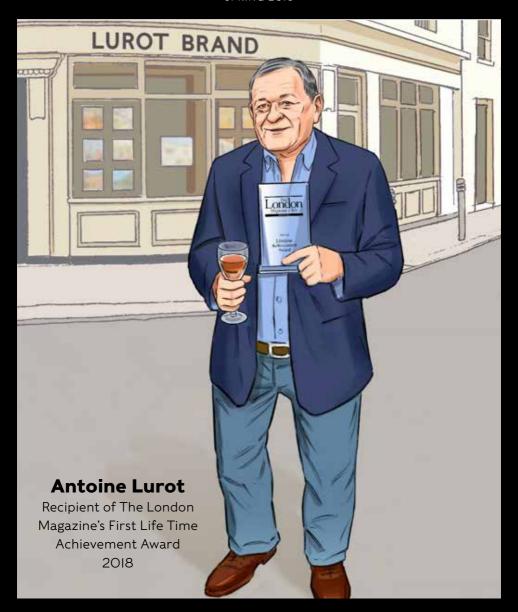
MEWSNEWS

SPRING 2018



Produced by

LUROT BRAND

EST 1971

RIP PROPERTY SEASONS

Historically, the months following seasonal holidays were the traditional times to move. Early spring, because of the City bonuses, was the main spike for sales and September for lettings as it is the start of the school year, however this is no longer the case...

There was a time when estate agents knew exactly when to go on holiday, in fact many banned their negotiators from booking holidays in February, March, April, September and October. It was so simple, the months following seasonal holidays were always the traditional times to move. Early Spring because of the City bonuses was the main spike for sales and September for lettings as it is the start of the school year. So like farming we knew exactly when the harvests would come in, however, this is no longer the case.

The virtual demise of the bonus system and the running political interference means that the markets are now more affected by confidence. In 2017 these influences were strong enough to switch the spikes completely. In fact we had a far better start to the year for lettings than the last six months and in sales we saw two thirds of our sales transact in the last four months of the year.

The lettings market has now polarised towards either much longer contract periods, or short lets, and the decision to buy is based far more on necessity than speculation. So now that prices appear to have bottomed out, buyers are making the decision to buy rather than continue renting, but are registering for up to a year before they commit. The choice of properties is increasing so they are recognising that the really good quality houses, which used to be snapped up during a bull market, can now be agreed at more attractive prices with less competition and less chance of being gazumped.

"Most armchair pundits will advise you not to buy or sell mid-Brexit but both arguments cannot be right so our advice is to look at your own circumstances and base your decision on what's right for you. If you are squandering your money on rent, and you are buying for the long term, then buy. If you don't think prices are going to rise until we are out of Brexit, and you can think of somewhere where your money will do better than your property, then sell.

For example we recently had a client who put his £3million mews house on the market because he is on the list for a Valkyrie, Aston Martin's new £3 million 'by invitation only' hyper car, which he believes will double in value in just three short years while his mews house certainly won't.

In summary there is now little point waiting for a property season to sell; if you do you may well miss other drivers in the market that will have a greater impact on your final selling price.





£2,800,000

£2,800,000

THE LONDON MAGAZINE CLUB AWARDS 2017

Life time Achievement award Winner announced...

Winners of the inaugural London Magazine Club awards were announced in what was a spectacular evening of celebration in the property industry. to innovation in the London property industry over his incredible career. Lurot was the first to use price per square foot to value residential property in the UK and the first to create floor plans for all his instructions. In 1991 he was one of the three founder directors of CLEA, and

the go-to guardian of London's historic mewses."

Judges

Each award was judged and presented by industry leaders.

- Mark Hayward, chief executive of NAEA
- Peter Bill, former editor of Estates Gazette, freelance writer and contributor to The London Magazine
- William Carrington, founder and chairman of LonRes and board member of CLEA
- Anne Cuthbertson, editor of The London Magazine
- Clare Broadbent, CEO of Cedar Communications Ltd, publisher of The London Magazine

About the London Magazine

The London Magazine is London's prime property magazine distributed to 70,000 of the capital's most affluent households. The London Magazine Club is a property and media club for Central London Estate Agents.

The Awards were created by the new The London Magazine Club, with thanks to Phillip Mould of the Philip Mould & Company gallery, and Chêne Bleu, the awardwinning winery in the Vaucluse region of France. The London Magazine Club also wishes to thank Newby Teas, Timothy Han, Paxton & Whitfield, Hattingley Valley and Chilli Bees catering for their support on the night.



Created by The London Magazine and hosted at the Philip Mould & Company gallery in Pall Mall, the awards celebrated the best in industry innovation, media creativity and charity-giving among Central London Estate Agents. Nominations came from across prime London estate agencies, from the largest brands to the boutique companies.

