

PrimeResi

Agency seals over £100mn of deals in Little Venice

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Boutique firm reports run of high-end sales in the picturesque West London enclave, where – unlike in many parts of the capital – demand is outstripping supply.

Supply levels are outpacing demand in Prime London generally, according to the [latest market update from LonRes](https://primeresi.com/prime-london-prices-post-year-on-year-growth-for-the-first-time-since-mid-2023/) (<https://primeresi.com/prime-london-prices-post-year-on-year-growth-for-the-first-time-since-mid-2023/>), but not all areas are following this trend. Picturesque Little Venice has emerged as one such hotspot for wealthy homebuyers, going by the run of significant sales in the area lately.

A single boutique agency has reported sealing over £100mn worth of deals in the tiny West London neighbourhood over the last 12 months.

Ian Green Residential has tucked away a total of eight properties during that time, including a trio of houses on Randolph Road with guide prices ranging from just under £7mn to over £10mn.



The recent sale of this stucco-fronted example on Randolph Road (asking £7.695mn) has taken the firm's tally to nearly £100mn in the last 12 months

Biggest of the bunch was a £30mn pile on Blomfield Road; another on Park Place Villas was sold off a guide of £13.95mn.

The firm is currently marketing a further £45mn worth of property in the area, including a £17.5mn mansion – also on Blomfield Road.

“This unique enclave of London still remains extremely attractive to local and overseas buyers regardless of the economic or taxation climate. The demand for quality houses still outweighs the availability of homes,” said the firm’s founder, Ian Green

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Super-prime options on the market include this £17.5mn residence overlooking the canal (*Ian Green Residential*)

Other options for top-end buyers in the area include a landmark Italianate mansion on Park Place Villas (<https://primeresi.com/in-pictures-important-italianate-villa-in-little-venice-seeks-26mn/>), which came on last year at £26mn and is now being marketed via UK Sotheby's International Realty at £25mn.