

Dramatic increase in enquiries



"Since the beginning of the year we have seen a dramatic increase in the amount of enquiries and transactions taking place," says Ian Green, of Ian Green Residential. "I believe this is fuelled by the weak pound and the lack of stock found in all levels of the market place. It is clear there are still people from a variety of nations with the purchasing power to acquire the larger properties."

"We have seen evidence of this with some notable sales, which we have recently concluded in St John's Wood and Regent's Park, including a newly-refurbished detached house in Hamilton



Terrace at £22,000,000 and a 39-year Crown Estate lease property in Hanover Terrace at £11,000,000. Meanwhile, in Little Venice, we have sold two properties that face the Regent's Canal. We've found that throughout the past few years, Little Venice has maintained very stable values – and will

continue to do so – as there is a limited amount of stock available at any one time."

"With regards to the recent political events of the past month, I don't believe there will be any effect to the lower-end and middle of the market. If the pound becomes weaker, I believe it would

attract more international buyers and therefore the top-end of market will get even stronger than it has been recently and prices could increase as there is little available stock to meet the potential demand."

"I don't think taxes will rise and I see no reason for mortgage rates to increase dramatically in the near future. The base rates will possibly start to rise by the end of next year and mortgage rates will probably follow thereafter. If the new coalition Government can

agree to get rid of HIPs this will only help with the rejuvenation of the overall market."

For further information please contact Ian Green Residential on 020 7586 1000 or visit iangreenresidential.com

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A-List celebrities made to feel at home



It was a strictly A-List night at Fusion Residential's recent launch of the latest stunning Amara Lodge apartments situated in Hadley Wood.

Celebrities, City types and purchasers from previous developments arrived en masse to sip champagne cocktails and enjoy mouth-watering food, while viewing Amara's luxurious apartments in their full glory. Greeted by the concierge on arrival, everyone was made to feel welcome with the friendly and helpful service. The penthouse and garden apartment were launched,

for the first time, fully furnished to show just how well they have been designed, from the first bricks laid to the finishing details of the soft furnishings.

Warren Rosenberg, Joint Managing Director of Fusion, said: "The feedback was even better than we expected. People were so impressed with what they saw we even agreed a sale in the middle of the party for the full asking price."

Amara Lodge on Cockfosters Road, Hadley Wood, is a unique development of three-bedroom apartments and penthouses. Amara has to be seen to be believed, but you will need to move quickly as there is now only one apartment available, priced at £1,250,000.



For further information contact the sales office on 020 8447 5621 or visit fusionresidential.co.uk You can also contact Statons on 020 8441 9555 or Lanes on 020 8370 3999.

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Silver service from Living Residential



Living Residential has been recognised for its excellent customer service as voted for by their clients during the course of 2009.

The award was announced by Phil Spencer, presenter of Channel 4's *Location, Location* property programme at a lavish luncheon and ceremony in Mayfair attended by 450 of the UK's top estate and letting agents.

Phil Spencer said: "By entering the awards agents have put their reputation on the line, they've been brave, they've done what others are



afraid to do. They've said to their customers and their competitors – that they believe in providing the best possible service and they want to prove it. They've been recognised for their bravery and all that hard work involved in getting to the final shortlist."

The results of the competition were determined by research carried out amongst customers who are asked a series of questions about the service they have received from their

agent. More than 19,000 votes were received making the awards the most important and valuable in the industry.

Jason Werter, Managing Director, said: "We are delighted that our dedication to customer service has been recognised by our toughest critics... our landlords for the second year in a row with the Bronze award last year and now getting the Silver award. In a challenging property market, we aim to continue to provide a personal service second to none."

Call Living Residential on 020 7435 6066 or visit livingresidential.com