Life time achievement award

Winner: Antoine Lurot, from Lurot Brand estate agency

Antoine was honoured for his extraordinary contribution

one of the 21 founder firms of ARLA. He was appointed a fellow of the NAEA from day one, for his 'contribution to the industry'.

Judge and The London Magazine editor Anne Cuthbertson said, "Antoine Lurot is a true innovator, with the passion, conviction and courage to break with convention. He has made an outstanding contribution to London, and his pioneering ideas have been game-changers to the industry. He demonstrates the finest qualities of the boutique agent – the expertise, personality and peoplefirst approach. By specialising in one property type, he has become

The London Magazine

LIVE LIKE A RUSSIAN MOBSTER:

A house in James Norton's McMafia Mews for sale for £2,450,000.

Lurot Brand's general manager James Robinson said. "It is a bit like when Layer Cake was released. Daniel Craig's character lived on Queens Gate Mews and Fans of the show should not get too excited: once you step through the doorway of the Cranley Mews property, the rooms inside – which are decorated with

striking modern art – look nothing like Alex's London pad, as all the interior scenes were shot in a different property in Wandsworth.

Although Alex is not modeled on any real individual, McMafia was inspired by a nonfiction book of the same name by BBC journalist Misha Glenny, describing the lives of real international criminals



As Quoted in The Telegraph

The Telegraph

Anyone with £2.45 million to spare can live like TV's most charming young mobster, as one of the main filming locations for McMafia goes up for sale.

The hit drama stars British actor James Norton as banker-turned-criminal Alex Godman, the wealthy son of a family of Russian gangsters. Judging from his elegant home, it seems crime really does pay.

The house used for exterior shots of Alex's home in the BBC One series has been put on the market by estate agents Lurot Brand for £2.45 million.

Situated on Cranley Mews, a quiet cobbled street in South Kensington, the house has three bedrooms and two bathrooms.

"There has been a lot of interest in mews homes in South Kensington since McMafia started this year," there was so much interest on the back of it."

He continued: "Mews houses have always been places where naughty things have happened. There is always something interesting going on. The Profumo Affair was on a mews."

According to Robinson, similar mews properties have caught the eye of real-life Russian

oligarchs. "I once sold a house to a Russian gentleman," he told the Mail. "He didn't speak English and went everywhere with two bodyguards. He bought the mews next to one he owned, in cash, because he didn't want a nextdoor neighbour."





James Robinson General Manager

"HOUSE IN JAMES NORTON'S MCMAFIA MEWS FOR SALE FOR £2.45M"









CRANLEY MEWS, CHELSEA

£2,450,000

A stunning example of a mews, finished with style and a layout that makes this property both practical and beautiful. Anyone familiar with Cranley Mews will know it as one of London's finest examples of these pretty cobbled streets and it is with this in mind we are delighted to bring to the market a delightful 3 bedroom mews house.

3 Bedrooms, 2 Reception Rooms, 2 Bathrooms, Freehold.









HOLLAND PARK MEWS

A three storey house located in Grade II listed Holland Park Mews. The house has two bedrooms with ensuite bathrooms and good ceiling heights. The living space is some of the best a mews house can offer and this is one of the very few which benefits from a permitted roof terrace. The quality of the fixtures and fittings are very high.

2 Bedrooms, I Reception Room, 2 Bathrooms, Roof Terrace, Balco Parking, Garage, Freehold.









ELVASTON MEWS

£6,000,000

An immaculately presented mews with a top of the range 5 car garage, 2 lovely terraces, generous open plan kitchen, dining and reception room and a very spacious 2 double bedrooms with 2 further bathrooms, one being the master ensuite. This property is for a buyer who needs secure space for a collection of the world's finest automobiles, and would benefit from an immaculate mews maisonette above. One of very few in London and even fewer in Kensington Freehold, 2 Bedrooms, 2 Reception Rooms, 3 Bathrooms, Roof Terrace, Balcony, Parking, State of the art 5 Car Garage.













QUEEN'S GATE PLACE MEWS

£5,000,000

One of London's most meticulously developed mews properties on London's most "collectable" mews. Beautifully positioned on the corner of a courtyard this property is smothered in natural light from its south and western faces. With exceptional ceiling heights, proportions and finish this property is second to none. Freehold, 3 Bedrooms, 2 Reception Rooms, 4 Bathrooms, Modern, New, Resident Parking, Garage.



