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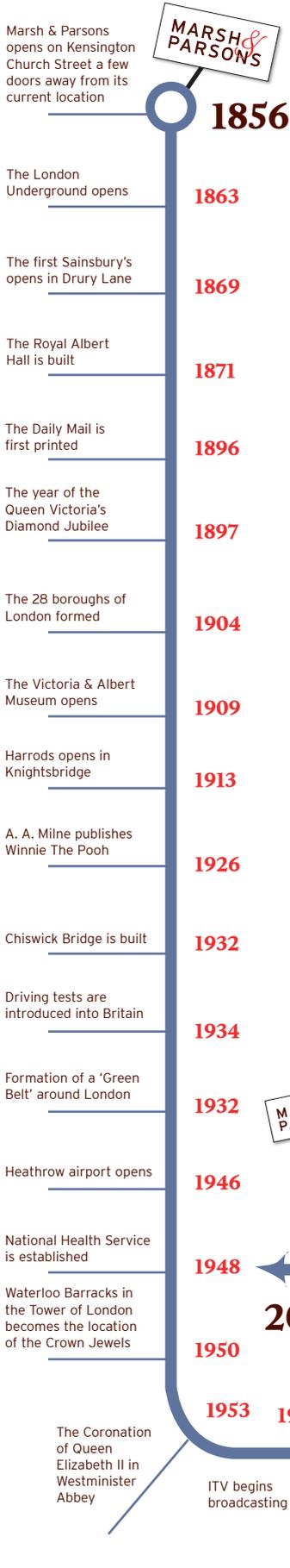
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# ISSUE 6



Welcome to our Autumn edition of London Portrait magazine which as usual contains a feast of some of the best property that London has to offer.

It's been an interesting year so far. The Land Registry statistics show that London is the only region in the UK that has consistently shown growth throughout the whole of 2011 - this is irrefutable evidence and not just estate agent hyperbole, showing once again, that London is a copper bottomed, safe haven for those wanting to invest their money for the medium and long term. Something I expect to continue for the foreseeable future.

So far this year, we have consistently, each and every month registered more buyers than we did in the corresponding month last year whilst the available stock has stayed static or in some cases fallen. Therefore with historically low interest rates, weak sterling and plenty of people (both UK nationals and foreign) looking for a safe and secure home for their savings, it doesn't take an economics genius to understand what is going on. A fundamental imbalance with supply and demand.

As we enter the final quarter of the year and start the approach to Christmas (can you believe it's come around so quickly?!) there is a sense of nervous anticipation in the market. The usual 'glass half empty' people are seeing nothing but negativity in the world and some others are sensing opportunity and an exciting future ahead in London. I am definitely in the latter camp.

This issue of London Portrait includes the usual updates of what is going from our sales, lettings and New Homes teams as well as some great articles by Cheryl Markosky including an interview with interior designer Christopher DeZille and I do hope you enjoy it.

As always, please let me know any feedback at: [discuss@marshandparsons.co.uk](mailto:discuss@marshandparsons.co.uk)

*Peter Rollings*

Peter Rollings,  
**Chief Executive, Marsh & Parsons**



*In the turbulent climate of the current world economy  
Marshall & Parsons Sales Director, Liza-Jane Kelly  
believes the London property market is a safe bet ...*



Liza-Jane Kelly  
Sales Director

You'd be forgiven for thinking that the property market is in dire straits, given the relentless media reports of bad news and the apparent turbulent times ahead. There are huge financial pressures across the globe - the US and the Eurozone are trying to get to grips with their much discussed debt mountain; the sub-continent is suffering inflationary pressures; and China is trying to find ways to boost domestic consumer spending and stop relying on its export driven growth. With all of this, it would be hard to believe that there is any stability in the housing market. Nationally, the market is bumping along the bottom, but things are very different in London - particularly in what we call 'Prime Central London'.

There are a number of reasons why the UK, and in particular London, is somewhat protected from global pressures. Our infrastructure, although we moan, is in fact one of the best in the world - our secure, socio-political state which has some of the most respected, professional institutions governing property ownership; our culture, not just the museums, galleries bars and restaurants, but the British way of life;

and then there are the temporary factors which have drawn us further into the limelight - the 2012 Olympics and of course the recent Royal wedding. London is not just a wonderful place to live - it's also a safe place to invest.

We are now right back to the market fundamentals of the property market: death, debt and divorce and until interest rates edge up, which we don't expect to happen for some time, we don't envisage this situation changing. So although

**“ Nationally, the market is bumping along the bottom, but things are very different...particularly in what we call 'Prime Central London'. ”**

Prices are underpinned by the ongoing lack of supply. The research pages within this magazine give a detailed breakdown of the number of buyers looking to buy per property and the disparity is growing. The amount ranges from 9 in areas south of the river, such as Balham right up to 32 in Brook Green, and this is now as high as 53 buyers per property in Barnes!

For many, it's an excellent time to buy. Thousands of homebuyers are looking to capitalise on the historically low mortgage rates available for those with substantial deposits, in contrast to the current 'sit tight' attitude of sellers. As a result, there is a strong imbalance between the number of buyers looking to move, and the number of properties for sale. In prime areas of the capital, the situation is even more acute. Cash buyer demand has been supplemented by equity-rich voluntary borrowers, cashing in on cheaper mortgage finance to top up their buying budgets. In many cases, this competition is driving sales prices beyond asking prices.

property prices may not continue to rise as quickly as they did in the first half of 2011, we don't expect them to slip back either. Luckily, for those who cannot get onto the property ladder, there is now a new wave of rental availability where, in particular, European investors are buying London property to get out of Euros and into Sterling. And it's not just the Europeans - investors from all over the world are identifying London as a safe, secure and attractive investment opportunity, or even a place to live.

The world will always view bricks and mortar as a 'safe haven' and, much like the price of gold (approaching \$1800 an ounce at the time of writing), investors are flocking to secure their money in asset classes that will ride out the current storm.

For further updates and information on the property market visit:

[marshandparsons.co.uk/  
market-comment](http://marshandparsons.co.uk/market-comment)



*The demand for rented property is stronger than ever, made only more so by an eager international market says Patrick Littlemore, Lettings Director*



This Autumn, our network of offices across central, west and south west London is experiencing as many as 20 potential tenants registering with us for every available property. Both the sales and lettings markets have seen a dramatic decline in the number of properties both to let and for sale and we can put this down to a number of reasons. In many cases, tenants are deciding to 'stay put' - our Renewals Department is agreeing renewed terms for approximately 75% of our current tenancies, many with substantial increases in rent. Tenants are preferring to stay in their current homes partly because of price increases and subsequent costs of moving house, but also due to the large number of would-be first-time buyers unable to successfully step onto the property ladder. According to recent statistics from The Digital Property Group, 27% of potential first time buyers in the UK are now deciding to

stay in rented accommodation with 47% unable to raise a suitable deposit needed under the current lending requirements - a figure we expect to be much higher in London. The dramatic shift between people choosing to buy and continuing to rent has inevitably put a strain on the number of rental properties currently available and as a result, there has been a 10-15% rise in average rental prices in the last year.

tenant demand and locations to consider buy-to-let investments.

Our Corporate & Relocation Services department, who look after international relocations, are taking enquiries from all corners of the globe. Interestingly, in the last month, a substantial proportion of our corporate tenant enquiries have been specifically for the Maida Vale area - where our Little Venice office has

**“...our Renewals Department is agreeing renewed terms for approximately 75% of our current tenancies, many with substantial increases in rent.”**

However, looking to the future we anticipate that more rental property will emerge as confident, international investors (particularly European) see London's bricks and mortar as offering a healthy return with relatively low risk. Domestic buy-to-let investors are also returning to the market now that lending has loosened and great rates are available to investors who have a substantial deposit. Residential property is, and will remain, one of the best performing investments (compared to many other asset classes) and many of our portfolio landlords are taking our advice about

recently opened. The demand for rental property in this area is insatiable - the great local schools (private, state and international) and the easy commute directly into the City and Canary Wharf, makes Little Venice extremely popular amongst the international market.

A difficult decision a landlord may make this year is whether to renew contracts with their existing tenant or not. There's a lot to be said for keeping a reliable tenant however, with demand so high and such a shortage of stock, landlords could, and should, be taking advantage of the

premiums on offer. At the time of writing, our Chelsea office had just agreed a tenancy on a two bedroom property in South Kensington for 20% more than it was previously achieving. Tempting as it may be to keep a tenant sweet and avoid the dreaded void periods - this landlord might have missed a golden opportunity, as well as been vulnerable to a mutual break clause at any point during the next year. Uncertainty regarding the secured term of the tenancy combined with a rental level below what is achievable needs very serious consideration by the landlord.

If in doubt, landlords should seek the advice from their local estate agent. Such an agent will be able to provide details of current tenant demand and supply recent comparables on price. Speak to agents who can prove they know the market inside and out - an agent with a proven track record of renting similar properties. Don't miss the opportunity to find the best tenants by wasting time marketing with the wrong agent. Are the agents you're talking to bonded members of a governing scheme? Do they offer professional tenant referencing? Can they bring tenants from their other offices to view your property? Do they offer access to a pool of Corporate tenants? Do they offer Property Management? All of the above will help to attract the best possible tenant, in the best possible time, for the best possible rent.

For further updates and information on the property market visit:

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## *Online and digital media helps to drive London's corporate lettings market forward says Matt Salvidge, Head of Corporate & Relocation Services*



Matt Salvidge  
**Head of Corporate  
& Relocation  
Services**

In the previous edition of Portrait I explained how London was 'bucking the trend' in terms of the apparent doom and gloom in the economy. Events ranging from the downgrading of the US credit rating, to the London riots, international unrest and natural disasters amongst others have meant that volatility has certainly continued throughout the past few months. However, I am happy to report that the pace of the corporate lettings market has continued unabated.

We have been inundated with requirements for both short and long-term rental property from a variety of industries. Throughout the Summer months we have been registering an increasing number of applicants from companies in the Law, Finance, Consulting and Oil and Gas sectors, from graduates and new employees all the way through to CEO's and their families relocating into the capital. However, in addition to this, we have recognised a real increase in the number of applicants from companies operating in the Online and Digital Media industry.

London is fast becoming one of the technology centres of the World, vast organisations working in social-media, online search and even special effects for some of the biggest blockbuster movies now have large London based operations. Government emphasis on technology and innovation, along with our fantastic geographical advantages for international business mean London is a great location for these organisations.

Not to be confused with the 'flash-in-the-pan' companies that sprang up during the dot-com boom of the nineties, these organisations are multi-million pound international heavyweights, and landlords should certainly see applicants from these organisations as being on a par with those from other industries.

In summary, any addition to our strong corporate 'tenant stream' is welcome and can only be good news for London's landlords. Combine this with the continued demand from our other industry sectors and despite our daily news being full of the dismal and disappointing, it's good to know that corporate demand for rental properties remains strong.

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*The cloud of financial uncertainty in Europe has made things tough, but **Adam Stackhouse** believes that bright skies lie ahead in the residential investments market...*



Adam Stackhouse  
**Head of  
Developments,  
Investments &  
New Homes**

Despite a buoyant residential sales market in Central London, and with sentiment high amongst housebuilding developers, the fundamental issue of funding continues to frustrate new builds in Zones 1 and 2. As of July 2011 there were 115 sites that had started construction, generating a total of 7,237 units, of which 1,200 approx are currently unsold - therefore c. 5,000 units have sold so far this year. (Source:Molior). Sales of small developments (5-20 units) have dominated our activity due to these developers being able to access the requisite funds required to buy and develop in the current market place. There has also been a rise in the number of transactions in the larger, volume end of the spectrum due to the significant war chests of the national house builders, who have had to adapt to survive in the changing market.

Against a backdrop of uncertainty with European sovereign wealth, volatile stock markets and repressed inter-bank lending, there has been a stall in the volume of lending from normal bank sources across the summer months. This has been described as 'walking through treacle' by many well funded, prolific property developers who have been involved in high-end zone 1 schemes. The alternative lending sources, venture capitalists and high net worth individuals have all focused on top city addresses and at increasingly larger rates of interest, making some schemes unviable to the normal list of developers. Nevertheless, both public and private developers remain adaptable and having adjusted to the 'new world order', with some casualties along the way, we are clearly left with a leaner, fitter group of agile companies able to deliver schemes of very high quality which are, importantly, on time.

Whilst we experience a gradual, yet steady recovery in the development sector, I believe we are on the cusp of some very dramatic improvements in the residential investment market both

from institutional buyers, overseas wealth (both sovereign and individual) and the more localised domestic 'buy to let' individuals who are primed with cash in the bank, ready to capitalise on the renewed supply of incredibly competitive mortgage products. So why is demand for investment properties about to increase? Here are some of the fundamentals that underpin this market:-

**Supply & Demand:** The basic fundamentals of any market-place are particularly pronounced in the 'Buy-to-Let' sector. As mortgage availability declined so dramatically during 2008 the majority of buyers with relatively low deposit levels were forced into the private rented sector. Many of these parties have invested their wealth in other asset classes and are firmly appreciative of the 'flexibility' that renting provides, resulting in a dramatic increase in demand and a significant increase in rental income for landlords.

The logical step of apparent 'inflation' in the rental market is that landlords are receiving greater net income from their stock - a factor particularly pronounced

against the backdrop of much lower interest rates. Naturally, this results in stronger net yields for landlords, leaving them with spare cash to re-invest in the market. Of course, good news does travel and with the success of the rental market as both an investment class, pension fund and wealth-generator, more and more domestic buyers are poised to re-enter the market, where London will provide a 'safe-haven' for their money.

As the market gets stronger for rental demand, more investors enter the market and much of this is down to the extreme volatility that has been endured through other asset classes, such as stock markets and commodity prices. Broadly spread issues relating to sovereign wealth and geo-political instability leave many savvy investors with few 'safe-havens' for their wealth, leading inevitably to a reversion back into 'tried and trusted' asset classes of old.

My final point relates to the recent 'multiple dwelling' relief in this years Finance Bill which was passed in July. It provides a new level of SDLT (Stamp Duty Land Tax) relief when a number of residential units are purchased together. It can be summarised as follows:-

Mr A is buying five flats by way of the grant of five leases. The flats are priced 3 at £450,000 each and 2 at £300,000 each. The total consideration is £1,950,000 and the average price per flat is £390,000. The average price fixes the SDLT rate at 3% and this is applied to the total consideration of £1,950,000 giving SDLT payable of £58,500. However under previous rules five flats are treated as residential so the 5% rate would apply giving a SDLT charge of £97,500.

All in all, in a period of relatively low inflation, with some staggeringly low lending rates now available, there is much to support the residential investment market in London for the future without even daring to mention capital growth!

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New Homes Department:**

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**E** developments@marshandparsons.co.uk



**Roger Doncom  
Head of  
Professional  
Department**

**A**utumn sees a period of reflection set in amongst our clientele. Kids go back to school, teenagers embark upon a University course after the annual bun fight with Ucas and memories of summer holidays fade along with the tan. Clients, with time to breathe and think, often embark upon a review of their property requirements.

Some might seek to realise the equity in a long standing investment and capital gains tax advice becomes an issue.

Others realise that tax planning is paramount and transfer property to children or loved ones to take advantage of the Inheritance Tax provisions.

In both cases early realistic valuation advice helps. We can also help with subsequent negotiations with the District Valuer or Tax Office as to the impact of the incidence of taxation.

Equally in a market where values continue to rise, while leases are shortening, the need for leaseholders to act sooner rather than later, in extending the lease of their flats, or for the residents to buy in the freehold of their block becomes an ever greater priority.

Block purchase in particular not only stops the relative fall in value of ones home but also allows planning of medium term maintenance as well as upgrading of the common parts and structure which often enhances resale values to the benefit of all the residents.

Once the residents have ownership they can monitor the provision of services and maintenance which can often be sharpened while costs are reduced. Not only the appearance of the block but also the cost of occupation have an impact upon the saleability and price achieved for a flat.

There can be no more frustrating an experience than paying exorbitant service charges for the dubious privilege of living in a run down poorly managed building.

Lastly the ability to offer a 999 year lease, with share of freehold, in turn makes a flat a more competitive proposition in the market place.

It is true though there is the ever present difficulty in persuading a quorum of residents to participate. However the savings often repay that effort.

Marsh & Parsons helped buy in two poorly run blocks in Maida Vale a few years back. After the Residents Association had planned a refurbishment programme over the ensuing two years the flats started trading at prices some 15% higher relatively than had been the case previously putting them on par with other similar blocks in the locality.

Should you need advice on any aspect of the Leasehold Reform Legislation or indeed any other valuation matter we will be delighted to act on your behalf.

**Roger Doncom MRICS**

Roger Doncom has practised in central, west and south west London since 1973. His accumulated expertise covers both residential and commercial property and in addition to being a Member of the Royal Institution of Chartered Surveyors he is also a member of the Expert Witness Institute. If you require valuation advice or the support of an expert witness then Roger can be contacted on:

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## PICNIC in the PARK



*The Lady Godivas serenade the guests...*

*Marylou Henderson, Irma Hamilton-Hunt and Annie Williams*



*Will Drew & Susan Davidson*



Marsh & Parsons hosted their first 'Picnic in the Park' for London Relocation Agents in Holland Park. The end-of-summer picnic, with music from The Lady Godivas, was a huge success. Matthew Salvidge, Head of Corporate & Relocation Services, said "It was a great privilege to enjoy the last of the summer sun with Relocation Agents from all across London and the event was such a great success, we're already thinking about next year's Picnic in the Park."

With a stroke of luck, the sun was shining; the drinks were flowing and the Lady Godivas showed their sense of humour by serenading guests. Join in the fun by visiting our Facebook page to have a look at our photos!

