



property marketing specialists

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# London's calling Irish buyers, even in recession

**L**ONDON is a constant source of attraction to Irish buyers, boom or bust, recession or no recession. The perception is that the UK will be ahead of Ireland on the way out of recession, and the potential for upturn or downturn, in the rates between sterling and the euro, adds spice to investments.

Buyers looking to own a new home in north-west London might be interested in West Heath Place, a collection of luxury homes on Finchley Road. The development contains a range of apartments, penthouses, and a unique cottage. The development is described by its agent, Glentree Estates, as "London living at its finest, ideal for professionals, young couples or families." This project is to be a collection of 48, two-, three- and four-bedroom apartments

and penthouses, with a striking contemporary exterior being built to complement the surrounding area. It is to feature a concierge, on-site gym, underground parking and CCTV.

Each apartment will come with either a terrace or balcony, some of which are 100 sq m, as big as the apartments, so there's room for entertaining and outside living. Like Ireland, all you need is the weather. The development will sit within landscaped grounds and communal gardens.

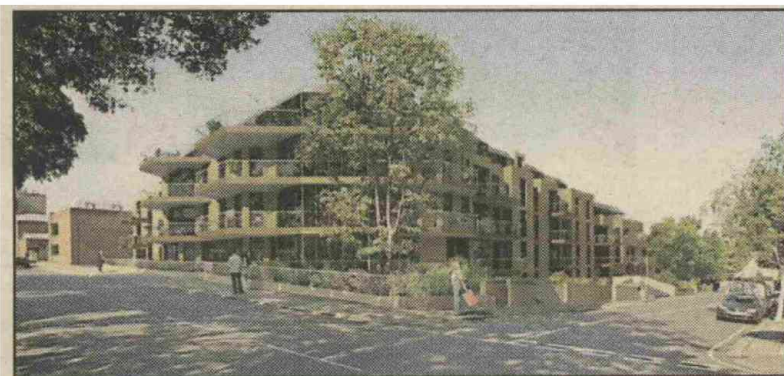
All properties are to be high-spec, with oak flooring in the entrance hall and living rooms, as well as built-in, custom wardrobes in the master and second bedrooms. Some units feature fully-fitted, walk-in wardrobes. There are brushed, chrome light switches and sockets, recessed down lighters, and mood lighting. Satellite TV access, and pre-wiring for wall-mounted televisions, is

standard. Penthouse units come with touch panels to control heating, blinds and lighting.

Kitchens will feature Poggenpohl cabinetry, Miele appliances, granite worktops, glass splashbacks and porcelain floor tiles. Bathrooms are fitted with Villeroy and Boch sanitary ware, Vado fittings and Duarvit baths, with mirrored bath panels, an aqua television, and wet rooms with clear-glass screens.

The location is close to Hampstead Village, 15 minutes from central London. It is an old part of the city, with small streets lined with boutiques, artisan shops, bars, cafés, and restaurants. The area is served by a range of transport links into central London. For recreation, it is close to Golders Hill Park, West Heath Park and Hampstead Heath's 800 acres. Prices start from £795,000 (€969,500) for a two-bedroom apartment.

Contact 0044-208-731-9500 or [www.westheathplace.com](http://www.westheathplace.com).



North-west London luxury homes could turn out to be recession-proof.