3 Bedrooms, 2 Reception Rooms, 2 Bathrooms, Roof Terrace, Period, Modern, New, Resident Parking, Freehold.





3 Bedrooms, 2 Reception Rooms, 3 Bathroo Roof Terrace, Period, Garage, Freehold.



PRINCES GATE MEWS £3,750,000 SW7 4 Bedrooms, 2 Reception Rooms, 2 to 3 Bathrooms, Period, Resident Parking, Freehold.





















































SHAFTESBURY MEWS £2,000,000
Freehold, 3 Bedrooms, 2 Reception Rooms, 2 Bathrooms,





















SOUTHWICK MEWS

£2,250,000

This characterful freehold house on this delightful mews has recently undergone a full refurbishment and now looks absolutely stunning. With a significantly high standard of finish, including the use of fine marble, high quality floorings and Bang and Olufsen TV and sound, this traditional mews frontage now hides a thoroughly contemporary, yet sympathetically designed interior. Freehold, 4 Bedrooms, 2 Reception Rooms, 3 Bathrooms, House, Period, Very Good decoration.







































"If you can't find a house in a Mews you desire, please call us to discuss our mews finding service."











SW4

ABBERLEY MEWS

A stunning collection of eight properties situated in this sought after gated mews development close to the much sought after Clapham Old Town and Common itself. Comprising of three, two bedroom flats, four town-houses and a fabulous one bedroom mews house. This secure development has been finished to an exacting standard throughout with particular attention to detail having been paid throughout to modern living. Additional benefits include allocated parking to the houses and IO Year Build-Zone Warranty.

- 5 Abberley Mews, SW4 £1,100,000
- 3 Abberley Mews, SW4 £835,000
- 2 Abberley Mews, SW4 **£795,000**
- 6 Abberley Mews, SW4 **£600,000**
- Flat 2, I Abberley Mews SW4 £550,000









Also available...

Wilton Mews, SWI	£24,750,000	6 bed
Powis Mews, WII	£9,250,000	3 bed
Belgrave Mews West, SWI	£6,950,000	5 bed
Hyde Park Gardens Mews, W2	£6,500,000	2 bed
Lyall Mews, SWI	£5,950,000	4 bed
Clabon Mews, SWIX	£5,850,000	3 bed
Wilton Mews, SWI	£5,350,000	3 bed
Victoria Mews, WII	£5,000,000	5 bed
Ladbroke Grove, WII	£4,800,000	4 bed
Cadogan Lane, SWIX	£4,650,000	4 bed
Grosvenor Gdns Mews North, WI	£4,000,000	4 bed
Eaton Mews South, SWIW	£3,800,000	3 bed
Victoria Mews, WII	£3,700,000	3 bed
Leinster Mews, W2	£3,650,000	3 bed
Lancaster Mews, W2	£3,650,000	3 bed
Clarkes Mews, WIG	£3,500,000	3 bed
Queen's Mews, W2	£3,495,000	4 bed
Edbury Mews,SWIW	£3,250,000	4 bed
Albert Terrace Mews, NWI	£3,000,000	4 bed
Montagu Mews North, WIH	£2,999,950	3 bed
Eaton Mews North, SWIX	£2,950,000	3 bed
Pottery Lane, WII	£2,950,000	3 bed
Eaton Mews West, SWIW	£2,950,000	4 bed
Lancaster Mews, W2	£2,950,000	3 bed
Ledbury Mews West, WII	£2,895,000	4 bed
Brook Mews North, W2	£2,850,000	3 bed
Chester Close North, NWI	£2,850,000	4 bed
Colville Mews, WII	£2,800,000	3 bed
Boyne Terrace Mews, WII	£2,750,000	4 bed
Chesham Mews, SWI	£2,650,000	3 bed

Logan Mews, W8	£2,650,000	4 bed
Eaton Mews West, SWIW	£2,600,000	l bed
Ladbroke Terrace, WII	£2,550,000	2 bed
Eccleston Sq Mews, SWIV	£2,500,000	3 bed
Bowland Yard, SWIX	£2,595,000	2 bed
Queen's Gate Mews, SW7	£2,500,000	3 bed
Browning Close, W9	£2,500,000	5 bed
Whittlebury Mews West, NWI	£2,350,000	3 bed
Lancaster Mews, W2	£2,350,000	2 bed
Manson Mews, SW7	£2,250,000	2 bed
Eagle Place, SW7	£2,250,000	3 bed
Whittlebury Mews East, NWI	£2,100,000	3 bed
Gloucester Mews West, W2	£2,100,000	3 bed
Opal Mews, NW6	£1,950,000	6 bed
St. James's Terrace Mews, NW8	£1,900,000	3 bed
Cresswell Place, SWIO	£1,750,000	2 bed
St. Peters Place, W9	£1,750,000	3 bed
Stanhope Mews East, SW7	£1,695,000	l bed
Stewarts Grove, SW3	£1,550,000	2 bed
Murray Mews, NWI	£1,400,000	3 bed
West Mews, SWI	£1,320,000	2 bed
Stanhope Mews South, SW7	£1,275,000	l bed
Abinger Mews, W9	£1,225,000	2 bed
Abinger Mews, W9	£1,225,000	4 bed
Ryders Terrace, NW8	£1,195,000	2 bed
West Hampstead Mews, NW6	£1,175,000	3 bed
Kings Terrace, NWI	£1,175,000	5 bed
Warren Mews, WIT	£850,000	l bed
Abinger Mews, W9	£825,000	3 bed
Brunswick Mews, WIH	2800,000	2 bed
Watson Mews, WIH	£699,950	l bed

THE REAL COST OF LETTING

Arguably, the 2018 25% reduction of mortgage interest tax relief will have less actual impact than the headlines have. It is widely believed to be a total immediate loss, in fact 75% will still be tax deductible, with a sliding scale reform planned between now and 2021.