## BARNES CHARITY FASHION SHOW

We were proud to sponsor the first ever Barnes Charity Fashion Show this September, a fantastic evening in aid of local charities. The show was hosted by Zac Goldsmith, and featured a local performance from London Jazz singer Carron Dawn Wright. The latest collections from Barnes' local boutiques were showcased and the event raised valuable funds for the Barn Elms Sports Trust, the Castelnau Community Centre and the Friends of St. Mary's Barnes. Visit our Facebook page to see some snaps of the show!



*William Hughes-Ward, Jade Fuoco, Liza-Jane Kelly, Verity Barrett & Sally Warner, Marsh & Parsons with the Portobello Dance School*

## PARTY at SAATCHI

Marsh & Parsons sponsored the Kensington & Chelsea Foundation's 'Party at Saatchi' this September; an event which brought together the local community with charity projects in the Royal Borough. This was a huge success and will help

raise much needed fund for the Kensington & Chelsea Foundation to continue to change local lives. Our team were there to lend a hand on the night, have a look at our Facebook page for the photos!



You can view pictures of Marsh Parsons events here:  
[www.facebook.com/marshandparsons](http://www.facebook.com/marshandparsons)

## SOCIAL MEDIA ■ ■ ■ ■ ■

The **Marsh & Parsons facebook page**, which has a growing number of fans, has regular updates ranging from London property market updates to video blogs to a host of event and property photos. More recently, we've launched a profile for each of our local offices giving a localised look at the sales and rentals markets along with a 'what's on' guide, as well as a showcase of our very best properties.



**foursquare**<sup>®</sup>

You'll also find us on **Foursquare** - a location based social network which encourages users to 'check-in' and leave reviews.

We're also talking on local community sites such as **NappyValleyNet.co.uk**. Our latest advice, from local mum and Sales Director, Liza-Jane Kelly of Marsh & Parsons, is how to prepare your property for the sales market this Autumn - read it here

[www.nappyvalleynet.com/get-your-house-ready-to-sell-this-autumn-t12645.html](http://www.nappyvalleynet.com/get-your-house-ready-to-sell-this-autumn-t12645.html)





# M&P MAN



Looking back it was a great time to be in London and a great time to be in advertising.

**M&P:** Who were your influences in those early days?

**MB:** Well, again I was very lucky.

I began as a trainee at Leo Burnett and later moved to Ogilvy & Mather. Both agencies had been founded by hugely talented individuals with strong personalities and inspiring creative philosophies - Leo Burnett and David Ogilvy.

Ogilvy in particular was one of the true Mad Men. The agency he founded in New York in 1948 became a phenomenal success. Ogilvy was a brilliant salesman, a creative genius and a great teacher - given to pithy wisdom.

Once asked why he paid so much attention to market research and why his advertising showed so much respect for the consumer, he replied:

"Because the consumer is not a moron. She's your wife".

And again when challenged as to why his work placed so much emphasis on the need to win the consumer's attention rather than on simple selling prose he said:

"Because you can't save souls in an empty church".

Simple first principles that stand the test of time. I learnt all the basics from Ogilvy.

**M&P:** You spent 20 years as CEO and then Chairman of Abbott Mead Vickers, the UK's biggest advertising agency. What were the highlights of your career there?

**MB:** The three founders of the agency offered me the chance to join them as CEO in 1986. It was the biggest break of my career.

AMV is a very successful business. There are a number of reasons for this but at the heart of the agency's success lies a strong and enduring company culture. AMV's brand values were enshrined in the agency from day one and were not compromised by growth and success. Actually they became a powerful driver of that growth and success.

Now, inevitably these values were tested from time to time by economic uncertainty, or by international expansion and by the occasional business setback but by and large the agency stuck to its beliefs and values despite the temptation to take the expedient option. It wasn't always easy and once or twice we paid a price for our beliefs but then as Bill Bernbach once said:

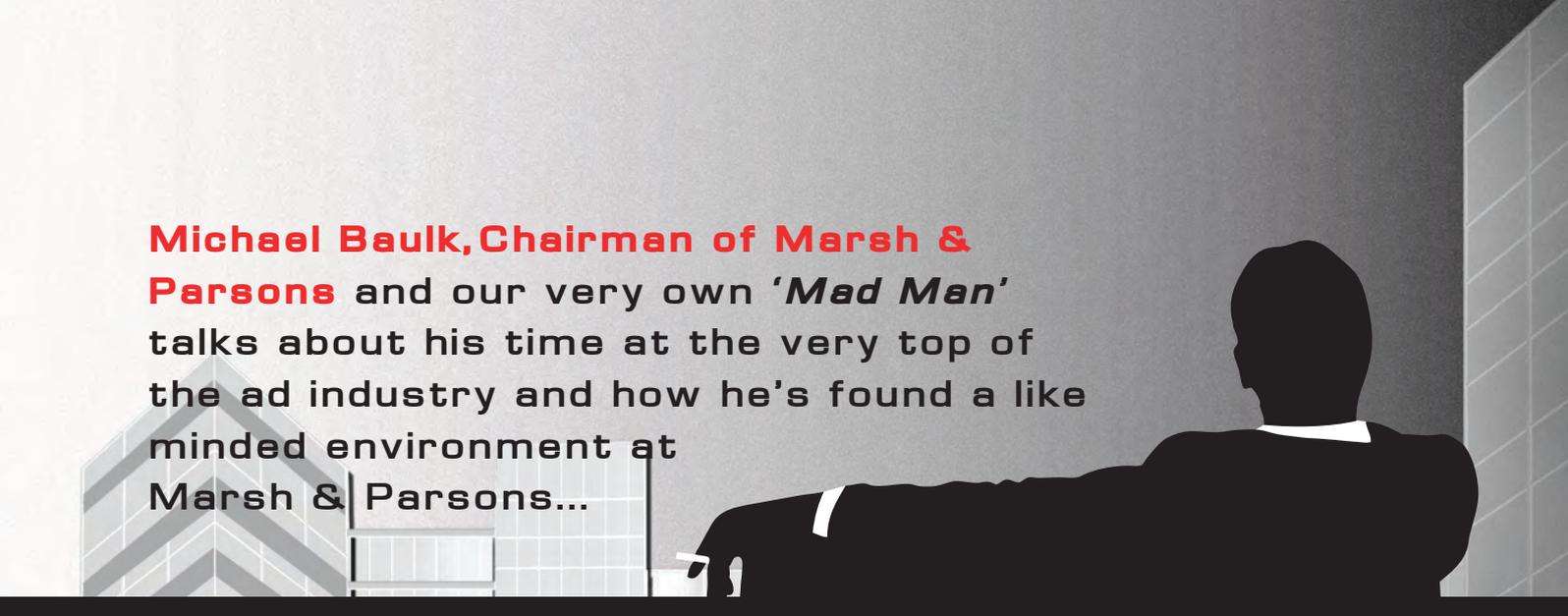
"A principle isn't a principle until it costs you money".

**M&P:** Your career in advertising spans 40 years and coincided with what has been called "The Golden Age of British Advertising". Was it as much fun as it sounds?

**MB:** Well, I'm not sure it ever matched the glamorous cocktail of high style, high living and high heels that has made Mad Men such entertaining television but, yes, it was, and to a large extent still is, a fun business. Full of big personalities, big talents and big ideas. Like the world of estate agents, advertising is a very competitive business and it tends to attract enthusiastic and competitive people who are fun to be around. Enthusiasm is infectious and enthusiasts get things done. Advertising is full of enthusiasts.

My great good fortune was to get the chance to start out in advertising in the 1960's because the 60's was a decade of optimism, confidence and creativity. A creative revolution was underway and no city in the world captured the spirit of the day better than London. I think it was Time Magazine that first coined the phrase "Swinging London". And with good reason. This was the London of a colourful Carnaby Street and a vibrant Kings Road. The London of Minis, mini skirts and Mary Quant. The London of The Beatles, David Bailey and Biba. A fantastic fusion of fashion, film, music and popular culture.

And advertising was a big part of all this. The London ad industry responded to the mood of the moment and armed with the fantastic advantage of commercial television, which had arrived on our screens in 1955, agencies flexed their creative muscles and produced brilliant entertaining advertising. Some of the very best in the world.



**Michael Baulk, Chairman of Marsh & Parsons** and our very own *'Mad Man'* talks about his time at the very top of the ad industry and how he's found a like minded environment at Marsh & Parsons...

And in the long run it paid off handsomely. We went on to win 'UK Agency of the Year' two years running and were named 'Worldwide Agency of the Year' in 1998. And by the way AMV has been the No.1 Agency in the UK for the past fifteen years.

Along the way I think we have produced some pretty decent creative work from The Economist posters to the Guinness campaign and from Walkers Crisps with Gary Lineker to BT with Bob Hoskins.

And on a personal note, my time at AMV gave me the chance to work closely for many years with David Abbott, who is widely regarded as the best Copywriter of his generation, and that was a real highlight.

**M&P:** You paint an attractive picture of London in the 60's. How do you think London has changed and why is it such a great market for Marsh & Parsons?

**MB:** Well, self evidently London has enjoyed almost three decades of unprecedented growth and prosperity and it's a huge advantage for us to be trading the Central London residential property market.

Over these years London has developed architecturally, commercially, culturally and ethnically to the point where it's claim to be the multicultural cosmopolitan capital of Europe is now virtually unassailable. As a result, London's property market has performed well relative to other major global cities and, within the capital, Central London has performed best of all. What's more, London's continuing appeal has attracted international buyers who increasingly view prime London property as a safe haven investment and a sound store of value. And the likelihood that for some years to come demand for properties will exceed the available supply has prompted all leading industry analysts to forecast continued growth in Central London property prices and rents.

So, Marsh & Parsons is in this fortunate position of trading the high growth sector of a growth market and providing we remain 100% focused on delivering outstanding customer service and outstanding results, we have every reason to believe that our future is very bright.

**M&P:** You have been with Marsh & Parsons for five years now and in that time the property market has seen many changes, including a recession. In your opinion how has Marsh & Parsons developed in the time you have been involved?

**MB:** We are ambitious to grow our business and to extend our coverage of the London housing market. We believe there is a real opportunity for us to take our brand, our commitment to customer service and our passion for developing an unrivalled understanding of all the local markets we serve and to offer all this to new customers in new areas of London.

Which is, I hope, evident in our progress over the past five years.

We have already extended our geographic footprint by going south of the river and by opening offices in Pimlico and Little Venice. We have been successful because we've always maintained our core brand and business values. They haven't been compromised or forfeited as we have expanded and that's really important.

So going forward our goal is simple. It is to give consumers in more precincts of the London market the opportunity to use Marsh & Parsons.

And our challenge is equally simple. It is to add further breadth to our business whilst maintaining the brand's reputation for outstanding professionalism, customer centric service and unbeatable results for those consumers who want the very best an estate agent can offer.

This has been the key to our success over the past five years and it will be the key to our prospects over the next five.

**M&P:** This year Marsh & Parsons won the 'UK Estate Agent of the Year' award. How important are awards and what made M&P a winner?

**MB:** Well, I guess you'd expect me to say this, but I do believe that industry awards are generally a good thing and an important thing because they provide an opportunity for excellence to be publicly recognised and rewarded. We all like to be applauded for a job well done, especially if that acknowledgement comes from our peers in the business, and we were delighted to win.

I hope this award gives our customers a little extra confidence that their decision to use us was the right one and hope it gives our people a sense of pride and satisfaction that their talent and hard work is appreciated and has won them public recognition.

As to why we won it's difficult to isolate any single factor. As ever, it's a combination of things that all blend together to form a seamless and consistent offering. From the vision, energy and sense of purpose of Peter, Liza-Jane and the management team through to the dedication to Local Know How and customer service delivered day in and day out by the Marsh & Parsons teams at every one of our offices.

That said, in my experience behind the public face of many successful businesses you will discover a code of practice and a set of beliefs that guide everything they do. At Marsh & Parsons we try to follow three simple golden rules:

The customer is sovereign.  
The brand is key.  
The talent is precious.

If we stick with these principles and if we get a fraction of the good luck I've enjoyed throughout my career, we will be fine. And who knows, we might just pick up a few more awards.



# the common touch

*It's only common sense to want to reside in one of the most prized places in London - between Wandsworth and Clapham commons, says Cheryl Markosky*

Between, a word derived from the Middle English that means 'in the midst,' couldn't be more apt, as the area between Wandsworth and Clapham Commons is where it all happens - and where everybody wants to be.

Over the last decade or so, couples and families started to discover the pretty Victorian terraces, open and leafy streets, and great transport links on this hidden patch. A pleasing mix of upmarket boutiques and friendly neighbourhood emporiums has since upped the ante.

Shops such as Neal's Yard Remedies, wine and beer supplier Philglas and Wiggot, Hennessy's the butcher, The Bolingbroke Bookshop, Eat Me Cakes, and two fine delis, Salumeria Napoli and Hamish Johnston, make the main shopping arteries of Northcote and Bellevue Roads truly serious rivals to the King's and Portobello Roads, north of the Thames.

"Young professionals and families come here for the village vibe and then end up staying, creating huge demand for smaller houses for downsizers so they don't have to leave the area," explains Rose Holden, sales manager at Marsh & Parsons' Battersea office.

You can see why folk of all ages want to remain betwixt and between with Clapham South Tube whisking you into the City, and mainline Wandsworth Common and Clapham Junction stations offering fast routes into Waterloo and Victoria. Buses

are excellent too, ferrying between-the-commoners to the West End, London Bridge, Victoria and Chelsea.

One of the biggest pluses for keen purchasers hunting down homes here are the excellent local schools. Two gold-star primary schools that have both been rated outstanding by OFSTED are Belleville and Honeywell. "Families are always looking for homes to buy or rent within the schools' catchment areas, where you pay a premium," adds Holden. Private schools in the vicinity include Broomwood Hall, Emanuel, Thomas's and Wimbledon High School for girls.

And, of course, having the luxury of two large commons where you can walk the dog, throw a ball, or teach your child to ride a bike is a rare privilege in a capital city, even one as green as London.

Prices have recovered too after about a 20% drop at the worst point of the economic crisis. "House values are even stronger, while flats have returned to where they were at the peak," argues Holden. A one-bedroom flat costs about £270,000, with two-bedrooms at £550,000 and an unmodernised



four-bedroom house just under £1 million. A house in good order with the loft and side-return converted will fetch £1.2 million plus.

“Larger double-fronted houses that are tricky to find cost more like £2 million and up,” adds Holden, demonstrating how life between the commons is anything but common these days.



Yet, it's not only homeowners wanting to be flanked by the commons. Young professional sharers and families are keen to rent as well.

“The area's always really popular for renters, with prices remaining firm as demand exceeds supply,” points out Marsh & Parsons' Battersea lettings manager Francesca Matthews.

She says one- and two-bedroom flats are “massively in demand”, ranging in price from £325 to £560 a week. “A three-bedroom house just rented for £700 a week, while a larger four-bedroom house costs about £900 a week plus.”

Matthews reckons that rental values have increased about 10% over the last 10 months, mainly due to low supply. “Renting's quite seasonal, with summer the busiest time. This means you'll pay a higher price in summer, but you might be able to negotiate a bit more come November.”

**Marsh & Parsons Battersea Office:**

**T** 020 7228 9292

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Marsh & Parsons *'between the commons'* guide...



*Best cafes*

**Gail's** great outdoor seating

**Al Gusto**, great for coffee, sandwiches and cakes

*Best pubs*

**The Bolingbroke**, with its hearty pub grub

**The Hope** on the edge of Wandsworth Common

*Best sweet treats*

Newly-opened **Samba Swirl** for tasty frozen yoghurt (everyone at M&P's converted)

*Best restaurants*

**Brinkleys** roasts like your mum makes

**Byron** for a mega-burger fix

**Chez Bruce**, the smart occasion venue

*Best shops*

**Oliver Bonas**, brilliant for gifts, one-off dresses and jewellery

**LK Bennett**, love those handbags and shoes

**Space NK's** cosmetics and creams will gladden any gal's heart





# HONKY TONK MAN

*Cheryl Markosky meets Christopher Dezille, the man behind some of the capital's hottest interiors..*

If you believe the adage that 'good design goes to heaven and bad design goes everywhere', then you haven't caught a glimpse of the heavenly creations from London-based design consultancy Honky. Kicked off by Christopher Dezille a decade ago, the company dreams up a good number of the capital's long-lasting layouts with just a hint of the quirky to cheer us all up.

"I'm really a frustrated architect," confesses Dezille, who argues that just because he can't leave a legacy in building terms, it doesn't mean what he does should be totally disposable. "There's longevity in the materials used and I make a conscious effort not to pick this year's fad. But there's always an unexpected twist that evokes a wry smile from homeowners and gives them a subtle lift."

Good design can create mood and diversity, be it in a new development's smart show apartment or a private home, both of which Dezille excels in lifting out of the ordinary. Recent projects include a villa in Cannes for a Russian oligarch, a stylish revamp of a house in Notting Hill's Ladbroke Gardens and an award-winning cliff-side nod to white-washed modernism at Portelet Bay on the island of Jersey.



Dezille says that although the majority of his work is in London, he likes bringing ideas from outside the M25 into the capital's inner postcodes. For instance, he rejected the rigid timber flooring we've grown used to in Kensington and Chelsea, in favour of a grey-washed herringbone oak by Amtico that he installed in a new Dandara waterfront scheme, Castle Quay, on Jersey. "You'd normally expect this type of floor covering in the kitchen, but subtly laying it in the hallway and reception rooms softened the whole apartment. It just feels right in these less dynamic times where we're turning away from sharp-edged fast cars and City traders."

Another new trend Londoners should be looking out for is textured wallpaper. "Wallpaper was pretty much unheard of, and now there are some amazing innovations, such as metallic and high-gloss finishes." And when it comes to lighting, flooding the

place with tungsten is not the bright idea it once was either. 2011 is all about a more natural walk through shady spots towards destinations in pools of light.

