

MEWS NEWS

SUMMER 2019



Produced by

LUROT BRAND

EST 1971



BRITISH
PROPERTY
AWARDS

2019

★★★★★

GOLD WINNER

ESTATE AGENT
IN W2

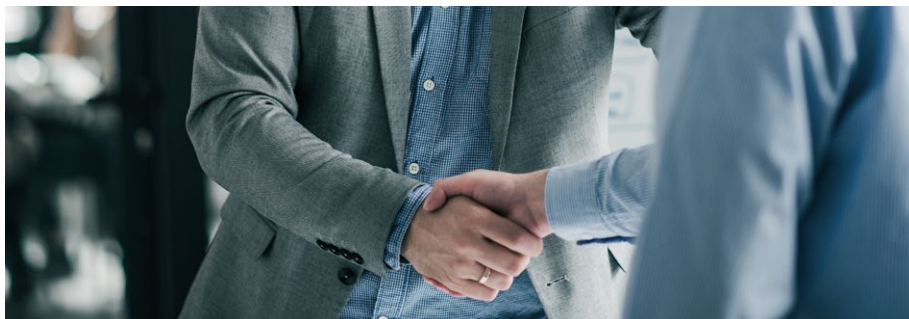
THE IMPORTANCE OF PRICING RIGHT.

Is it to do with the agent or the willingness of an owner to judge each agent on their accuracy and ability to deliver the promised sale?

Is it to do with the agent or the willingness of an owner to judge each agent on their accuracy and ability to deliver the promised sale?

If you have ever been an agent or know of one, they undoubtedly confess to the frustration caused by 'fear and greed'. It is these emotions that dictate the decision-making process both for buyers and for sellers. Apart from being natural and universal they are often the reason behind why their property remains unsold.





Like all emotions, they need to be acknowledged and tempered in any financial decision and never more so than in markets like this, where uncertainty amplifies their effect.

The basis for why a good agent can help is because they unemotionally evidence their advice. We all believe that our houses are wonderful, and we all have hope and belief that they will achieve a record price when put on the market.

We have always found that evidence is the basis to forming a grounded and accurate opinion. With every appraisal we use our mews specific knowledge to draw a far more accurate understanding on price than would be capable without our 48 years of mewsaholic knowledge.

Therefore, for us it comes as no surprise that the last 5 sales this year, have achieved their asking prices or more and many of them were houses that had previously been marketed by other estate agents. Our skill is show and not tell our clients what is achievable by evidencing our valuations with market reports, sold prices from the land registry and the length of time of time their competition has been on the market for at unrealistic prices. We listen to what our owners want to achieve, and the timescale they want to sell in, then we customise and provide the right strategy to achieve it.

This seems variable and quite frankly it is. For the perceived price of a property depends on the situation of the buyer and their “need” level to acquire a new property or to release equity for a forward investment.

Currently the market has few buyers with a genuine “need” and on the flip side some buyers are looking to take advantage of the uncertainty, but the bulk of buyers are sitting on their hands waiting for others to patch the way first. The outcome on perceived values can therefore be a swing of 30-50% in some cases between the two buyer types who are willing to make a decision.

So, taking each property individually and openly assessing the seller’s requirements and needs, we have set price strategies that enable the outcome which we see in the below recent examples.

Cranley mews - asking £1.85m achieved £2.1m, Wavel mews - asking £975k achieved £985k, Osten mews - asking £1.1m achieved £1.1k, Eagle house mews - asking £1.25m achieved £1.25m, Abingdon villas - asking £4.95m achieved £4.925m

Hope is good but if you want to sell on this market you need to temper your natural optimism and employ an agent who you trust based in integrity and the tangible evidence they bring with them. Their results and their credibility should be the proof of their success.

If you would like to know how the current situation impacts your property; We would be glad to provide an evidenced report to go along side our specialist opinion of your mews value.

Marlon Lloyd-Malcolm
Sales Manager

IS IT THE RIGHT TIME TO SELL YOUR MEWS HOUSE?

We currently have the highest number of buyers and sellers of mews houses registered than ever before, yet transactions are at an all time low. Without stating the obvious the current uncertainties have caused an unprecedented level of impotency with both sides waiting to see what happens. We are regularly asked for advice on whether to buy or sell so I thought I should write an idiot's guide for each scenario:



THE UPSIZER

This is a perfect market for upsizing as the percentage you will have to discount the property you are selling will represent a considerably lower amount of money than the same percentage you will be discounting from the more expensive property you are buying.

The punitive stamp duty levelled on very expensive properties has depressed their prices far more than the lower price brackets so you will receive a double benefit. The Land Registry has reported a collapse in average sale prices in Central London. Yes, prices have fallen however the main reason for this is the total stagnation at the top end of the market, so the majority of transactions are at the lower end meaning that if you price right, you will find a buyer.

