local experts.

Nick Boden
Managing Director
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A selection of properties for sale:

WALTON ST, SW3



£465,000 L/H

ST GEORGE'S SQ, SW1



£780,000 L/H

EARL'S COURT RD, W8



£1.2M L/H

KNIGHTSBRIDGE, SW3



£3.15M L/H

SLOANE AVE, SW3



£4.25M F/H

DRAYCOTT PL, SW3



£15.25M F/H

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FAREWELL

We have cultivated very good relationships with the relocation companies and top home search agents, all of whom have reported an increase in their business levels. This is an early indication that the overall outlook is brighter and we expect to see more corporate and private relocation in the coming months. Landlords with property to let should be prepared to move quickly to take advantage of a positive market.

Our refurbishment service – the secret to successful letting



BEFORE

We obtained estimates for refurbishment based on our own designs, including a new bathroom and kitchen. The results speak for themselves. With the detailed designs and floor plans as well as photographs of the proposed furnishings and other recently completed projects, we secured a new tenant to take the flat as soon as the works were finished with an increase in rent from £425 per week to £650 per week. The tenants have even guaranteed 18 months without a break clause. The Landlord and tenants were delighted with the finished result, which was well beyond their expectations.

Victoria de Gasson
Legal & Asset Manager
v.degasson@bodensresidential.com



WELCOME

Lizzie Young
Manager Lettings Department
l.young@bodensresidential.com

Once again we have proved that refurbishing to the right level is key to letting successfully. Our client purchased the property some years ago and as it was in reasonable condition at the time, we were able to secure tenants for him who continued to renew for many years.

The tenants finally moved on and, after so many years, the flat was out of date and did not present well. With the current market being so competitive, we advised our client that a full refurbishment was needed to attract a good tenant and we also wanted to be able to increase the level of rent.



AFTER

A selection of properties to let:

DONNE PLACE, SW3



£950 PER WEEK

ROSE SQUARE, SW3



£795 PER WEEK

BROMPTON PLACE, SW3



£2,500 PER WEEK