Understanding design is all about understanding how people will actually live in a property, says Dezille. "An amateur will fall foul of something he saw in a showroom window or in a film, while a professional designer will put in more effort upfront and work out what suits someone's lifestyle. There's no point in creating an evening feel for a dining area, for example, if it's only going to be used by a family to eat their cereal in the mornings."

A good tip from Dezille is for Londoners to look for a designer who comes up with blueprints that match your own taste. "There's no point in hiring someone to work on a Gothic house with gargoyles if he's best known for highly contemporary schemes. And don't be shy about throwing some of your own ideas into the mix - there's a lot of design in a lot of people, who can come up with great off-the-wall solutions."

Those nervous about how the design process works and whether it's affordable will be reassured by Honky's approach. Dezille says that initially, he listens to your brief - and then peels back the layers to extract what is right for you. You have to be realistic about how much you have to spend, but in the current unsettled climate, Dezille's discovering that some Londoners are happy to pay for one good piece per room that will last for years, rather than something cheap that will be chucked out in six months time.

It might appear to cost more, but you'll save money in the long run. "Besides, what better investment is there than coming home and feeling cosy and secure?" he asks. "Stocks and shares might rocket up and down, but this is one asset that makes you feel stable and safe."



## DESIGN TIPS FROM HONKY

- **Do your homework** and go online to find a designer that matches your taste
- **A good designer should incorporate your passions**, even if they don't share them. If your favourite colour is pistachio green they should find the best shade of it they can.
- **Go for longevity** - quality stone and timber lasts for years - but add the odd quirky touch.
- **Don't throw out your old furniture.** A sofa can look very different when moved from a living room into a snug or family room.
- **A sense of scale is important**, so don't hang opulent curtains on small windows. They'll look too heavy and shrink the room.



Honky: 40-48 Bromells Road, London SW4 0BG 020 76227144 [www.honky.co.uk](http://www.honky.co.uk)

# HIRSH

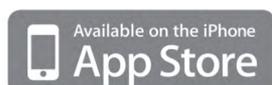
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# Central Property



Kensington  
Chelsea  
Mayfair  
Pimlico

Central London enjoys some of the best properties in London and it's no wonder that many of the World's elite aspire to have a property here. The Royal Borough of Kensington & Chelsea is steeped in history and continues to attract an interesting, glamorous and successful crowd from around the globe. Mayfair, with its stunning architecture and expansive garden squares, echoes a serenity and beauty of a bygone age, where the wealthy and famous rub shoulders and enjoy the privilege of a village atmosphere like nowhere else in London.



## Eat, drink and learn a thing or two!

We have recently become connoisseurs of wine and cheese, thanks to the Master Classes being run on Saturdays by The St James' Hotel in Mayfair. They have teamed up with legendary cheese experts Paxton and Whitfield to provide a fun and tasty session in 'pairing'. In the luxurious setting of William Drabble's Bistro, you will feel relaxed and at home as you learn all there is to know about the various cheeses and the wines that go with them. You even get a welcome glass of champagne, a three course cheese meal with four desert cheeses (plus complimentary wines) and a goody bag to take home with you! Never again will we have to worry about what we serve at our dinner parties - just about our cheesy jokes!

[jameshotelandclub.com](http://jameshotelandclub.com)

# Local...

## inside information central

### Gauntlett gallery

The Gauntlett Gallery on Pimlico Road is a new favourite of ours, with a passion for the inter-war era and all of the national pride that came with it, this is a quintessentially British installation. Their collection is not only art, but the best in home ware and furniture as well as gifts; it is both extensive and eclectic. We're particularly looking forward to Conrad Leach's upcoming exhibition, from the 14th October - 12th November, a presentation entitled "Paradise Lost" which celebrates a time when man's desire to conquer speed and danger was applauded, and the outcome was beautiful machinery which broke the boundaries of Britain's imagination. The gallery itself is warm and welcoming, with friendly staff ready to make you a hot espresso on arrival. We thoroughly recommend a good look around!

[gauntlettgallery.com](http://gauntlettgallery.com)

Photograph Mykel Nicolau



### Let them try their dancing shoes

The Union Dance School is now running youth classes at the Pimlico Academy! Union Dance provide youth and education activities that promote cultural diversity through integrating dance and movement with digital technology, and art forms, poetry, music and video. They have recently held performances in the National Portrait Gallery, showcasing their mix of contemporary dance, street dance and martial arts. Their Pimlico classes aim to build confidence, encouraging young people to aspire to leadership and excellence, which we think is a great way to get the kids involved with other creative individuals. Give it a go, they accept everyone from beginners to professionals, look out for their school holiday courses too!

[uniondance.co.uk](http://uniondance.co.uk)



## Music to your ears

Isn't it always the way that children want to play an instrument until just after you've bought it - and then announce that they want to play something different! That's why we adore Kensington Chimes Music Shop; they have a hire service available for children, so they can try an instrument for a few months before buying. The shop also has a great range of sheet music and accessories, as well as instruments from all over the world for everyone, from beginners to concert professionals. Their friendly staff have a wealth of knowledge and are able to help you with any musical query - they are all qualified musicians with over 100 years of experience between them! Chimes is an independent shop, and they really care about their customers (who travel from far and wide), so we don't mind blowing their trumpet!

[chimesmusic.com](http://chimesmusic.com)

## Pen-friend

Pen-friend has been around for over 60 years now, and is the capital's leading authority on all things pens! It's no ordinary pen shop - their extensive collection, spanning many years and all of the major pen manufacturers offers beautifully crafted pens which are a delight to write with, or great as a gift for the person who has everything (they even offer an engraving service boasting five different styles)! The staff are happy to help with selecting the perfect pen to suit your style of writing, by trying out different nibs and inks. All of their vintage pens have been fully restored by their in-house workshop - also useful for repairs. All-in-all, this shop really is the place to write home about!

[penfriend.co.uk](http://penfriend.co.uk)



## Become a book worm...

If you're looking to do something different; something peaceful; something educational then John Sandoe's book shop is a mine of literary genius. The shop in Chelsea opened in 1957, and has since

acquired over 25,000 books. There's no obvious system with how the books are arranged, but we like it that way - it makes for a much more interesting browse. However, if there is something in particular you're looking for, the knowledgeable staff are on hand to help you find any book you request, and are happy to order it in if they do not have it (even books which are out of print). The shop is refreshingly laid back so when we feel like browsing or are looking for a specific book, John Sandoe is always our first port of call.

[johnsandoe.com](http://johnsandoe.com)



## 'My home'...

"Baity" means "my home" in Arabic, and we believe that this small deli café in South Ken really is a home away from home. With a beautiful little decked garden at the back, this urban oasis is comforting to the soul, and feels like we're eating at our own mother's table. Mood food is on the menu here and the range changes daily. Joudie, the owner and chef, who has worked in major restaurants such as Pengeleys, has created a menu inspired by her own mother's Middle Eastern cooking. The food is freshly prepared each day, and to the highest of standards. We love their beautiful breads and unusual cakes, but most of all, the warm and friendly atmosphere. It's a real favourite for a lunch date or when we've been working really hard, late into evening, a great place to grab a delicious dinner to take home.

[baitykitchen.com](http://baitykitchen.com)





## Lively but tranquil

by Cheryl Markosky

Almost everyone wants to be in the thick of it in London, but life in a lively district can mean putting up with a certain amount of noise and commotion. However, a smart three-bedroom mews house in Montrose Place, Belgravia, SW1 gives you the best of both worlds.

"It's supremely quiet and tucked away from everything. Yet, you're only a two-minute walk from Hyde Park Corner and close to Mayfair and the West End. There are also plenty of open spaces, such as Green Park, St James's Park and Hyde Park," explains William Hughes-Ward from Marsh & Parsons' Chelsea and Mayfair office.

For foreign buyers wanting a slice of the English capital, and locals that need to get away on business trips, Victoria Station is close by, with its excellent links to Gatwick Airport.

Another bonus is the terrific entertaining space that could suit City workers, young couples or downsizers. "It is fantastically over-sized, so you could seat 12 easily for dinner," points out Hughes-Ward. "There

aren't many houses - let alone mews houses - in the area where you can accommodate so many guests."

Harrods, Harvey Nichols and all the other Knightsbridge emporiums literally on the doorstep will gratify shoppers. Equally, Motcomb Street, with an upper-scale Waitrose, Motcomb Green and Errol Douglas hair and beauty salons, Patisserie Valerie, Ottolenghi, The Pantechnicon and Gordon Ramsay's Petrus is just round the corner.

For those not wanting to venture all that far, there's even a pleasingly old-fashioned pub, the Horse and Groom, in the Mews itself. There's a lot to be said for a friendly local, suggests Hughes-Ward, who believes places like this lend a village atmosphere to a community.

The price of the air-conditioned property close to Buckingham Palace Gardens is

fair, too. "Compared to other freehold property in Belgravia, this well-presented and maintained mews house looks like good value," Hughes-Ward sums up.

**Montrose Place SW1 - £2.45 million**

**For further details please contact our Chelsea and Mayfair office:**

**T** 020 7591 5575

**E** sales.may@marshandparsons.co.uk

“...*It's supremely quiet and tucked away from everything. Yet, you're only a two-minute walk from Hyde Park Corner and close to Mayfair and the West End...*”



# central market insight

INSIGHT

## SALES

Fig.1 Buyer Profiles

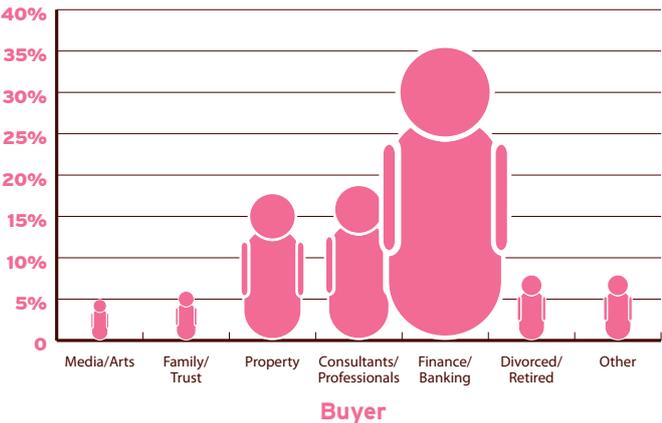


Fig.2 Number of buyers looking per property

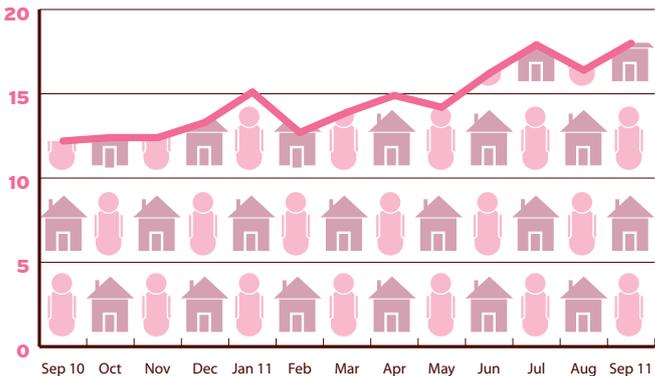


Fig.3 Buyer finances

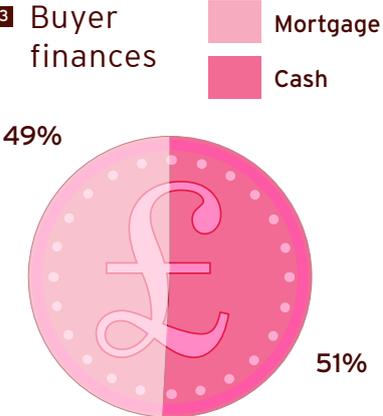
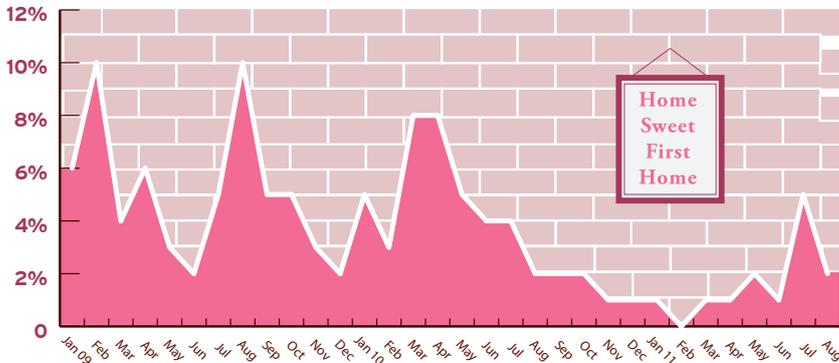


Fig.4 % of Buyers registered as first time buyers at Marsh & Parsons

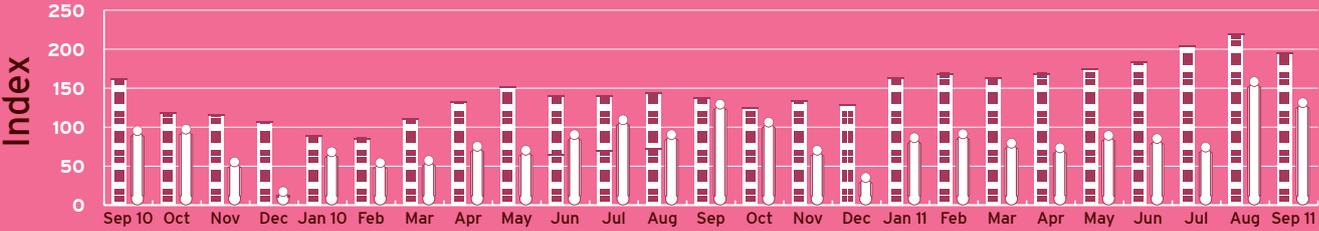


## LETTINGS

### Annual Lettings Activity -

Indices representing available property & tenants looking to rent (base: Jan 09)

Instructions Tenants



Research for buyer profiles and buyer finances conducted using a sample size of 270 active applicants viewing property via the Kensington, Chelsea & Pimlico offices of Marsh & Parsons in the month of August.

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Notting Hill  
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**Essex Villas W8**  
£7,000,000



**Argyll Road W8**  
£6,800,000



**Albert Court SW7**  
£6,500,000



**Moore Street SW3**  
£3,525,000



**St. Albans Mansions W8**  
£3,500,000



**Hesper Mews SW5**  
£2,650,000



**Edith Grove SW10**  
£2,495,000



**Warwick Gardens W14**  
£2,495,000



**Abingdon Road W8**  
£2,000,000



**Sutherland Street SW1**  
£1,995,000

**Knowledge opens doors.**  
Know-how closes them at the price you want.



**Westmoreland Ter SW1**  
£1,550,000



**St Catherines Mews SW3**  
£1,500,000



**Elystan Mansions SW3**  
£1,500,000



**Clarendon Street SW1**  
£1,495,000



**Longmoore Street SW1**  
£1,300,000



**Ifield Road SW10**  
£765,000



**Stafford Mansions SW1**  
£750,000



**Bray Place SW3**  
£745,000



**Lexham Gardens W8**  
£650,000



**Mallord Street SW3**  
£635,000

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# MARSH & PARSONS



**The Bromptons SW3**  
£2,995,000



**Admiral Square SW10**  
£2,950,000



**Upper Belgrave St SW1**  
£2,750,000



**Kensington Place W8**  
£2,750,000



**Campden Hill Square W8**  
£2,650,000



**Egerton Gardens SW3**  
£1,875,000



**Phillimore Place W8**  
£1,800,000



**Ennismore Gardens SW7**  
£1,750,000



**Cottesmore Court W8**  
£1,600,000



**Pembroke Place W8**  
£1,595,000



After 50 viewings and many competitive offers, our award-winning approach resulted in us selling this uniquely designed property in Hesper Mews to the perfect buyer willing to pay the perfect price.

"The sale was one of the smoothest and best managed transactions I've ever had" our client told us. "My house was not standard by any measure." And apparently neither was our service.



Our style of selling property is different. It's a balancing act. On one side, our professionalism, energy and enthusiasm. On the other, just the right amount of determination.

All this backed up with our knowledge and great marketing ensures that your property attracts the right people and the best price. Which is why it's good to have us on your side.



**Chesham Street SW1**  
£1,175,000



**Balvairst Place SW1**  
£1,100,000



**Lower Sloane Street SW1**  
£1,075,000



**Cambridge Street SW1**  
£995,000



**St Loo Court SW3**  
£845,000



**Claverton Street SW1**  
£565,000



**Buckingham Gate SW1**  
£525,000



**Warwick Chambers W8**  
£465,000



**Sutherland Row SW1**  
£445,000



**West Cromwell Road SW5**  
£380,000

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## Clabon Mews SW1 £4,500,000

This beautiful mews house comprises, on the ground floor, a large reception area leading to a modern kitchen, a family room and a patio garden. The first floor has a very large reception room, a bedroom with dressing room, en suite bathroom and a roof terrace. The second floor is occupied by the master bedroom suite with dressing room and bathroom, a second bedroom and a family bathroom. Freehold. **Sole Agents.**

**CHELSEA: 020 7591 5570 [sales.chs@marshandparsons.co.uk](mailto:sales.chs@marshandparsons.co.uk)**

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MARSH & PARSONS

CENTRAL



## Tedworth Square SW3 £3,750,000

Located on the north side of Tedworth Square, this family apartment boasts fantastic features including a reception area with high ceilings and a floor to ceiling window over looking the garden square below, a fabulous study/TV area that makes up part of the mezzanine area over looking the reception room below, four large double bedrooms, each with its own balcony and three bathrooms (one en suite). Share of Freehold. **Sole Agents.**

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Peter Rollings, Chief Executive



**100%** of new employees are met by one of our Directors during the interview process.

This way we ensure that all of our people have the right experience, professionalism and attitude to work at Marsh & Parsons.