THE DOWNSIZER

This is not a downsizers market, unless you have found the perfect forward purchase, or an opportunity which you can realise with the cash, it would be sensible to ride out the Brexit tomfoolery until confidence returns. The industry believes next Spring should deliver some green shoots, but it really is anyone's guess.

THE RENTAL INVESTOR

With the Government's war on private landlords, rental investors have had a hell of a time of it and many have thrown in the towel. In fact, so many have sold that the Chancellor announced this year that an extra billion pounds was raised in capital gains tax from landlords selling their investments.

So, should you join them? Unless you have a good reason to extract your equity, I would hold and let as this sell off is starting to cause a paucity of rental properties which has started to drive rental prices upwards. A lot of would-be-buyers, lacking confidence in the market, are continuing to rent.

In fact, so many of our tenants are renewing, it is causing us a problem with supply for our new tenants. I would also use any time between tenancies to improve your property which will not only improve your rental yield but also its end value when you come to sell in what will be a more buoyant market.

MOVING OUT TO THE COUNTRY

The old saying, "if you sell your house in London, you'll never be able to buy back in", in the short term, no longer holds. However, in the long term, inflation and population pressures guarantees that house prices increase, as every previous generation will attest to. A safer bet would be to take a let-to-buy mortgage to acquire a country house and enjoy the better equity growth that Central London houses produce.



CASHING OUT

Whether this is a good time to cash out or not is a purely subjective and one that should be based on what you think will happen over the next few years balanced by what you want to achieve and of course your age could be a factor.

Afterall, shrouds have no pockets, and your children may want your help to buy their first property and there may well be other investments available to you that will generate better yields right now. Everyone's financial portfolio and tax liabilities are unique to them as are the length of each investment plan, so it is difficult to give blanket advice to this type of seller.

However, I would say stick to your investment plan and base your decision to sell by weighing up the property's performance to date against its potential growth in value and how long you want your money tied up for. Properties go up and down on the same tide and right now that tide is slack and we believe it will be so for at least another year or two.

So, if you are young and risk averse, don't sell as Central London houses, on average, double in value every 15 years. But if you are in the other category, discuss your time plans with a good estate agent and your tax adviser as it may well be the right time for you to sell.

THE MUST SELLS

If you fall into this category do not procrastinate, do it now. Price right and you'll get a full price. Ask too much, because every penny counts, and you will see your carrying costs erode your equity until either there is nothing left or the bailiffs change the locks. We have sold two repossessions this year where our client changed from the owner to the receiver purely because the seller would not accept our advice.

SHOULD I BUY

If you can afford to buy a Central London property, and will own it for more than two years, then buy right now. There is currently the best choice of properties available I have seen for a decade and the prices are more than sensible right now.

If you are moving from abroad with a strong currency the weak pound is advantaging you by up to 25% more, so why wouldn't you buy.

SUMMARY

This is by no means an exhaustive list; however, it should cover most people's situations but do please remember that a good estate agent is worth his weight in gold. In the main, estate agency has become dumbed down corporate, one size fits all sausage machine because it suits the agency. At Lurot Brand we ask enough questions to form the right strategy for each customer. Not everyone understands the difference but the ones that do keep coming back to us.

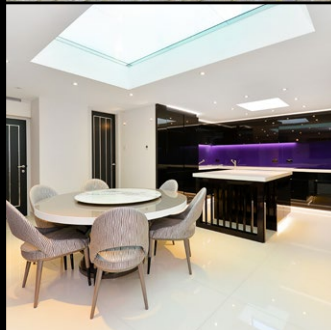
FOR SALE

W2

LEINSTER MEWS

PRICE ON APPLICATION

- Freehold
- 4 Bedrooms
- 2 to 3 Reception Rooms
- 5 Bathrooms
- Garden
- Residents Parking
- Garage



SW7 • £4,950,000
STANHOPE MEWS EAST

Freehold • 3 Bedrooms • 2 Reception Rooms •
3 Bathrooms • Roof Terrace • Resident Parking •



SW7 • £4,750,000
ELVASTON MEWS

• Freehold • 2 Bedrooms • 2 Reception Rooms
• 2 Bathrooms • Roof Terrace • Balcony
• Resident Parking • Double Garage

FOR SALE

FOR SALE

SW7 • £4,000,000
ONSLow MEWS WEST

Freehold • 4 Bedrooms • 2 Reception Rooms •
3 Bathrooms • Roof Terrace • Resident Parking • Garage •



W2 • £3,500,000
RADNOR MEWS

• Freehold • 4 Bedrooms • 2 Reception Rooms
• 4 Bathrooms • Garage



W1T

BERNERS MEWS

£4,000,000

- Freehold
- 2 to 3 Bedrooms
- 3 Reception Rooms

- 2 Bathrooms
- Roof Terrace
- Garage

FOR SALE

FOR SALE

SW5

LAVERTON MEWS

£3,500,000

- Freehold
- 3 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Roof Terrace
- Resident Parking



