



LONDON CENTRAL PORTFOLIO
REAL ESTATE INVESTMENT ADVISORY

Relocation and Investment guide to Central London's Popular Neighbourhoods by London's leading real estate buying and investment agency London Central Portfolio (LCP)



Popular neighbourhood characteristics of Central London's dynamic residential market are explained by the capital's leading real estate buying and investment agency, London Central Portfolio (LCP).

With an office in the heart of London's West End, LCP represent buyers across the globe looking to purchase a buy to let investment or main residence in Prime Central London (PCL).

LCP's Founder and Chair, Naomi Heaton and Chief Executive, Andrew Weir draw upon their collective six decades of experience in the PCL property market and select a few of the most popular districts to showcase to potential Hong Kong and Singapore buyers.



PCL comprises many different neighbourhoods all with diverse characteristics. "Central London is more like a collection of distinctively different small towns or villages," Andrew Weir says. "Understanding their different characters is crucial to knowing where to buy."

"As a leading buying agency, we advise our clients on where to invest, based on their financial and lifestyle requirements," comments Naomi Heaton.



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Classic **Chelsea's** townhouses, mansion blocks and mews houses are especially popular for those moving to the UK for corporate job relocation – seeking luxury accommodation with space for a home office. Its abundance of high-end dining options, restaurants, bars and boutique shopping along the iconic Kings Road attracts young professionals and high net worth individuals alike, both for owner occupation and renting.

Commanding rents of around £500 a week for a one-bedroom flat and £750 a week for a two-bedroom flat, this lively district is close to the financial centre and superbly located along the river Thames.

An overseas client of LCP recently used their exclusive one-stop service to help them source, refurbish, let and manage a buy-to-let investment in this location. LCP identified an unmodernised apartment, close to the famous Kings Road. Having managed the acquisition on behalf of their client, LCP undertook a high-quality refurbishment. Along with its superb location, this resulted in the flat attracting immediate interest and was let within 24 hours of being placed on the rental market.

“Our beautifully designed properties stand out in a crowded marketplace, attracting blue chip tenants and more importantly maximising our clients' rental returns and capital uplift” adds Heaton.

Renowned as the museum district, **South Kensington** is home not only to some of the capital's finest art and culture but to its most expensive properties in prestigious streets and garden squares popular with London's elite.

The presence of world-renowned Imperial University, in the centre of this residential district, makes it an obvious and appealing choice for parents buying for their children studying here or as a buy to let investment. There is continuous demand from overseas students, renting in Victorian houses converted into flats and mansions blocks with porters. Kensington Gardens and Hyde Park bordering onto South Kensington adds to the appeal of this historic blue-chip neighbourhood.

“Overseas students look for small, stylish and high-quality furnished apartments they can move straight into, with proximity to campus more important than square footage. This makes South Kensington a district ideally suited for hands-off apartment investment.” adds Andrew Weir.

One-bedroom flats are around £500 a week, and £740 for a 2 bedroom, with convenient public transport.

A one-bedroom flat in either Chelsea or South Kensington would cost around £700,000 and £1.1 million for a two-bedroom flat.

Chic **Marylebone** is predominantly made up of pretty town houses and large apartments in mansion blocks with concierge, suiting affluent families and successful professionals moving to the UK for retirement with a £3 million-plus budget.



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With a lovely village community feel to it, the neighbourhood is home to world-class art galleries, an internationally renowned concert hall, and a lively high street of cocktail bars, restaurants and designer shops. Marylebone is bordered by the beautiful Regents Park.

“There are only two main garden squares in Marylebone – Montagu and Bryanston Square - and these properties are almost always bought off-market. A buying agent will normally be an essential to source these rare opportunities.” Heaton adds.

For a small one-bedroom apartment in Marylebone, prices are around £850,000 and £1.35 million for a two-bedroom flat.

Representing the buyer at every stage, LCP's **Property Search and Acquisition** team identifies the most appropriate opportunities with a recommended shortlist meeting both personal preferences and investment objectives. LCP then negotiates the best purchase price and manages the entire buying process to completion.

Value-added service continues with **in-house interior designers and architects** producing and managing imaginative, refurbishment design solutions – from minor upgrades to full-scale renovations, keeping a keen eye on costs.

For **‘Buy to Let’** investors, LCP secures blue chip tenants and ensures tenancies run smoothly for stress-free, hands-off investment that maximises returns.

With Hong Kong and Singapore investors comprising over 40% of active clients, investor confidence is reflected by around £1 billion of assets currently under LCP's management.

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More information is at www.londoncentralportfolio.com

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About LCP

Founded in 1990, LCP is a leading London buying and investment agency providing superior access to buying opportunities for UK and overseas property investors and homebuyers seeking exclusive prime London real estate, suiting all aspirations and budgets. Using sophisticated financial modelling with a detailed appraisal of every proposed opportunity, LCP will negotiate and secure each property for the best price. As part of its end-to-end service, LCP offers a refurbishment service, meticulous project management and creative design solutions and a comprehensive letting & management service so landlords can enjoy a seamless, hands-off investment.

About Naomi Heaton



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LCP was founded in 1990 by Naomi Heaton, MA Hons Oxon, who is a well-known figure in Asia as a London property guru and is now Chair of the LCP Group. With a laser-like focus on Prime Central London and its investment potential, Naomi is recognised as the “doyenne of London buying agents.”

About Andrew Weir

LCP Chief Executive Andrew Weir has over 30 years' experience in the prime London residential property market during its period of unprecedented growth and change.

Having sold literally tens of thousands of Central London properties over his career, he knows the market and streets “better than a London cabbie”. This detailed knowledge is an invaluable resource for those seeking to buy in a market with high demand but often little available quality ‘stock’, often only available for sale to those “in the know” with insider information. “Understanding all nuances of the market is crucial to knowing whether a price is reasonable, what will re-sell easily, gain in value and be easy to rent,” he says.