**Marloes Road W8 £3,400,000**

Located in a sought after mansion block, this spectacular penthouse apartment is beautifully presented throughout, the accommodation includes a double reception room, a stunning kitchen, a master suite with a dressing room/study and bathroom, two further bedrooms, two bathrooms and a cloakroom. Share of Freehold. **Sole Agents.**

**KENSINGTON: 020 7368 4450 sales.kns@marshandparsons.co.uk**

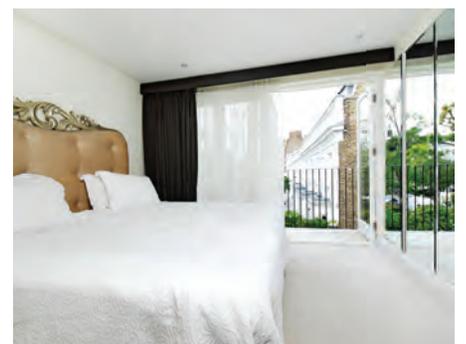
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MARSH & PARSONS



CENTRAL

## Walton Street SW3 £2,950,000

This stunning, family townhouse has been completely remodelled to offer a contemporary kitchen on the ground floor, leading through to a reception/dining area with a conservatory extension into a pretty patio garden. There are currently four double bedrooms (two with balconies), a top floor study and three bathrooms. Freehold. **Sole Agents.**

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## Observatory Gardens W8 £2,650,000

This exceptional apartment comprises two elegantly decorated reception rooms, a separate kitchen, three large bedrooms (one en suite) and two further bathrooms. Observatory Gardens is centrally located close to the many excellent shops, restaurants and transport links provided by Kensington High Street and Notting Hill Gate. Leasehold.

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MARSH & PARSONS

CENTRAL



## Hillgate Place W8 £2,600,000

Situated in the heart of Hillgate Village, this charming three storey period house enjoys a bright double aspect. The house is flooded with natural light and benefits from excellent living and entertaining space. The property comprises a large reception room, a kitchen, study, a family room/dining area and a separate WC. The bedroom accommodation boasts three bedrooms and two bathrooms. Freehold. **Sole Agents.**

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## Montrose Place SW1 £2,450,000

This meticulously maintained mews house is located on the western side of Belgravia, close to Buckingham Palace Gardens and Green Park. The property comprises a large eat-in kitchen/dining room, an additional dining/reception room, a further reception room that could be remodelled to create a large fourth double bedroom, a master bedroom with excellent built-in storage, two further bedrooms and two bathrooms. Freehold. **Sole Agents.**

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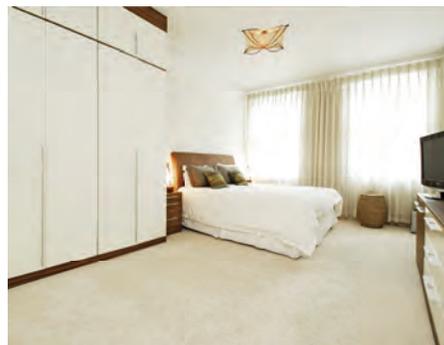
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# MARSH & PARSONS



## Coleherne Court SW5 £2,250,000

Presented in excellent condition, with a newly installed kitchen and bathrooms, this superb apartment comprises a reception room, dining room, a large kitchen, three large bedrooms (one en suite) and a family bathroom. Further benefits include access to beautiful communal gardens, 24 hour security and a lift. Share of Freehold.

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EST  
**1856**

Today, we have a closely linked network of 15 offices and a dedicated team of over 50 sales negotiators across London.

Every month we ask our clients how they found working with us. Here are some recent results:

**99%**

said they would recommend us, and of these...

**28%**  
already had!

**96%**

said that we met or exceeded their expectations in managing the sale of their property.

“ Marsh & Parsons does feel different to other agents I've worked for – we all work together to get better results. ”

Rav Sagoo, Senior Sales Negotiator,  
Kensington Office

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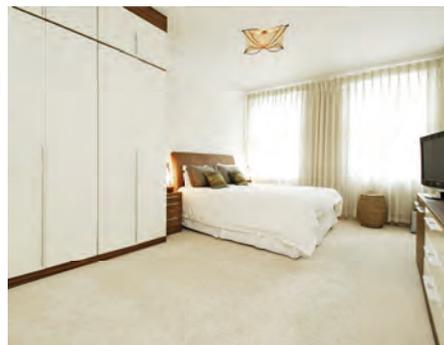
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## Basil Street SW3 £2,000,000

Located on the fourth floor and with the benefit of a lift, this spacious apartment is presented in good decorative order comprising a large reception room, a formal dining room, three bedrooms and two bathrooms. Lincoln House is a very well maintained portered building that is only a stones throw from Harrods and the surrounding area of Knightsbridge. Leasehold. **Joint Sole Agent.**

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## Ponsonby Terrace SW1 £1,695,000

A superb opportunity to acquire a beautiful period house on the sought after Ponsonby Terrace. This property comprises a modern and well equipped kitchen, a beautiful double reception room, a master bedroom with a large en suite bathroom with separate shower, a further two double bedrooms and a bathroom (with steam room) and has a south west facing roof terrace and large garden. Freehold. **Sole Agents.**

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# MARSH & PARSONS



## Airlie Gardens W8 £1,600,000

The unique split-level maisonette offers a striking reception room that opens onto a private terrace, a separate kitchen, a dining room, study, a master bedroom with en suite, a further bedroom, a bathroom and roof terrace with breathtaking views over London. Share of Freehold.

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## Cornwall Gardens SW7 £1,300,000

Located in this sought after garden square this excellent apartment is flooded with natural light and benefits from well proportioned living/entertaining space throughout including a large open plan kitchen/reception room, two double bedrooms and a bathroom. Leasehold. **Sole Agents.**

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## Lower Sloane Street SW1 £799,950

This fabulous apartment comprises a fantastic reception room, a large kitchen with plenty of space for a small dining table/breakfast bar, a large double bedroom to the rear of the property with good built-in storage, a separate bathroom and access to communal gardens. Leasehold.

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## Gloucester Street SW1 £750,000

Beautifully finished throughout, this recently refurbished contemporary garden flat comprises a large, light reception room with French doors leading out to a private garden, an eat-in kitchen adjoining the reception room and two large double bedrooms (both en suite). **Sole Agents.**

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## Onslow Gardens SW7 £2,500 per week

This extremely rare to the market apartment is arranged over the raised ground and lower ground floors. The stylish accommodation comprises a large modern kitchen, separate formal dining room, a large reception room leading straight on to beautiful gardens, three large double bedrooms, three bathrooms and direct access to communal gardens.

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# MARSH & PARSONS



## Gloucester Street SW1 £2,400 per week

This beautiful stucco fronted house has just undergone an extensive refurbishment. The grand entrance leads to a bespoke kitchen, a large dining room, a stunning dual aspect reception room and a study/music room. Further accommodation comprises a large master suite, three further bedrooms and a family bathroom.

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**48 hrs** 

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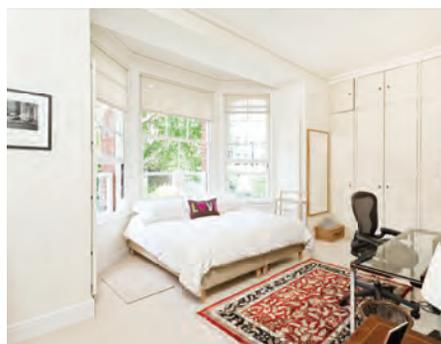
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## Falcon House SW5 £1,950 per week

This charming and spacious apartment is located in a period property with communal gardens to the rear. The apartment boasts a bright and neutrally decorated reception room with high ceilings, a separate kitchen, three double bedrooms all with excellent storage and three modern bathrooms. Falcon House is located on the Old Brompton Road moments from the amenities and transport links of Earls Court Road and Gloucester Road.

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# MARSH & PARSONS

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## Galleon House SW8 £1,950 per week

This apartment offers a spacious reception room with double height ceilings, three spacious bedrooms, two with en suite bathrooms and a family bathroom. The property further benefits from two large terraces, a balcony and a mezzanine space that makes an ideal study or guest room.

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## Aubrey Road W8 £1,850 per week

This immaculate house boasts a large, split level reception room with wooden floors, three double bedrooms all with excellent storage and a further study. The property enjoys access to a lovely private patio at the rear of the house and off street parking.

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## Harrington Gardens SW7 £1,800 per week

This newly refurbished, split level apartment has been finished to the highest standard boasting a bright reception room with parquet wooden floors, an open plan kitchen, three spacious double bedrooms with excellent storage and a large decked terrace.

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## Christchurch Terrace SW3 £1,495 per week

Situated in the heart of Chelsea this house is located on a quiet street, boasting a spacious separate kitchen with access on to a private patio garden, a bright reception room, two double bedrooms (one en suite), a third single bedroom, a further bathroom and a private garage.

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**Pont Street SW1** £1,395 pw

This apartment boasts a bright and spacious reception room, a fitted kitchen, three double bedrooms with fitted storage, a contemporary bathroom and modern shower room.

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**Courtfield Gardens SW5** £1,150 pw

This spacious maisonette boasts a smart reception, a modern kitchen leading onto a decked roof terrace, three double bedrooms and two bathrooms (one en suite).

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**Kinnerton Place North SW1** £995 pw

Presented in immaculate condition throughout, this house comprises a spacious, open plan Kitchen/reception room, a spacious double bedroom and a modern en suite bathroom.

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**The Panoramic SW1** £875 pw

This fabulous apartment comprises a glorious open plan Kitchen/reception room, two well proportioned double bedrooms and two modern bathrooms.

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**Courtfield Road SW7** £825 pw

The property boasts a large reception room with high ceilings, wooden floors and beautiful views over gardens, two large double bedrooms and two modern bathrooms.

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**Pelham Court SW3** £745 pw

This immaculately refurbished apartment boasts a bespoke fully integrated kitchen, a spacious reception room, two large double bedrooms and two modern bathrooms.

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**St Georges Drive SW1** £575 pw

This charming apartment provides a lovely bright reception room, a separate kitchen, two double bedrooms with built in storage and two bathrooms.

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**Hirst Court SW1** £495 pw

The apartment is presented in excellent condition throughout comprising a light and airy reception room, a full integrated kitchen and a well proportioned double bedroom.

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**Kings Road SW10** £495 pw

The beautiful apartment has just been refurbished and boasts a large, bright reception room with an open plan kitchen, a double bedroom and bathroom.

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# West Property



Brook Green  
Holland Park  
Little Venice  
North Kensington  
Notting Hill

West London has always been a popular area to buy or rent a property with a distinctive range of all types of properties. Brook Green has become well known for its excellent choice of schools and extensive range of transport links, whilst Holland Park has the obvious attractions of the park and proximity to Kensington High Street. With attractive tree lined streets and hidden, secret gardens surrounding the impressive Victorian and Edwardian buildings, Little Venice offers an escape from the city with its lush areas surrounding the Grand Union Canal. North Kensington boasts the beautiful St Quintin Conservation area, perfect for a family home and is also on the border of Notting Hill, with its popular Portobello Road and Westbourne Grove, synonymous with an eclectic mix of designer boutiques, antique shops, bars and restaurants.



## Chloe

This small shop in Notting Hill is a real Aladdin's Cave of furniture, hardware and other finishing touches. Specialising in doorknobs and hooks, they have a range of goods unrivalled in London. Chloe Alberry hand selects all of her products, particularly favouring those in unusual mediums, for example; fossilised wood, volcanic glass and river pebbles. There really is something here to suit every décor, from the civilised to the wacky - we even found some cricket ball doorknobs for the kids! This bright blue shop is un-missable on the Portobello Road, and we certainly wouldn't want to miss out on all the weird and wonderful things in it...

[chloealberry.com](http://chloealberry.com)

# Local...

## inside information west

### No ordinary chippy

Friday afternoon is treat time for Marsh & Parsons, and where better to go from our Brook Green office than Kerbisher and Malt? It's a modern British chippie, and the food, breaking with tradition, is spectacular! It has quickly earned a reputation as the trendiest fish shop in London, and we are in no way surprised; with the emphasis on quality food and a mouth-watering selection of fish, the crowds are flocking in... A far cry from strip lighting and soggy chips, we feel totally welcomed here by the friendly staff, and a comfy place to sit, as well as a cracking cup of tea. You don't have to go on Fridays though - lucky for you they are open everyday but Mondays!

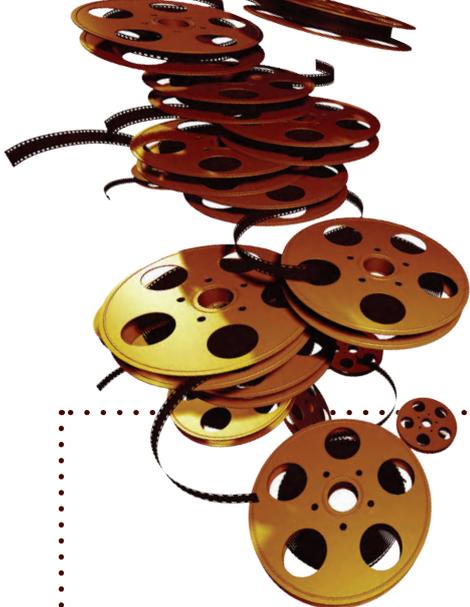
[kerbisher.co.uk](http://kerbisher.co.uk)



### No ordinary farmyard

Nestled away in the heart of Holland Park, Cowshed has placed its first stand-alone spa, which we think is a complete god-send. After a long day at work, we love nothing better than to put our feet up in this cosy retreat and have them buffed, pampered and preened, all the while sipping on a freshly squeezed fruit juice from the Cowshed Kitchen. Their large recliners and girly taste in TV make a manicure or pedicure here heavenly - but if you fancy an all over treat, then the Cowshed Massage is for you; it's renowned for being thoroughly fabulous. Their downstairs massage area is decorated stylishly and makes us feel relaxed to the core, so next time you are feeling like a stressed.

[cowshedclarendoncross.com](http://cowshedclarendoncross.com)



## Movie magic

The Kids Movie Club at the Riverside Studios in Hammersmith is a great place to spend a Saturday morning with the Kids - they show the latest child friendly films at 11.00, but if you get there early you can even join them for a yummy brunch in the café. This cinema is our favourite place to take the kids when it's rainy and cold outside; they soon warm up with a few giggles and the best bit is that they show big screen films at small screen prices (£2.50 per child). You can book a table in advance, so why not get a group of friends and their little ones together and make a morning of it - but don't forget the kids; you won't be allowed in without them!

[riversidestudios.co.uk](http://riversidestudios.co.uk)

## Tea time...

These scrumptious tea rooms, Betty Blythe, are named after the screen siren herself, are our favourite place to hold a vintage tea party. Whether you're celebrating a baby shower, a



## A lighter view...

The Canal Café Theatre in Little Venice is a great place to know about. Not only is it an informal café and performance space, but our favourite comedy theatre is now in the Guinness World Record Book as the venue for the world's longest running live comedy show. The Canal Café Theatre plays host to the News Review show every Thursday, Friday, Saturday and Sunday; it's a fast moving mix of sketches and songs which add humour to the world's news and current affairs. It's updated every week, but always assured to be side-splittingly funny. Written by a crack team, we love the witty and satirical plays which always manage to add a good laugh to our week - no wonder it's been running for thirty years!

[canalcafetheatre.com](http://canalcafetheatre.com)



birthday or a hen party, Betty Blythe sets a glamorous scene for your guests with their afternoon tea selection and even a dressing-up box! The staff are all dressed in authentic 20's attire to create the illusion that you have stepped back in time. They are also willing to take the party elsewhere by providing hampers bursting with goodies to be delivered to your home, the park or a venue of your choice.

Their sandwiches, cakes, scones and tarts are truly delicious - true to their name sake, this shop is a little bit naughty but very nice!

[bettyblythe.co.uk](http://bettyblythe.co.uk)

## Flower power!

We have been known to like the odd flower or two, but when it comes to buying someone special a beautiful bouquet, there is nowhere that would make as elegant an arrangement as Bursting Buds in Holland Park. They have nearly 16 years experience in providing perfect posies for loved ones and events and are able to advise on the appropriate flower to convey any message. Sarah, the owner of the shop has a gift for remembering faces and is a pro at picking out peoples favourite flowers. The personal touch offered by Bursting Buds is the key to their success in the local area, and we feel that it is entirely deserved.

[burstingbuds.com](http://burstingbuds.com)





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## Design for life...

by Cheryl Markosky

Becoming the resident of a home previously owned by a designer is a tasty proposition. And, discovering that the house is also in popular North Kensington, or 'Notting Hill North,' as it's sometimes known makes the purchase even sweeter.

A spacious Edwardian house in Wallingford Avenue, that's benefited from the talents of Amy Roberts, fashion designer turned garden designer, is for sale.

"It's a terrific family-friendly home on the St Quintin Estate, where there's a lively community," says Matt Biggadike, Associate Director at Marsh & Parsons' North Kensington office.

He explains that W10 has profited greatly from 'the David Cameron effect,' as our Prime Minister bought a house in the area, along with other high-profile figures. "Also, Amy has smartened up the property over the last year, so the new owner can just move straight in."

When Amy and her family arrived, the garden was pretty much non-existent -

'it was a pile of weeds in a dip' - so she levelled it and built raised beds, paved it with reclaimed York stone and increased boundary heights to create privacy. "I hung mirrors and planted climbers, which has made it a very interesting space. We use the garden to eat outside pretty much all the time with our four young children from April through to October," she says.

*"...another family - possibly one priced out of the Portobello area -will enjoy this five-bedroom home with extras..."*

Amy gave the house a designer finish too, by lightening and brightening the walls with a fresh coat of paint, laying practical print carpeting on the stairs



and insulating the house to trap heat during the winter and keep the place cool in summer.

A move to Somerset means Roberts and her family are selling, but another family, possibly one priced out of the Portobello area, will enjoy this five-bedroom home with extras, such as a loft room, roof

terrace, airy kitchen/dining room and two reception rooms, perfect for entertaining.

