

SECRET AGENT

By **Liana Loporto**, sales manager at London Residential

How long have you been based in Camden?

We opened our new office on Parkway in August 2008, probably the most difficult time to open a branch! We have truly weathered the storm of historically turbulent market conditions, with experience and local knowledge across north London.

Why here? We're strategically positioned to enjoy the diversity of Camden and the stability of St John's Wood. Being based in St John's Wood for four years, I have successfully sold several apartments around Regent's Park recently. We deal with a variety of properties ranging from £180k to £50m.

What makes London Residential different from other agents? We are trying very hard to carry the



"green" message locally, running a Trees for Keys programme – to date have planted 100 trees, enabling tenants and purchasers to be part of it as they are the ones who helped to make it possible. We are the first estate agent to be endorsed by the council to be an eco-friendly business, the TFL Enterprise Award for Innovation in Sustainable Transport and Travel and the Environmental Excellence Award for Innovation in Energy Efficiency and Carbon Reduction just two of the accolades we achieved last year.



Any advice for those in the market for property?

Get an accurate valuation. The market has changed since last year buyers no longer expect to pay five per cent or 10 per cent below the asking price. For quality properties priced correctly, there are solid buyers out there. It is best market at an attractive price that will encourage viewings rather than to let the property sit there and reduce the price slowly.

Top property: The Visage, Swiss Cottage Leasehold £670,000k, a two-bedroom apartment in a modern development with 24-hour concierge and secure underground parking, fully equipped open-plan kitchen/reception room with balcony, master bedroom with en suite and second double bedroom and full bathroom.

020 7424 3222, londonresidential.uk.com

Property news

Market movements from north-west London



INTO THE WOOD

This Georgian family house with self-contained flat on Cunningham Place in St John's Wood was subject to a major refurbishment program several years ago, and now offers bright and spacious rooms along with a west-facing rear garden. The house has the added benefit of a two-bedroom self-contained apartment on the lower floor. The property also features a master bedroom with en suite bathroom, three further bedrooms (one with en suite bathroom), further bathroom, double reception room, drawing room, kitchen/breakfast room, dining room, study, guest WC and two balconies. **£4.5m freehold**
knightfrank.co.uk, 020 7586 2777



ON THE (WEST) HEATH

Glentree Estates and Albany Homes International are launching West Heath Place, a collection of luxury homes on Finchley Road. The stunning apartments, penthouses and a unique cottage offer London living at its finest, ideal for professionals, young couples or families alike, and setting a new standard for the NW11.

Designed by renowned architect Igal Yawetz, West Heath Place is a collection of 48 two, three and four-bedroom apartments and penthouses with striking contemporary exteriors, built to complement the surrounding area. Every apartment features either a terrace or balcony, some of which are over 1000sqft - almost as big as the apartments themselves. The development sits within landscaped grounds and communal gardens and also features a concierge, on-site gym, underground parking and CCTV. **From £795,000**
020 8731 9500, westheathplace.com



MARKET FORCES

By **Tim Van Der Schyff**, lettings manager, **Foxtons at St John's Wood**

The London summer market is always buoyant and this one is no different, with a huge influx of corporate relocations, a large intake on graduate schemes and many international students.

Tenants with everything in order will have a better chance of being the first to secure the property, and are advised to make decisions quickly, offer the asking price and have references available.

First impressions are everything and landlords should make sure the property is well-presented and clean. Also consider having your property managed: two thirds of our corporate clients currently insist on fully managed properties for their employees.

020 7449 6000, foxtons.co.uk