The reality of this loss is far less significant, in real terms, when you consider our low interest rates for the past 20 plus years coupled with potential capital growth.

This 'loss' is also questionable, Landlords will still be able to deduct the cost of replacing or repairing household items like-for-like, in addition to the ability to claim a proportion of dilapidation costs from the Tenants deposit. The real change is that in the past, less scrupulous Landlords were routinely claiming this deduction before tax; those doing so now will likely be required to provide full disclosure of costs to the HMRC, certainly during auditing. Landlords with a portfolio of 4 or more properties will now undergo far more rigorous lending vetting similar to those imposed upon FTB's a few years ago. Risk, yield and profit will now be means tested, in addition to the LL's ability to service the debts themselves for high ratio LTV lending.

I am personally surprised this hasn't happened sooner. In the good old days of selfcertification, it was possible to leverage against other rather heavily mortgaged properties (Loan to (rising) Value dependant) resulting in the creation of hundreds of property millionaires in the rapidly rising recovery housing market post 911, peaking between 2005 – 2007.

This has become essential as it guards against a 'house of cards' style of asset management, which in part will guard against a sudden housing market crash. The ramifications are perhaps greater now than ever before. If rent dependant Landlords' suddenly find themselves without Tenants post Brexit, and are forced to chase a falling rental market downwards, we could have a repossession market on our hands, then due in part to a sudden surge in interest rates.

The Government seems to be doing everything within its power to avoid such a spike in interest rates occurring again, the statistics of homes without savings is perhaps inspiration enough. I would not be surprised if there was a future requirement for Landlords to prove they are in possession of a maintenance fund. If so, this is not just a good idea but a necessity.

An over exposed Landlord, forced to ignore his Tenant with a broken boiler, should not be allowed to be so thinly spread. They are after all responsible for the basic welfare of a private paying individual. The truly negative difference the proposed changes will make is the loss of

fees. Essentially this is asking agents to at best work for free, compromise their due diligence, or be forced to pass on these costs to Landlords, who we need more of. Well intended and seen to be working in Scotland, but wholly misguided in my view.

Until the Government is prepared to strip out mortgage arrangement fees from the banks, this change is counterproductive in my wholly biased opinion! These new plans are further indication of the new UK reality, we will no longer continue to be a nation of home owners, and with the above changes implemented, in another 10-20 years or so, perhaps no one will mind quite so much.

In summary, the best advice for investment Landlords is to be absolutely clear on all the facts, figures, and lifespan of the investment taking the all factors into consideration.

With the current Government, and doubtlessly future Government, focused on the reformation of the rental market, it is still a good time to invest, provided it is a long term and sustainable investment plan of a minimum of five years.





















































COLBECK MEWS

£1,995 Per Week

Having undergone a full refurbishment, this stunning, architecturally designed house, measuring approx. 2I56sqft offers generous entertaining space and 3 double bedrooms. 3 Bedrooms, 3 Reception Rooms, 3 Bathrooms, House, Period, New, Resident Parking.

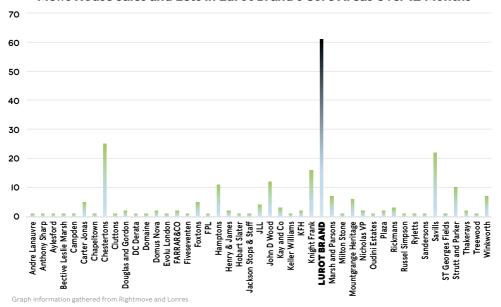






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Mews House Sales and Lets in Lurot Brand's Core Areas Over 12 Months



MEET THE TEAM



Alice Brookes Office Manager



Michael Brisby Sales Manage



Antony Pears Sales Manager



Marlon Lloyd Malco Head of Sales



Antoine Lurot Chairman



General Manager



Lynsey Schipper Head of Lettings



Melissa Ste Company Secretary



James Davi Compliance Manager



Charlotte Embley Sales Negotiator



Charles Hamshar Sales Negotiator



Will Sheppard Sales Negotiator



Julia Arwas Lettings Renewals



Mollie Crowley Lettings Negotiator



Tiburcio Sanz Property Manager



Deborah Battsek PR Consultant



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