"The house is bigger than it looks from the outside and the neighbourhood's welcoming, just like Notting Hill was a decade ago," adds Biggadike.

**Wallingford Avenue W10 - £1.75 million**

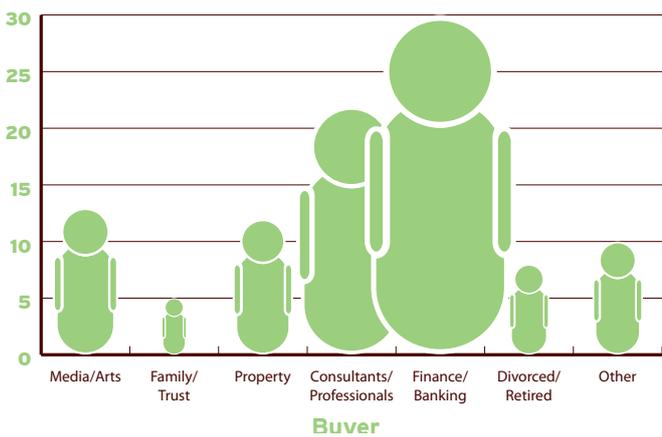
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## SALES

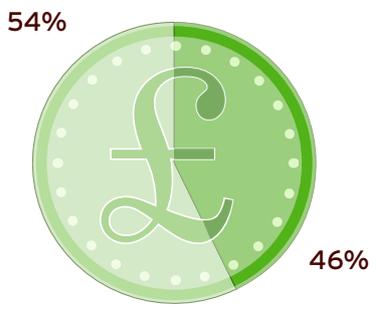
**Fig.1** Buyer profiles



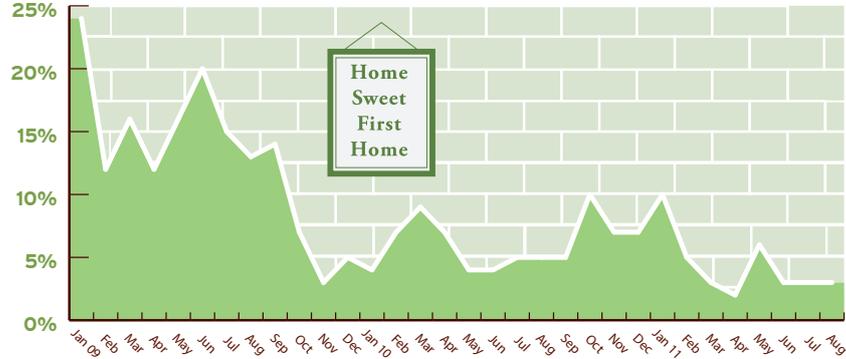
**Fig.2** Number of buyers looking per property



**Fig.3** Buyer finances

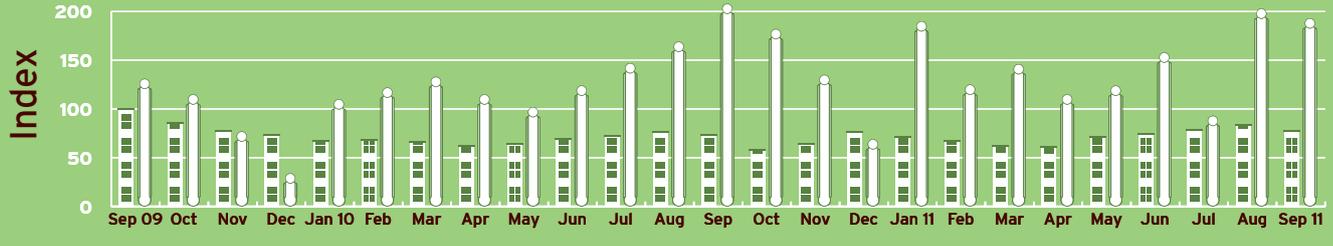


**Fig.4** % of Buyers registered as first time buyers at Marsh & Parsons



## LETTINGS

**Annual Lettings Activity -**  
Indices representing available property & tenants looking to rent (base: Jan 09)



Research for buyer profiles and buyer finances conducted using a sample size of 600 active applicants viewing property via the Brook Green, Holland Park, North Kensington, Notting Hill & Little Venice offices of Marsh & Parsons in the month of August.

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**Clarendon Road W11**  
£11,000,000



**Ladbroke Gardens W11**  
£7,000,000



**Kildare Terrace W2**  
£6,300,000



**Clarendon Road W11**  
£6,000,000



**Hereford Road W2**  
£4,250,000



**Organ Factory W11**  
£2,950,000



**Woodsford Sq W14**  
£2,500,000



**Chepstow Road W2**  
£2,450,000



**Arundel Gardens W11**  
£2,400,000



**Caroline Place W2**  
£2,395,000

**Knowledge opens doors.**  
**Know-how closes them at the price you want.**



**Westbourne Gdns W2**  
£1,650,000



**Talbot Road W2**  
£1,575,000



**Kildare Gardens W2**  
£1,550,000



**Portobello Road W11**  
£1,399,000



**Lansdowne Road W11**  
£2,250,000



**Bassett Road W10**  
£995,000



**Cambridge Gardens W10**  
£950,000



**Leith Mansions W9**  
£849,950



**Randolph Avenue W9**  
£899,950



**Ashworth Mansions W9**  
£835,000





**Kensington Park Rd W11**  
£3,950,000



**Pembridge Square W2**  
£3,950,000



**Westbourne Pk Villas W2**  
£3,150,000



**Addison Avenue W11**  
£3,150,000



**Bark Place W2**  
£2,950,000



**Ladbrooke Walk W11**  
£2,250,000



**Lonsdale Road W11**  
£1,995,000



**Carlton Mansions W14**  
£1,950,000



**Holland Park Mews W11**  
£1,700,000



**Queensdale Road W11**  
£1,675,000

SOLD

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SOLD



**Highlever Road W10**  
£1,950,000



**Leamington Rd Villas W11**  
£1,650,000



**Clifton Gardens W9**  
£1,395,000



**Aberdeen Court W9**  
£1,200,000



**Edith Road W14**  
£1,250,000



**Royal Crescent W11**  
£825,000



**Portland Road W11**  
£775,000



**Vernon Street W14**  
£925,000



**Sinclair Road W14**  
£695,000



**St. Quintin Avenue W10**  
£635,000

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## Clarendon Road W11 £8,250,000

This stunning family house has a wonderful sense of volume, space and light. The accommodation includes an elegant double reception room with high ceilings and doors that lead out to a westerly aspect terrace. The lower floor features a fully fitted Chefs kitchen with a dining/family leading directly out to the garden. Bedroom accommodation includes a large master suite, a guest suite and two further double bedrooms, a family bathroom, large studio room and a further bathroom. **Joint Selling Agent: Savills.**

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## Westbourne Park Villas W2 £3,950,000

This charming property occupies the largest plot in the St. Stephens enclave and offers the opportunity to create a magnificent family house. Currently providing over 3,000 sq ft of internal space the house boasts two reception rooms on the raised ground floor, two further reception rooms and a kitchen on the lower floor, three bedrooms and a bathroom on the first floor. The top floor is currently configured as a self contained one bedroom flat. Freehold.

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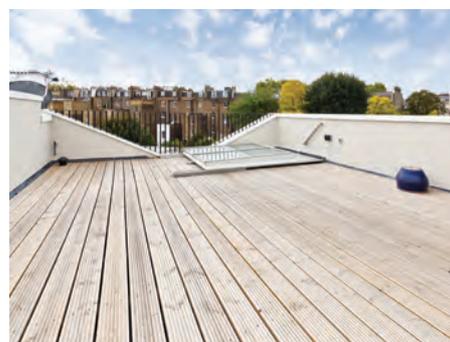
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## Queensdale Road W11 £3,150,000

A fantastic, comprehensively refurbished corner house on this sought after Holland Park Road. Dramatic reception space includes a large double reception room that galleries over a fabulous bespoke, fully fitted kitchen dining room. Bedroom accommodation includes a large master suite and a further two double bedrooms served by a beautifully equipped bathroom. The property also benefits from a full decked roof terrace. **Sole Agents.**

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## Addison Avenue W11 £3,150,000

Located on this sought after Holland Park road, this elegant townhouse provides reception space arranged over two floors including a large kitchen/dining room and a fantastic first floor drawing room with glorious floor to ceiling windows. The bedroom accommodation includes three double bedrooms and a further single bedroom served by two bathrooms. The property further benefits from a large roof terrace offering fantastic views. Freehold. **Sole Agents.**

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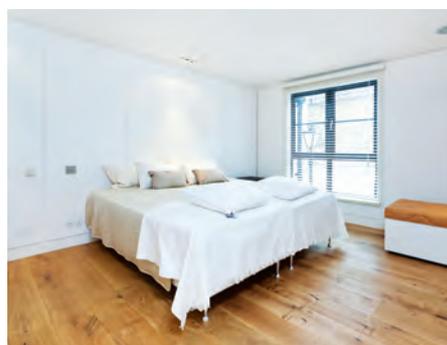
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## Colville Mews W11 £2,950,000

A stunning, beautifully finished mews house has recently undergone an extensive and extremely high quality refurbishment. Arranged over three floors the property enjoys a very large and beautifully appointed kitchen with generous dining area, a spectacular reception room spanning the entire second floor with vaulted ceilings and an elegant roof terrace, a master bedroom with en suite bathroom, two further double bedrooms and family bathroom. Freehold. **Sole Agents.**

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## Portland Road W11 £2,875,000

This well proportioned property is arranged over four floors with wonderful aspects. The accommodation boasts a raised ground floor double reception room that opens on to a balcony, a large kitchen/dining room, a magnificent master suite, two additional double bedrooms and a family bathroom. Furthermore, a fantastic roof terrace provides panoramic views of west London. **Sole Agents.**

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## Randolph Road W9 £2,500,000

This unique, rarely available garden apartment boasts two fabulous reception rooms, a separate kitchen, a spacious master bedroom with doors leading out to the garden and an en suite bathroom, a second double bedroom with a third bedroom, a bathroom, a utility room and a charming private garden. Share of Freehold. **Sole Agents.**

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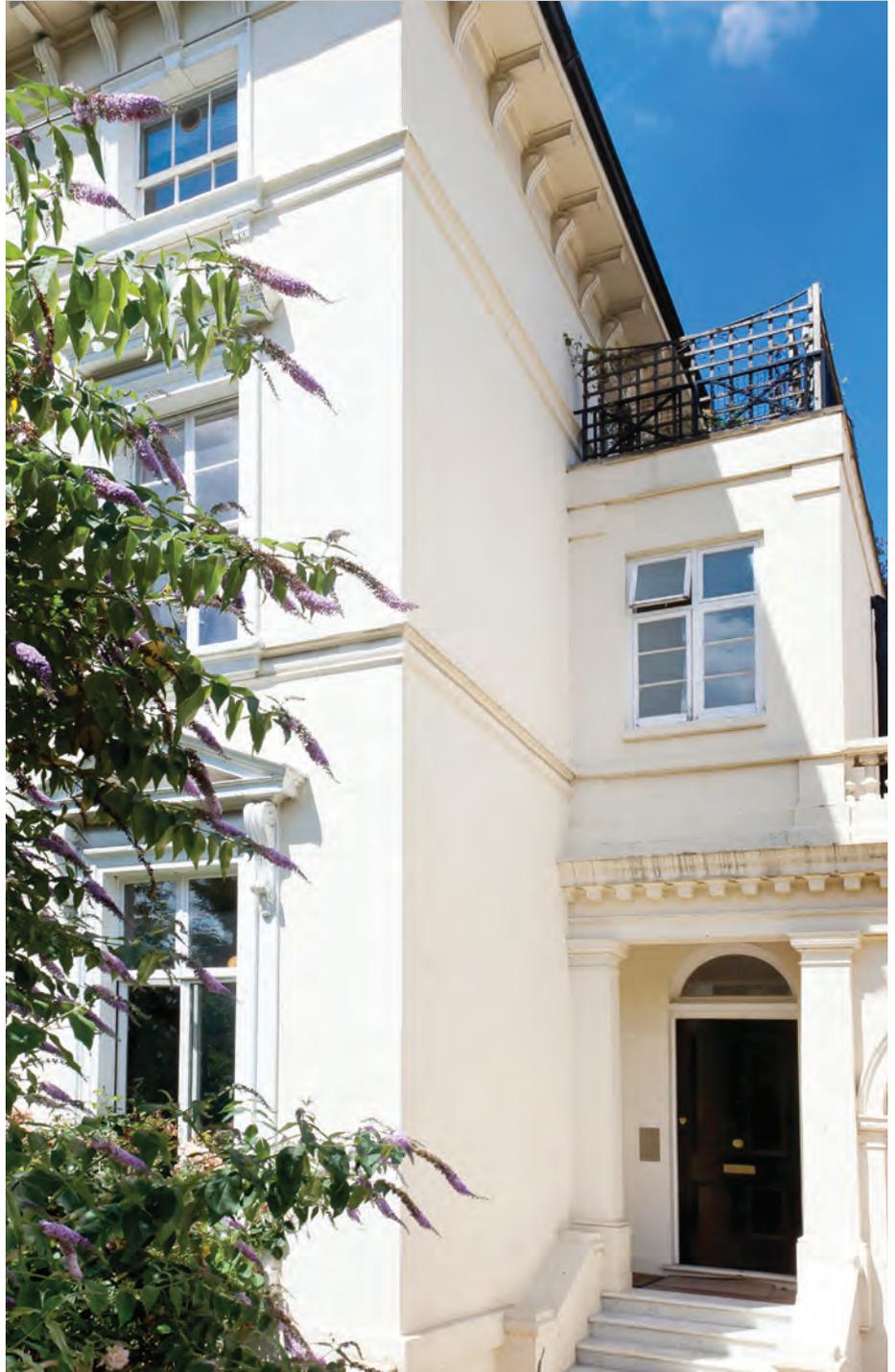
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## Howley Place W2 £2,250,000

This elegant apartment features vast interconnecting reception rooms, an open plan kitchen leading through to a conservatory, a family room, a master bedroom with en suite bathroom, a further double bedroom, family bathroom, guest shower room and an 80ft private garden. The property also has potential to extend. Share of Freehold. **Sole Agents.**

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## Princedale Road W11 £2,200,000

This spectacular, flat-fronted house comprises a beautifully designed reception space occupying the entire ground floor and featuring a magnificent, contemporary staircase with access down to a modern fully-fitted kitchen/dining area. A master bedroom with en suite bathroom occupies the entire first floor, while additional accommodation includes three further double bedrooms (one en suite) and a family bathroom. Freehold. **Sole Agents.**

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## Wallingford Avenue W10 £2,250,000

This beautifully extended and refurbished house comprises a bespoke fitted kitchen, a bay fronted double reception room, an impressive first floor master bedroom suite, four further beautifully presented bedrooms, three bathrooms and a sunny west facing garden. Freehold. **Joint Sole Agent.**

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## Clifton Gardens W9 £1,875,000

This beautiful period conversion offers a reception room, a kitchen/breakfast room leading out a terrace with access to a landscaped garden, a master bedroom with en suite, a guest bedroom served by a shower room and an additional double bedroom. Share of Freehold. **Sole Agents.**

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## Chepstow Road W2 £1,225,000

Set back from the road and benefiting from bright aspects, this apartment boasts excellent space for entertaining with a kitchen/dining room, a fantastic reception room, a master bedroom with en suite and a further double bedroom served by a shower room. Share of Freehold. **Sole Agents.**

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## Marylands Road W9 £995,000

This imposing newly refurbished apartment comprises a large double reception room, an open plan kitchen with folding doors, leading out to a private garden, a guest cloak room, a master bedroom with en suite, two further double bedrooms and a family bathroom. **Sole Agents.**

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### Clifton Gardens W9 £1,875,000

This beautifully presented apartment comprises a lovely reception room, an open plan kitchen with a dining area, a master bedroom with en suite bathroom, two further double bedrooms and a bathroom. Benefits include private parking and communal gardens. Share of Freehold. **Sole Agents.**

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### Holland Park W11 £1,650,000

This stunning apartment benefits from its own entrance and is positioned in a beautifully maintained villa in Holland Park. The flat comprises a large reception room, a beautiful kitchen/dining area, two double bedrooms, two bathrooms, a wine store and utility room. Share of Freehold. **Sole Agents.**

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### Blomfield Court W9 £899,950

This beautiful apartment provides impressive accommodation comprising a stunning reception room with high ceilings. Further accommodation includes a separate modern kitchen/breakfast room, two bedrooms, a bathroom and a separate shower room. Share of Freehold. **Sole Agents.**

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### Colville Gardens W11 £550,000

The property has been completely refurbished and boasts great views across London. The accommodation offers an open plan reception/dining space with access to a small terrace, a modern fitted kitchen, a large double bedroom and a beautifully finished bathroom. Leasehold. **Sole Agents.**

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## Clifton Villas W9 £2,950 per week

This stunning house has been finished to the highest of standards. Arranged over five floors, the luxurious accommodation comprises a large double reception room which can be divided into two separate rooms, an expansive open plan kitchen/family area leading out to a large landscaped garden. The bedroom accommodation boasts five generous double bedrooms and three bathrooms.

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## Blenheim Crescent W11 £1,800 per week

Having undergone extensive refurbishment, this charming house offers fantastic living space comprising a spacious and modern eat-in kitchen/family room leading out to a patio garden, a lovely reception room, three double bedrooms, two bathroom suites, two additional cloakrooms and a cleverly designed roof garden.

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## Addison Gardens W14 £1,500 per week

A stunning four bedroom family home in the heart of Brook Green. Arranged over four floors the accommodation comprises a spacious reception room, a large kitchen/dining area with sliding doors onto landscaped garden. Further benefits include a separate utility room with downstairs WC as well as a large basement ideal for storage. Upstairs there are three double bedrooms, two bathrooms and a beautiful master suite with a large en suite bathroom.

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### Norland Place W11 £1,395 per week

Having been cleverly designed this stunning mews house comprises a spacious reception room, fully equipped modern gallery kitchen, two luxurious bathrooms and two bedrooms. Superbly located for the local amenities surrounding Holland Park Avenue and Clarendon Cross.

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### Ladbroke Walk W11 £1,250 per week

This beautifully refurbished mews house is located on one of the finest addresses in Notting Hill. Located on a secluded, cobbled mews off Ladbroke Terrace the house comprises an open plan kitchen/reception area, a top floor master suite, two ground floor bedrooms and a bathroom.

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### Pembridge Place W2 £1,250 per week

This property has been refurbished to the highest standard throughout and comprises an open plan, contemporary kitchen, a large reception room, master bedroom with a stunning en suite bathroom, a further bedroom with en suite shower room and small private balcony.

NOTTING HILL: 020 7313 2890  
[lets.not@marshandparsons.co.uk](mailto:lets.not@marshandparsons.co.uk)



### St Mary Mansions W2 £895 per week

Situated to the rear of this impressive mansion block in Little Venice, this spacious first floor flat comprises a fully fitted kitchen, a spacious double reception room, two double bedrooms, one with an en suite bathroom, a third single bedroom and a family bathroom.

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**Bevington Road W10** £850 pw

This house comprises an open plan kitchen/ reception room with a balcony, a large master bedroom with an en suite bathroom, two further bedrooms and a second bathroom.

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**Bassett Road W10** £850 pw

This stunning apartment boasts a modern kitchen, a reception room, three double bedrooms with built in storage and a contemporary bathroom.

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**Kensington Prk Gardens W1** £795 pw

A stunning, spacious flat comprises a stunning reception room, a separate modern kitchen, a well proportioned double bedroom with excellent storage and a roof terrace.

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**Sinclair Road W14** £650 pw

An immaculate garden flat boasting a reception room, a kitchen, three double bedrooms, a lovely private garden and a shower/steam room.

**BROOK GREEN: 020 7605 7760**  
[lets.bkg@marshandparsons.co.uk](mailto:lets.bkg@marshandparsons.co.uk)



**St Marks Road W10** £575 pw

This charming period conversion comprises a generous reception room, separate fitted kitchen, two double bedrooms and a superb roof terrace.

**NORTH KENSINGTON: 020 7313 8350**  
[lets.nkn@marshandparsons.co.uk](mailto:lets.nkn@marshandparsons.co.uk)



**Clifton Gardens W9** £575 pw

A lovely apartment offers an open plan reception room with views of the communal gardens, two double bedrooms and a bathroom with a shower.

**LITTLE VENICE: 020 7993 3050**  
[lets.lve@marshandparsons.co.uk](mailto:lets.lve@marshandparsons.co.uk)



**Perham Road W14** £475 pw

This well presented flat comprises a spacious reception, a well fitted kitchen with separate utility area, two large double bedrooms, a bathroom and separate shower room.

**BROOK GREEN: 020 7605 7760**  
[lets.bkg@marshandparsons.co.uk](mailto:lets.bkg@marshandparsons.co.uk)



**Westbourne Terrace Rd W2** £475 pw

This flat enjoys an abundance of natural light and boasts a large reception room, a fully fitted kitchen with access to a balcony, a double bedroom with an en suite bathroom.

**LITTLE VENICE: 020 7993 3050**  
[lets.lve@marshandparsons.co.uk](mailto:lets.lve@marshandparsons.co.uk)



**Elgin Avenue W9** £425 pw

A this fabulous apartment boasts a spacious open plan reception room with a fully fitted kitchen, two double bedrooms and a modern bathroom.

**LITTLE VENICE: 020 7993 3050**  
[lets.lve@marshandparsons.co.uk](mailto:lets.lve@marshandparsons.co.uk)

# South West Property



Barnes  
Balham  
Battersea  
Clapham  
Fulham

South West London offers a diverse selection of property ranging from the hidden oasis of Barnes with its village atmosphere, green spaces and the River Thames, to the hustle and bustle of the increasingly popular Balham. At the heart of south west London is Fulham with its fantastic schools and open spaces and just south of the river you'll find Battersea and Clapham at either end of the Common, both popular with young professionals and families alike, looking for beautiful property and surroundings, whilst enjoying easy access to the City.



## Make your property beautiful

A man's (or woman's) home is their castle, but if your manor could do with a makeover, then the interior design workshops run by London Property Makeover could be just what you are looking for. We love the group classes being run in Clapham, which teach you how to make the most of your palace; they teach colour theory, fabric mixing, spatial planning and lighting among other things. The meetings take place at the BBC Bar, which makes for a relaxed atmosphere and a fun afternoon of creativity. So if you want to spruce up your home to rent or sell, or even if you just fancy a change, these classes will help no end. You can even book a one-on-one session in your home to make your interiors fit for a king.

[londonpropertymakeover.com](http://londonpropertymakeover.com)

# Local...

## inside information south-west

### Perfect palace

Fulham Palace is the area's best kept secret. This beautiful 11th century retreat offers stunning architecture and gardens, with the Drawing Room Café being the perfect setting to enjoy the view across the palace lawn. This is not just a family friendly hot-spot for summer though; the palace provides a cosy hide-away in the winter months, with hot chocolates on offer and the ever popular 'Bambinoccino' for the little ones!

Look out for upcoming events at the Palace, sponsored by Marsh & Parsons.

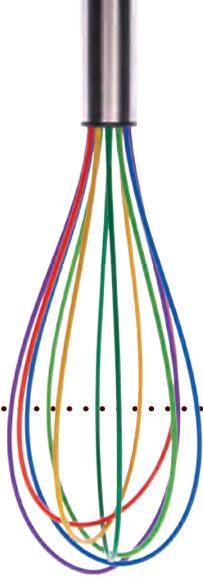
[fulhampalace.org](http://fulhampalace.org)



### Samba Swirl!

Samba Swirl is the latest place to have our taste buds tangoing - and with their goody-two-shoes ingredients, we don't feel guilty about eating it! Designed to be fun for adults and children alike, their range of low and non-fat frozen yoghurts are swapped every day, for you to pick from and cover with any number of jazzy toppings - we are told that it's the men who make the biggest mess! Every Friday there is an all natural dairy-free sorbet on offer (they tweet the selection daily - you can follow them @SambaSwirl). From fresh fruit, picked and chopped by hand daily, to Smarties, there are hundreds of combinations that have us licking our lips - we love the samba tart with strawberries and white chocolate drops.

[sambaswirl.co.uk](http://sambaswirl.co.uk)



## Creating a stir...

This is a cookery-shop-come-hire-centre-come-recipe-club; and it does just what it says on the tin! Their aim is to help the local community to enjoy cooking seasonal food. They sell all kinds of magical utensils from top designers and even a range of kitchen furniture. We've been shopping at their new store in Balham, offering a range of unusual services including knife sharpening, coffee grinding and even cake tin hire! But even more fun is the recipe club, which allows you to borrow seasonal ideas from others, share your own culinary secrets and try something new! We've even added some of our own recipes but you'll have to join the club to get them...

[james-nicholas.com](http://james-nicholas.com)

## Alive & kicking!

We have been working out at TÉ London Personal Training Studio, Fulham, and love taking the 30 minute personal training sessions in our lunch break! TÉ run courses in Yoga, Pilates, Martial Arts, Kickboxing, Muay Thai, MMA, Boxing and Corrective Training. They even have an in-house nutritionist to answer all your health food needs. The studio was opened in 2010 by Cengiz Dervis, who is a three time world kickboxing champion, and his team of experts in exercise and health. Their theory is that good health is priceless and we couldn't agree more - there are no joining fees, you only pay for the workout you do! Children over the age of six are allowed to train here so why not bring the whole family and get fit together?

[telondon.com](http://telondon.com)



## Do you have a head for heights?

In Aid of the Stroke Association, our Battersea and Clapham branches along with the marketing team will this autumn be performing a sponsored abseil from the electrifying heights of the Battersea Power Station. It's a great opportunity for our team to be put to the test and raise

some money for a very good cause. The High Voltage Abseil event is open to anyone who would like to take part to raise money for research into prevention and treatment of strokes, so sign up on their website for what is sure to be a spine-tingling day. There are a limited number of places so you'd better be lightning fast. Alternatively, just come along to cheer the M&P teams on - there will be a DJ, with the fun going on into the night...

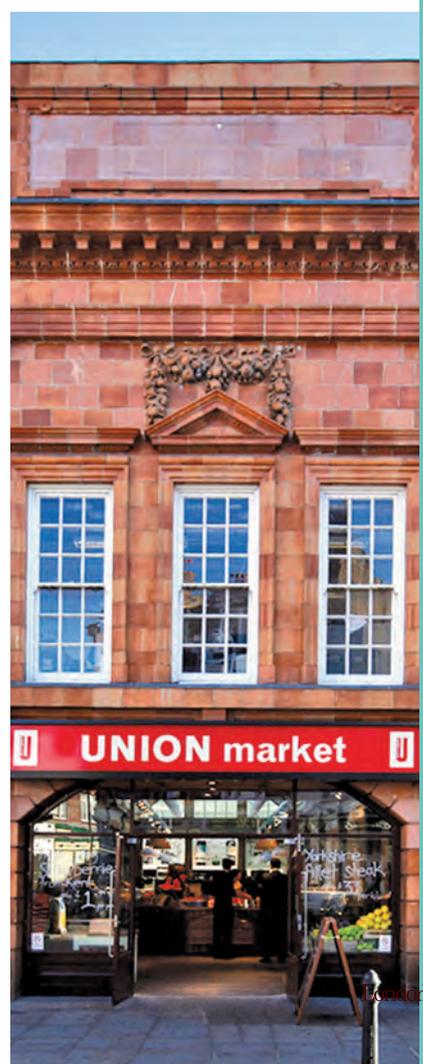
If you want to sponsor our team, just go to <http://fundraising.stroke.org.uk/marshandparsons>.

[stroke.org.uk](http://stroke.org.uk)

## Union power!

Union Market is situated in the old Fulham Broadway Tube station (right next door to the new one! Much of the interior has remained the same, with tiling and glass signs, but the concept is totally fresh. Their ideas are resolutely British, combining the theatre and authenticity of popular farmers' markets with the convenience and reliability of supermarkets. We love their green policies on ingredients, emissions, waste and packaging; only selling fruit and vegetables that are in season and meat that has been treated well. And they always try to source their products from the UK - what a breath of fresh air! They have specialists in bread, wine and cheese who will help you to pick the perfect produce for your party or picnic!

[unionmarket.co.uk](http://unionmarket.co.uk)





View from the 'The Terrace'

## Lateral living on the river

by Cheryl Markosky

It's rare to find a historic home with views of the Thames that's only a few minutes walk to restaurants, pubs and shops. Yet, a splendid period property dating back to the 1700s on The Terrace in Barnes Village is up for sale and already attracting a clutch of potential purchasers, according to Kate Jolley, Associate Director at the Marsh & Parsons Barnes office.

*“The ambience of being riverside...cannot be underestimated...”*

The Terrace is worthy of note with its glorious architectural mix of Victorian, Georgian and Edwardian houses built over the last three centuries. Many of the homes still retain their attractive early ironwork and past residents include playwright Richard Brinsley Sheridan and composer Gustav Holst.

“We're getting a great deal of interest, particularly from downsizing couples who want to move out of six-storey houses to this three-bedroom home spread over

three floors and offering superb lateral living,” Jolley explains.

Another big plus is parking, a perennial problem in London. Jolley points out that it's highly unusual to be only four steps away from a rail station that whisks you to Waterloo, with a bus stop conveniently placed nearby and only one minute from

Barnes High Street, while having two off-street parking spaces. “You're right in the heart of the village, but are lucky enough to have somewhere to leave your car,” she says.

The ambience of being riverside where fitness fans run, families cycle and passersby stroll cannot be underestimated either. The pretty white-washed house with old iron balconies has a spacious dining room and reception room that are ideal for Boat Race parties in April, adds

Jolley, and you can escape to a more private south-west facing garden at the back when you crave more seclusion.

The Terrace is all very Swallows and Amazons when you want to mess about on or near the water. If you're more of a landlubber, then you can dine in acclaimed local Italian restaurant Riva, sample the wares in The Real Cheese Shop or mosey round Barnes Bookshop.

**The Terrace SW13 - £1,850,000**

**For further details please contact our Barnes office:**

**T** 020 8563 8333

**E** sales.bar@marshandparsons.co.uk



# south-west market insight

## SALES

Fig.1 Buyer profiles

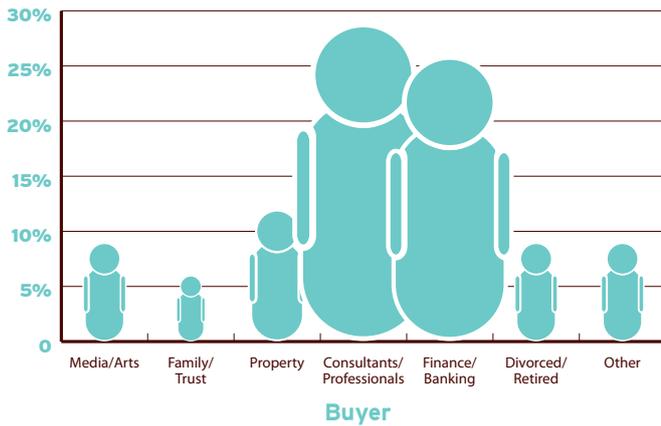


Fig.2 Number of buyers looking per property



Fig.3 Buyer finances

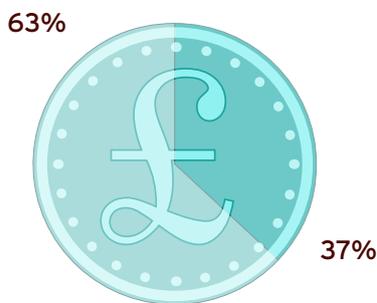
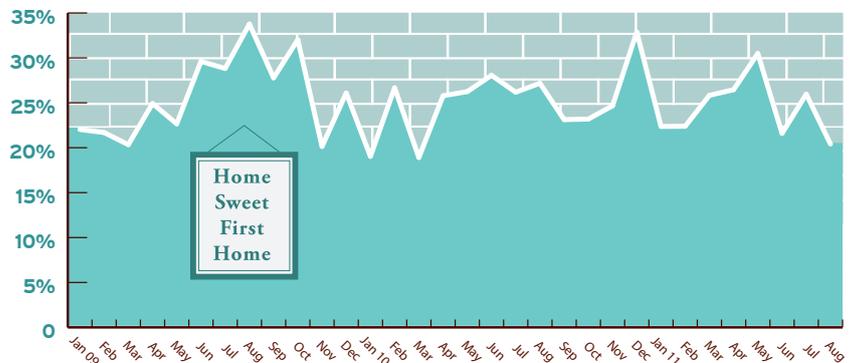


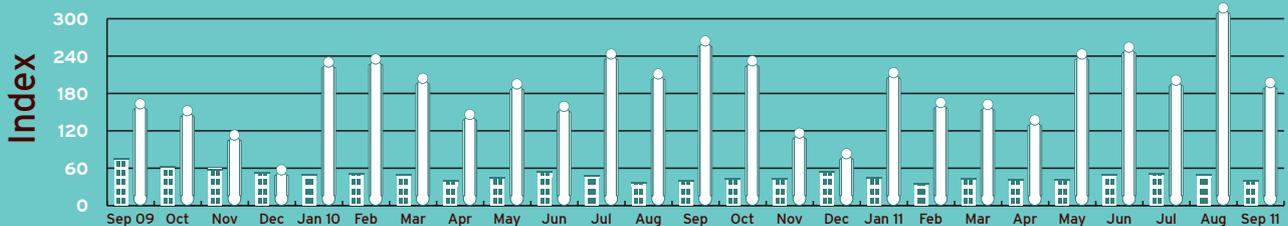
Fig.4 % of Buyers registered as first time buyers at Marsh & Parsons



## LETTINGS

Annual Lettings Activity -  
Indices representing available property & tenants looking to rent (base: Jan 09)

Instructions Tenants



Research for buyer profiles and buyer finances conducted using a sample size of 420 active applicants viewing property via the Barnes, Balham, Battersea, Clapham & Fulham offices of Marsh & Parsons in the month of August.

Knowledge is  
who you know.

Know-how finds  
more of them.



**We're unique. 20% of the properties we sell or let are by negotiators from one of our other offices.**

Walk into any of our South West offices and the doors of all our other offices across London fly open too. Unique to Marsh & Parsons, our closely linked network is in constant communication.

Result: the number of agents working on your behalf increases, the number of people who get to hear about your property explodes - and up go the chances of you getting the best possible price.

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**Castelnu SW13**  
£2,999,950



**Woodlands Road SW13**  
£2,999,500



**Holmead Road SW6**  
£1,850,000



**Honeywell Road SW12**  
£1,695,000



**Thurleigh Road SW12**  
£1,675,000



**Wardo Avenue SW6**  
£1,330,000



**Criffel Avenue SW2**  
£1,300,000



**Belmont Road SW4**  
£1,300,000



**Hillier Road SW11**  
£1,295,000



**Waterford Road SW6**  
£1,295,000

**Knowledge opens doors.**  
Know-how closes them at the price you want.



**Tamworth Street SW6**  
£999,950



**Moore Park Road SW6**  
£985,000



**Alderbrook Road SW12**  
£975,000



**Devereux Road SW11**  
£950,000



**Turret Grove SW4**  
£925,000



**Broadhinton Road SW4**  
£745,000



**Killyon Road SW8**  
£730,000



**North Street SW4**  
£699,950



**Belleville Road SW11**  
£675,000



**Edithna Street SW9**  
£570,000

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# MARSH & PARSONS



**Vardens Road SW11**  
£1,650,000



**Meredyth Road SW13**  
£1,450,000



**Telford Avenue SW2**  
£1,400,000



**Rostrevor Road SW6**  
£1,395,000



**Cleveland Gardens SW13**  
£1,350,000



**Sullivan Road SW6**  
£1,250,000



**Waterford Road SW6**  
£1,250,000



**Beltran Road SW6**  
£1,165,000



**Lysia Street SW6**  
£1,050,000



**Wroughton Road SW11**  
£1,025,000

SOLD

Just recently we advertised this rather grand 4 bedroom house on Beltran Road. Straight away it attracted 25 viewings and was sold within two weeks - to our client's disbelief.

They say it pays to advertise. We say it pays to know exactly how to advertise - and exactly who to advertise to. The perfect buyer willing to pay the perfect price.



Our style of selling property is different. It's a balancing act. On one side, our professionalism, energy and enthusiasm. On the other, just the right amount of determination.

All this backed up with our knowledge, know-how and award-winning marketing ensures that your property attracts the right people and the best price. Which is why it's good to have us on your side.

SOLD



**Gosberton Road SW12**  
£895,000



**First Avenue SW14**  
£875,000



**Sycamore Mews SW4**  
£875,000



**Broadhinton Road SW4**  
£800,000



**Hydethorpe Road SW12**  
£749,950



**Klea Avenue SW4**  
£449,950



**Nightingale Lane SW12**  
£499,950



**The Chase SW4**  
£399,950



**Ravenslea Road SW12**  
£385,000



**Shandon Road SW4**  
£369,950

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## Castelnau SW13 £3,875,000

This elegant property comprises an impressive reception room, a family room, dining room and a bespoke kitchen with additional dining area. The bedroom accommodation offers a master bedroom with en suite, four double bedrooms and two bathrooms. The basement offers a TV area, study and a snug. Benefits include a 96ft west facing garden, off street parking and a studio in the garden. Freehold. **Sole Agents.**

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MARSH & PARSONS

SOUTH WEST



## St. Marys Grove SW13 £2,950,000

This beautiful family house is brimming with charm and beauty. The property boasts tremendous high ceilings and elegant proportions throughout. The accommodation comprises two magnificent dining rooms, a reception room, a conservatory, a family room, eat in kitchen, an office and utility area. The upper floors provide seven large bedrooms and four bathrooms. Benefits include off street secure parking and a 108ft south facing private garden. Freehold. **Joint Sole Agents.**

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Unique to Marsh & Parsons our offices work closely together:

This way the number of people who see your property - and the chances of you getting the best possible results - go through the roof!



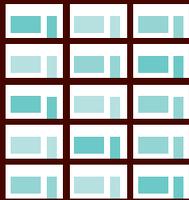
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instruction at any of our offices allows you to benefit from...



15

offices across London working together to sell your property, with over...



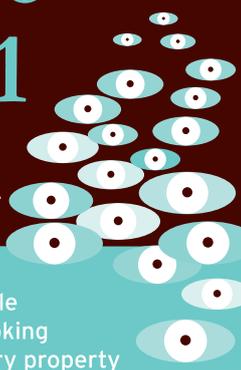
50

sales negotiators, hunting down the best price on your behalf and exposing your property to...



9,731

potential buyers currently on our shared database.



That's 21 people on average looking to buy for every property in south west london



## Kempson Road SW6 £2,695,000

This exceptional family house benefits from a raised ground floor double reception room, family room and an eat-in kitchen. The bedroom accommodation includes a master suite, six further bedrooms, two bathrooms and two WCs. Additional benefits include a garden, roof terrace and a four car garage. Freehold. **Sole Agents.**

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MARSH & PARSONS

SOUTH WEST



## Devereux Road SW11 £2,100,000

This stunning period family home comes to the market in original condition and requires complete modernisation. It offers a discerning buyer the opportunity to create a substantial property of over 3,000 sqft (subject to planning permission) with a glorious South West facing garden. The house retains many of its attractive period features including ornate plasterwork, wooden floors and original fireplaces. **Sole Agents.**

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## Elm Bank Gardens SW13 £2,095,000

This beautifully presented terraced house offers wonderful period features throughout. The ground floor offers wonderful family space with a double reception room, an extensive fully fitted kitchen leading on to a family living area, which opens on to a pretty landscaped garden. The first and second floors offer five generous bedrooms and two bathrooms. The property also offers a downstairs cloakroom and cellar. Freehold. **Sole Agent.**

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# MARSH & PARSONS

SOUTH WEST



## The Terrace SW13 £1,850,000

This unique terraced house is arranged over three floors, comprising a formal dining room, informal reception room and fully fitted kitchen. The upper floors offer a magnificent formal reception room with uninterrupted views of the river Thames, a private balcony, three bedrooms, an en suite shower room and an additional bathroom. The property also offers a private South facing garden and off street parking for up to three cars. Freehold. **Sole Agents.**

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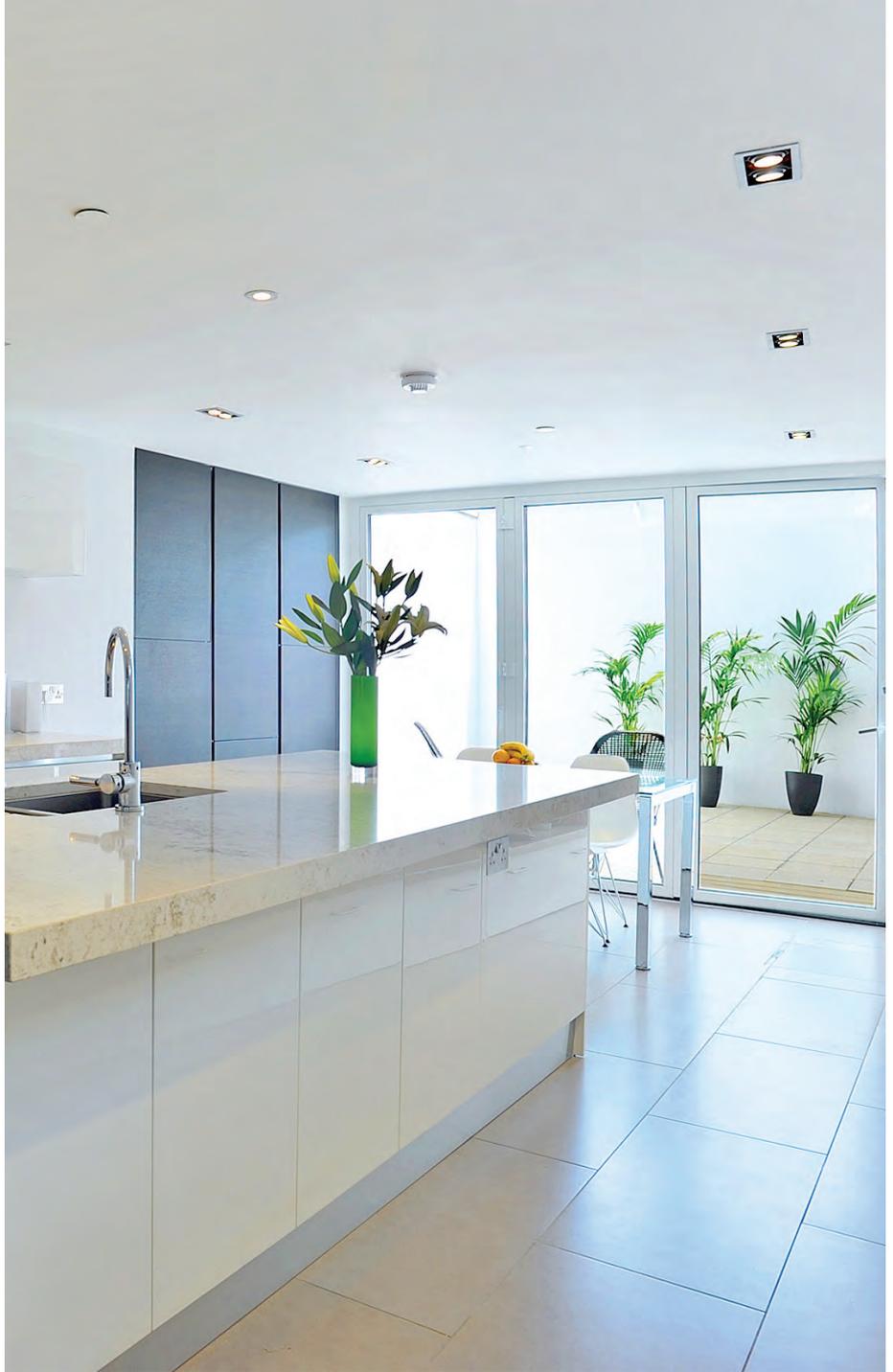
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## Britannia Road SW6 £1,795,000

Recently refurbished to highest standards throughout, this stunning property provides a beautiful reception room leading out to an elegant kitchen with concertina doors leading out to a private patio garden. The upper floors comprise an impressive master bedroom suite complete with en suite bathroom, three further double bedrooms (one with en suite shower room) and an additional family bathroom. Further benefits include a fantastic roof terrace and off street parking. Freehold. **Sole Agents.**

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# MARSH & PARSONS

SOUTH WEST



## Fitzwilliam Road SW4 £1,425,000

This superb family house boasts a double reception room, a kitchen/dining room with direct access to the rear garden, a cloakroom and access to the cellar. The bedroom accommodation comprises an impressive master bedroom with en suite bathroom, three further double bedrooms and a family bathroom. Freehold. **Sole Agents.**

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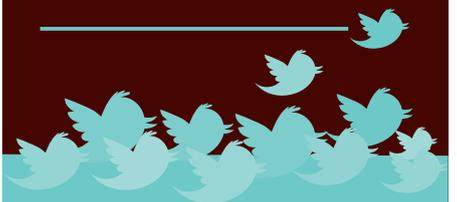


# 100%

of property on our books are advertised on all the major property websites.\*

PrimeLocation, Rightmove, FindaProperty, Zoopla, Homes24, Homes & Property and Email4Property to name a few.

\*Unless our clients prefer not to be listed.



Our 4,350 Twitter followers receive up-to-the-minute property alerts and regular market commentary.

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## Mallinson Road SW11 £1,250,000

This attractive family home comprises a double reception room opening on to a kitchen/breakfast room which leads out to a sunny south facing garden, ideal for al fresco dining, five double bedrooms (two en suite) and a family bathroom. Mallinson Road is Ideally located for the amenities of the Northcote Road and the wide open green space of Wandsworth Common. Freehold. **Sole Agents.**

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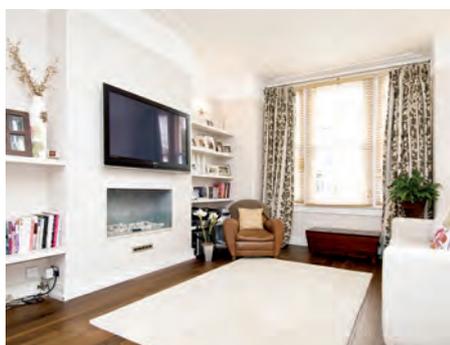
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MARSH & PARSONS

SOUTH WEST



## Elms Crescent SW4 £1,250,000

This charming property boasts a double reception room, an open plan kitchen leading to a large private garden, a spacious master bedroom with en suite bathroom, four additional double bedrooms, a family bathroom and plenty of storage in the cellar and the eaves. Elms Crescent is conveniently located just a short walk from Clapham South underground station. Freehold. **Sole Agents.**

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### Fentiman Road SW8 £1,350,000

This beautiful house benefits from a large double reception room with balcony overlooking the private garden, a stylish kitchen/dining room with direct access out to the private garden, four double bedrooms, a further single bedroom and a generous family bathroom. Freehold.

CLAPHAM: 020 7501 3666  
[sales.clp@marshandparsons.co.uk](mailto:sales.clp@marshandparsons.co.uk)



### Sibella Road SW4 £1,100,000

This substantial Victorian family house comprises two reception rooms, a kitchen/breakfast room, a separate laundry room, ground floor cloakroom, a cellar, six bedrooms (one en suite), two bathrooms, a kitchenette on the top floor and an extensive rear garden. Freehold. **Sole Agents.**

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### Queensville Road SW12 £599,000

The stunning Edwardian house boasts a stunning reception, a dining area and fitted kitchen leading onto a large garden, a master bedroom with built in wardrobes, an additional four bedrooms, a family bathroom and a shower room. Freehold. **Sole Agents.**

BALHAM: 020 8673 4377  
[sales.bal@marshandparsons.co.uk](mailto:sales.bal@marshandparsons.co.uk)



### Edithna Street SW9 £550,000

This superb property is beautifully presented throughout and offers a generous double reception room, a kitchen/dining room with direct access out to the private garden, a master bedroom with built in storage, a modern bathroom with and two further bedrooms. Freehold. **Sole Agents.**

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# MARSH & PARSONS

SOUTH WEST



## Edgarley Terrace SW6 £1,100,000

This delightful house comprises a large open plan double reception room leading through to a fantastic fully integrated kitchen, master bedroom with an en suite shower room, three further double bedrooms (one en suite) and an additional family bathroom. Freehold. **Joint Sole Agent.**

FULHAM: 020 7736 9822  
[sales.ful@marshandparsons.co.uk](mailto:sales.ful@marshandparsons.co.uk)



## Edgeley Road SW4 £995,000

Beautifully presented throughout, this fantastic house briefly comprises a reception room, a stunning kitchen/family/dining room with French doors opening out to the rear garden, five double bedrooms, three with en suite shower rooms and separate family bathroom. Freehold. **Sole Agents.**

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## Harbut Road SW11 £575,000

Set in a pretty Victorian conversion, this generously proportioned top floor flat briefly comprising a beautiful reception room, a large kitchen overlooking the garden to the rear, two double bedrooms and two bathrooms (one en-suite). Leasehold. **Sole Agents.**

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## Radbourne Road SW12 £450,000

This stunning apartment has been completely refurbished and professionally designed throughout comprising an eat-in kitchen, a study area, separate utility room, a master bedroom, a further double bedroom, a modern bathroom and private garden. Share of Freehold. **Sole Agents.**

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## Moore Park Road SW6 £1,850 per week

The accommodation is arranged over four floors and currently provides two reception rooms, a cleverly designed and user friendly bespoke kitchen/dining area, four bedrooms (including master with en suite), a further family bathroom with separate shower, a guest cloakroom and a stunning patio garden. Located a short walk away from the amenities of Fulham Broadway and the green open spaces at Eel Brook Common.

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# MARSH & PARSONS

SOUTH WEST



## Unlike other agents:

We believe lettings are just as important as sales. 44% of our business is lettings.



Our South West offices work together to find the perfect tenant for your property.

Then, we'll be on hand to manage the process and support you every step of the way.

## 220 registrations

are received every week on average, from prospective tenants looking to rent a property in South West London.



## 98%

of our landlords in South West London come back to us when they need to re-let their property.



### A happy landlord told us:

"I just wanted to say that we appreciated the effort and the professionalism with which you and your team worked to find a tenant for our flat. You stood in marked contrast to some of your competitors."

## Gerard Road SW13 £1,385 per week

Located in the heart of the village this stunning family home is arranged over three floors. The accommodation offers a beautiful front reception room, a laundry room and a spacious eat-in kitchen breakfast room, six large bedrooms and a family room leading out to a private garden.

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**Burns Lodge SW11 £1,100 per week**

This stunning property offers exceptional living space, comprising a vast reception room that has exposed beams set in a vaulted ceiling, leading through to an open study room, a kitchen, large dining area leading out on to a private garden, five bedrooms and three bathrooms.

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**Gauden Road SW4 £995 per week**

A superb end-of-terrace Victorian house with two reception rooms, a spacious kitchen/family/dining room leading to the private rear garden, a separate utility room, a cloakroom, five bedrooms and two bathrooms. Well positioned for the amenities of Clapham Old Town and Clapham High Street.

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**Overstrand Mansions SW11 £850 per week**

This fantastic property boasts a beautiful finish and stunning views of Battersea Park. The property benefits from a large double reception room with balcony and park views, a separate fully equipped eat-in kitchen, three double bedrooms (one en suite) and a bathroom with a shower and bath.

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[lets.bat@marshandparsons.co.uk](mailto:lets.bat@marshandparsons.co.uk)



**Rectory Grove SW4 £620 per week**

This immaculate property in the heart of Clapham Old Town has recently been renovated to the highest standard. The accommodation comprises an open plan kitchen/reception room, three double bedrooms, a bathroom and a decked private roof terrace that leads to a huge private garden.

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# MARSH & PARSONS

SOUTH WEST



### Willow Avenue SW13 £750 pw

This superb property boasts a light reception room with a balcony, an eat-in kitchen, a double bedroom, guest shower room and a master bedroom suite with en suite bathroom

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[lets.bar@marshandparsons.co.uk](mailto:lets.bar@marshandparsons.co.uk)



### Whittingstall Road SW6 £750 pw

This property comprises a modern fitted kitchen, large reception area, a master bedroom with shower room, a further double bedroom and bathroom.

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[lets.ful@marshandparsons.co.uk](mailto:lets.ful@marshandparsons.co.uk)



### Cavendish Road SW12 £640 pw

This beautiful house offers a huge double reception, a separate kitchen, a master bedroom, family bathroom, two further bedrooms and a family bathroom.

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### Waldemar Avenue SW6 £495 pw

A beautifully presented apartment benefiting from a double aspect reception room, a newly refurbished kitchen, two double bedrooms, a modern bathroom and private roof terrace.

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### Dunston Road SW11 £475 pw

The beautiful house comprises a large living room leading to a private patio garden, a separate kitchen with a dining area, a laundry room, three double bedrooms and bathroom.

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### Bullen Street SW11 £425 pw

This beautiful flat is arranged over two levels and boasts a large reception room, a separate kitchen, two double bedrooms, a modern bathroom and a small roof terrace.

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### Kelman Close SW4 £365 pw

This fantastic property comprises, a living room overlooking the exceptional garden, a separate kitchen, two bedrooms, a bathroom and a private garage.

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[lets.clp@marshandparsons.co.uk](mailto:lets.clp@marshandparsons.co.uk)



### Battersea Rise SW11 £310 pw

This elegant apartment provides an open plan kitchen, a reception room and a double bedroom with en suite bathroom. Clapham Junction is only a few minutes walk away.

**BATTERSEA: 020 7228 9292**  
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### Upper Tooting Road SW17 £275 pw

A lovely first floor apartment comprises a bright reception room with ample storage, an open plan kitchen, a large bedroom and a bathroom.

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# MARSH & PARSONS NEW HOMES

Featured properties:

IPSUS 01 SW18

The Old Courthouse W14

Clapham Road SW8

The Crabtree Apartments SW6

Hammersmith Central W6

Southville SW8

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'New homes' provide a fresh and exciting style of London living. Before building even starts, so many key considerations are taken into account, meaning that buyers, with modern expectations, can move straight in. If you have a taste for traditional architecture, yet want to enjoy the modern day luxury of a newly converted building, then central London, with its sparse supply of land is where you will find some of the finest converted buildings in the world. Moving further afield to be water-side or in zone 2, the possibilities are endless with beautiful architecture, a bright outlook and open spaces. It's not just the properties that are well thought out, many of these developments have been carefully chosen for their fantastic transport links, onsite parking facilities and local communities. So, buying a 'new home' through Marsh & Parsons really does combine the very best of the 'old and new'. Read on to view a current selection of our best London properties...

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Adam Stackhouse  
**Head of  
Developments,  
Investments &  
New Homes**  
Associate Director

## *Adam Stackhouse, Head of New Homes looks at the varying influences on the present New Homes market...*

Anyone involved in property over the last 10 years will have noticed the significant change in the New Homes marketplace as house builders have been forced to target a much more specific audience with each of their developments. This is due to the generally poor economic climate, shortage of bank funding for both themselves and their buyers and the 'hot spot' mentality of the market which has restricted 'even' growth in prices across all postcodes as overseas buyers push up centrally located stock.

### **Buyers helping the market...**

House builders continue to target those least dependent on bank funding and this broadly falls into two categories - those strong on equity in their current homes, and international buyers eager to 'safeguard' their wealth in the London market, with its ever-increasing rental demand. Clearly this has a significant impact on the types of property being built with medium sized family houses proving popular as growing families move up the ladder for extra space, keen to capitalise on the low Bank of England base rate, and international investors and domestic 'downsizers' being attracted to larger, lateral apartments in prime London locations.

### **First time buyers evaporate across Zones 1 and 2....**

Carrying out some broader analysis of applicant levels across both our office and New Homes network, we can see that very few (17%) of our deals are actually transacted to 'real' first time buyers. By 'real' I mean those that have never bought a property before and are therefore taking their first step on the housing ladder, rather than buyers with nothing to sell but plenty of cash in the bank from previous home ownership. As the market continues to be dominated by those with high levels of cash and equity, the typical first time buyer struggles against a backdrop of low mortgage supply and limited wage growth, resulting in a reliance on external sources such as the 'bank of Mum & Dad' to provide the financial muscle required to buy in Central London. Yet these remain the 'lucky few' and it is with some urgency that we look to the government to provide incentives for buyers to enter the market instead of allowing pure economic forces and a strong appetite from investors to dictate, inevitably driving up rents within the private sector.

### **Increasing investor demand**

Our investment section looks at the increase in domestic demand and this is not just limited to large UK institutions entering the market for the first-time to capitalise on improved tax efficiencies. It's also the private landlord who is enjoying increased revenues from existing portfolios, enabling them to make additional property purchases across London. The key difference in these types of buyer between now and the boom period of 1999 - 2007 is that they are simply unprepared to compromise on location and do not factor in any 'hope value' for equity growth into their business model. They are buying in proven locations with their key measurement for the strength of a deal being tenant demand. Looking at our New Homes sales over the last 6 months, over 50% of these units have been sold to investors rather than owner-occupiers.

### **Going forward - price growth likely as supply stalls**

It should be noted however that the Government does have a duty to the broader market to increase the supply of new housing stock into the economy and for this reason alone, I am expecting there to be some changes in legislation/planning policy that may well have the 'Nimby's' (Not In My Back Yard) recovering their voices. Yet for all of the concern that local residents may have, there is a need for more housing stock, spread more evenly across the UK and available to purchase at levels that accurately reflect average salary levels and mortgage allowances. Whatever is portrayed in the National Planning Framework, house builders will always put 'demand' before 'need', and it is this final point on the background to New Homes that little will change, which forces me to encourage buyers back into the market to build up equity as soon as they can.

In summary, house builders have become increasingly agile with a strong and committed focus to delivering stock to the market that has a 'ready-made' audience. Every business has a duty to research its market so as to target accordingly, and it is a real testament to UK developers active in the Capital that they have navigated with skill and accuracy.

**Marsh & Parsons New Homes Department:**

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## *The Penthouse Collection - final release*

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### **IPSUS 01** SW18

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The much anticipated release of the penthouse collection at IPSUS 01 comprises just 9 superb duplex apartments over the 8th and 9th floors of this outstanding new development. Each of the properties occupies a prominent position within this landmark building with amazing panoramic views across London's skyline and exclusive features such as secure underground parking as standard, striking, contemporary interior design and an NHBC warranty.

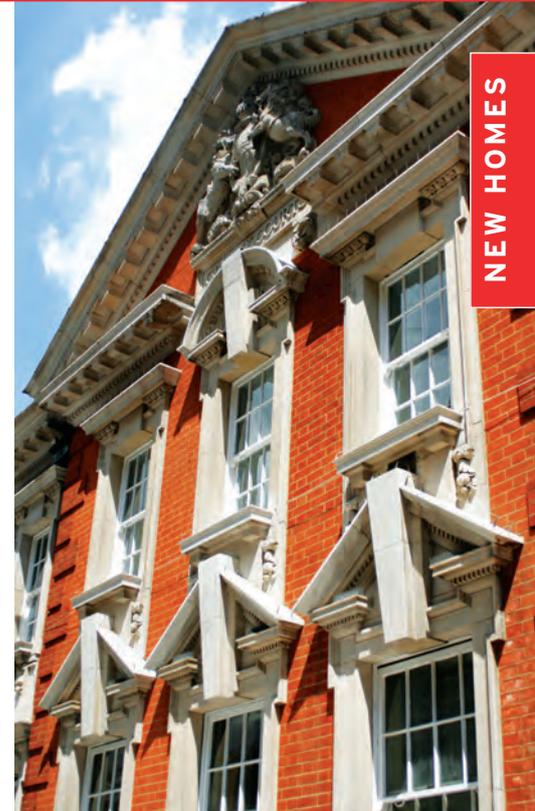
Providing luxurious urban living, the IPSUS 01 development is centred around a new public square, comprising apartments, shops and offices as well as enjoying immediate proximity to the Southside shopping centre in the heart of Wandsworth Town providing an exciting platform for future growth.

**PRICES from** £475,000 - £899,950

Including secure underground parking



**NEWHOMES: 020 7368 4830** [newhomes@marshandparsons.co.uk](mailto:newhomes@marshandparsons.co.uk)



NEW HOMES

## *A magnificent listed building - carefully refurbished*



### The Old Courthouse W14

After an exhaustive programme of refurbishment, this development provides some of London's most unique and private residential homes, including seven 1 bedroom apartments, three 2 bedroom apartments and two premium duplex apartments that occupy the former courtrooms of the building. Many original details have been retained with grand vaulted reception rooms and mezzanine study areas. A range of unique features to the Courthouse have been re-instated to create some truly special places to live. Our client has carefully sourced and selected a range of high quality contemporary fittings and premium brands to ensure that the interior quality of each apartment matches the 'sense of occasion' immediately experienced upon arrival.

The development is a short stroll from the excellent facilities of Kensington High Street. It is also in close proximity to the A4 exit route from London and Kensington Olympia (District line/National Rail), West Kensington (District line) and Hammersmith (Circle, District, Piccadilly and Hammersmith & City lines) stations.

**PRICES from** £345,000 - £1,295,000

**NEWHOMES: 020 7368 4830 [newhomes@marshandparsons.co.uk](mailto:newhomes@marshandparsons.co.uk)**



## Clapham Road SW8 - Prices from £950,000 - £1,000,000

Luxury new development comprising 14 stunning townhouses, located on the Clapham Road close to Clapham 'Old Town'. Internally, attention to detail and thoughtful design offer a high standard of contemporary living. Each property enjoys a private garden to the rear and comes with one secure underground parking space. The townhouses are ideally placed to enjoy Clapham's eclectic mix of bars, boutiques, restaurants and 'Old Town' atmospheric charm. The development is within 8 minutes walk of Victoria and Northern line connections. Journey times are impressive, not only by tube but also mainline services to Vauxhall.



## Hammersmith Central W6 - Prices from £370,000 - £405,000

Hammersmith Central is a luxurious new development catering for a multitude of professionals and investors wishing for a sought after address without the 'high profile' price tag. Each apartment is specified with premier finishes and fittings, from luxuriously appointed bathrooms to fully integrated kitchen appliances, they have been designed to offer an executive lifestyle maximising on natural light and space. With three tube lines servicing Hammersmith (District, Piccadilly and Hammersmith & City), a major bus terminus and road connections to the M4, the location boasts excellent transport links.

**NEWHOMES: 020 7368 4830 [newhomes@marshandparsons.co.uk](mailto:newhomes@marshandparsons.co.uk)**



## The Crabtree Apartments SW6 - Prices from £485,000 - £535,000

The Crabtree Apartments boast an enviable design and build, overseen by Roz Bar architects, a London based studio with lead roles in key projects on Savile Row and in St. John's Wood. Throughout the scheme the original principles of the building - open space and 'lofty' ceilings - have been retained alongside an attention to detail and thoughtful design which offers a high standard of contemporary living. Situated moments from the expansive open spaces of Bishops Park and the River Thames Towpath, residents benefit from access to leisure pursuits, enjoying some of the finest quality of life that south west London can provide.



## Southville SW8 - prices from £325,000 - £525,000

An outstanding, newly constructed development of 10 lateral apartments enjoying a discreet, yet secure setting in a superbly convenient location. There is a strong emphasis on contemporary styling, resulting in some wonderful lateral apartments, most of which enjoy large private roof terraces. The development has secure underground parking, setting it apart in terms of security. It is also superbly located to enjoy the wide open spaces of Larkhall Park with the excellent transport networks of Wandsworth/Queenstown Road overland and Stockwell (Northern/Victoria Lines) underground station being within close proximity.

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**Claire de Wolff**  
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Manager

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**Verity Barrett**  
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**Nik Dennis**  
Lettings  
Manager

## Mayfair

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**Jenny Anderson**  
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Director



**Anna Morley**  
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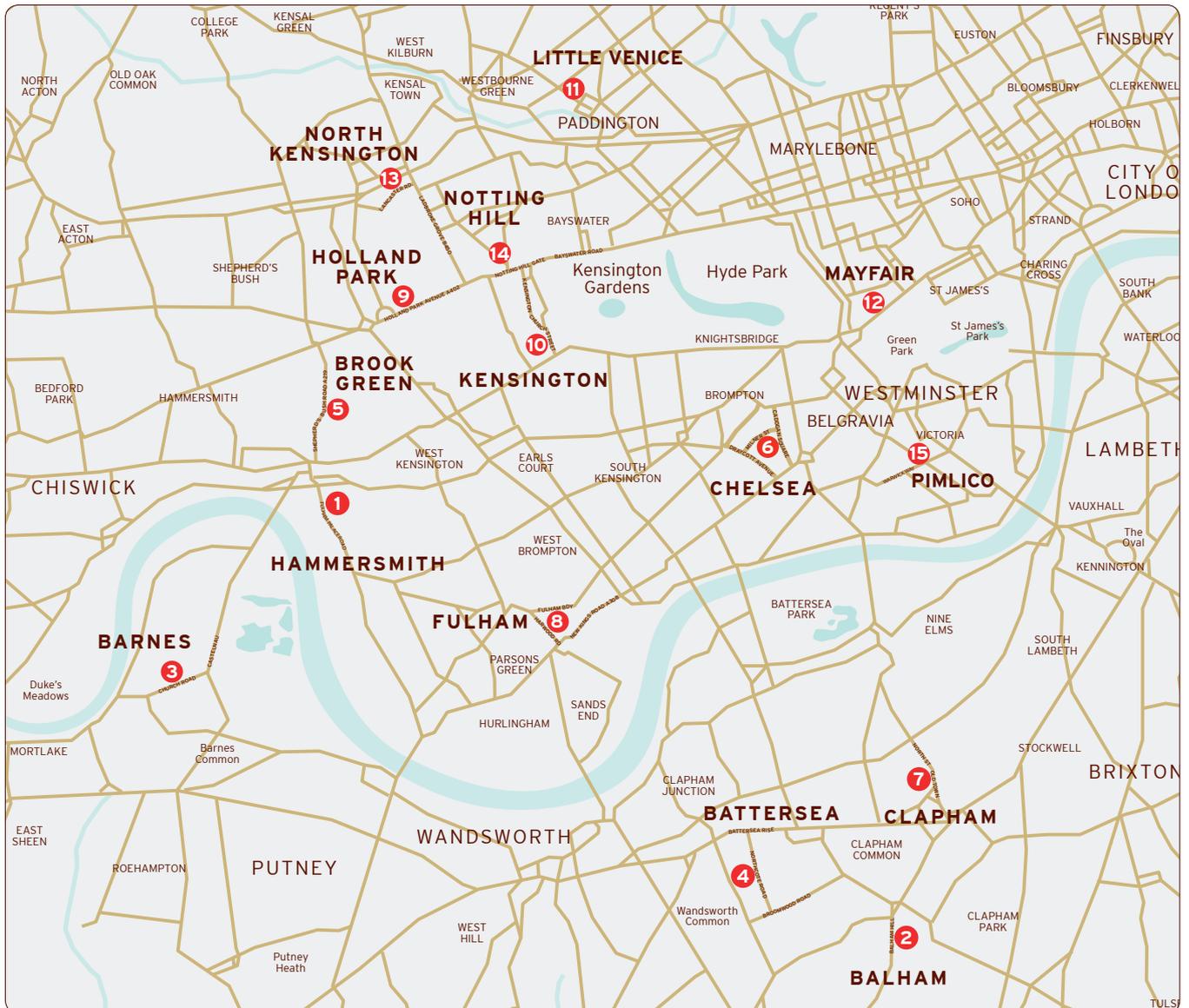


**Jake Civardi**  
Sales  
Manager



**Chris Coombes**  
Lettings  
Manager

Location, location, location:



- |  |  |  |
|--|--|--|
| <p><b>1 Hammersmith - Head Office</b><br/>Hamlet House, 77 Fulham Palace Road<br/>W6 8JA<br/>T 020 8846 2320 F 020 8846 2321</p> | <p><b>6 Chelsea</b><br/>Rawlings House, 2a Milner Street<br/>SW3 2PU<br/>T 020 7591 5570 F 020 7591 5571</p> | <p><b>11 Little Venice</b><br/>35 Maida Vale<br/>W9 1TP<br/>T 020 7993 3050 F 020 7289 6137</p>                |
| <p><b>2 Balham &amp; Clapham South</b><br/>45 Balham Hill<br/>SW12 9DR<br/>T 020 8673 4377 F 020 8673 1143</p>                   | <p><b>7 Clapham</b><br/>28 Old Town<br/>SW4 0LB<br/>T 020 7501 3666 F 020 7501 3670</p>                      | <p><b>12 Mayfair</b><br/>Charles House, 18b Charles Street<br/>W1J 5DU<br/>T 020 7368 4848 F 020 7938 1105</p> |
| <p><b>3 Barnes</b><br/>73-75 Church Road<br/>SW13 9HH<br/>T 020 8563 8333 F 020 8563 8222</p>                                    | <p><b>8 Fulham</b><br/>103-105 Moore Park Road<br/>SW6 2DA<br/>T 020 7736 9822 F 020 7471 4538</p>           | <p><b>13 North Kensington</b><br/>136 Lancaster Road<br/>W11 1QU<br/>T 020 7313 8350 F 020 7243 8632</p>       |
| <p><b>4 Battersea</b><br/>118 Northcote Road<br/>SW11 6QP<br/>T 020 7228 9292 F 020 7924 1060</p>                                | <p><b>9 Holland Park</b><br/>57 Norland Square<br/>W11 4QJ<br/>T 020 7605 6890 F 020 7602 5261</p>           | <p><b>14 Notting Hill</b><br/>2-6 Kensington Park Road<br/>W11 3BU<br/>T 020 7313 2890 F 020 7229 4815</p>     |
| <p><b>5 Brook Green</b><br/>107-109 Shepherds Bush Road<br/>W6 7LP<br/>T 020 7605 7760 F 020 7603 5332</p>                       | <p><b>10 Kensington</b><br/>9 Kensington Church Street<br/>W8 4LF<br/>T 020 7368 4450 F 020 7938 1105</p>    | <p><b>15 Pimlico &amp; Westminster</b><br/>53 Warwick Way<br/>SW1V 1QS<br/>T 020 7828 8100 F 020 7828 9100</p> |



# “Knowledge raises one man above another.”

## Know-how raises the value of your property.

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“They simply astonish at every turn with their excellent business focus and attention to detail.”

The judges commented on our staying power through 150 years of economic ups and downs, our leadership position, transparency and professionalism. They also remarked on the fact that we are a great place to work and to do business with because we only employ the very best people.

We couldn't have said it better.

\* Joseph Addison (1672-1719)  
Essayist, poet & politician

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