SW7 • £3,450,000
QUEENS GATE MEWS

Freehold • 4 Bedrooms • 2 Reception Rooms •
3 Bathrooms • Development Opportunity •



SW7 • £3,250,000
RUTLAND GATE MEWS

• Freehold • 3 Bedrooms • 3 Reception Rooms
• 3 Bathrooms • Garage

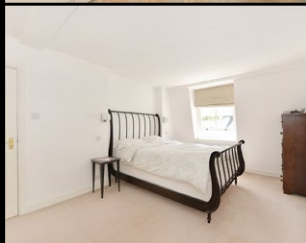


FOR SALE

FOR SALE

W11 • PRICE ON APPLICATION **ST. LUKES MEWS**

Freehold • 3 Bedrooms • 1 Reception Room •
2 Bathrooms • Development Opportunity •
Roof Terrace • Garage •



W2 • £3,000,000

HYDE PARK GARDENS MEWS

• Freehold • 3 Bedrooms • 1 Reception Room
• 2 Bathrooms • Garage

W2 • £2,999,995

GARDEN MEWS

Freehold • 3 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Roof Terrace • Garage •



SW7 • £2,800,000

QUEEN'S GATE PLACE MEWS

• Freehold • 4 Bedrooms • 1 to 2 Reception Rooms
• 3 Bathrooms • Resident Parking • Garage

FOR SALE

FOR SALE

W2

SUSSEX MEWS WEST

£3,000,000

- Freehold
- 5 Bedrooms
- 3 Reception Rooms
- 4 Bathrooms
- Roof Terrace
- Resident Parking





W2

CRAVEN HILL MEWS

£3,000,000

- Freehold
- 5 Bedrooms
- 1 Reception Room

- 3 Bathrooms
- Garden
- Resident Parking

FOR SALE

FOR SALE

W2 • £2,800,000
LANCASTER MEWS

Freehold • 3 Bedrooms • 2 Reception Rooms •
2 Bathroom • Resident Parking • Double Garage •



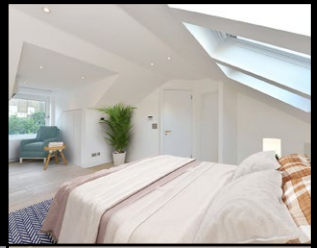
SW10 • £2,750,000
COLEHERNE MEWS

Freehold • 4 Bedrooms • 2 Reception Rooms •
3 Bathrooms • Resident Parking • Garage

W11 • £2,650,000

ADDISON PLACE

Freehold • 1 to 2 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Patio • Resident Parking • Garage •



W2 • £2,500,000

PRINCES MEWS

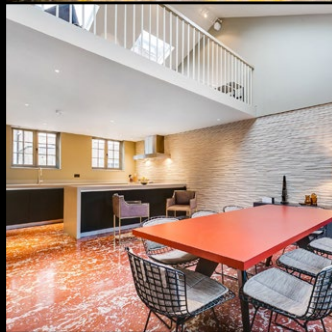
• Freehold • 3 Bedrooms • 2 Reception Rooms
• 2 Bathrooms • Resident Parking

FOR SALE

FOR SALE

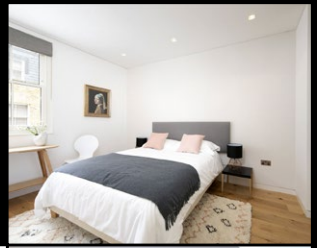
W11
COLVILLE MEWS
£2,750,000

- Freehold
- 3 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Resident Parking



W2 • £2,700,000
PRINCES MEWS

Freehold • 3 Bedrooms •
1 Reception Room • 2 Bathrooms •



SW7 • £2,550,000
OSTEN MEWS

• Freehold • 4 Bedrooms • 1 Reception Room
• 4 Bathrooms • Resident Parking

FOR SALE

FOR SALE

SW7 • £2,550,000

BARNABY PLACE

Leasehold • 2 Bedrooms • 3 Reception Rooms •
2 Bathrooms • Garden • Patio • Resident Parking •



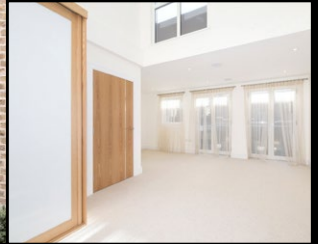
W9 • £2,500,000 **PINDOCK MEWS**

• Freehold • 1 Bedroom • 1 Reception Room • 1 Bathroom
• Development Opportunity • Double Garage

SW10 • £2,500,000

HOB MEWS

Freehold • 2 Bedrooms • 1 Reception Room •
2 Bathrooms • Roof Terrace • Garage •



W2 • £2,450,000

PRINCES MEWS

• Freehold • 3 Bedrooms • 2 Reception Rooms
• 2 Bathrooms • Resident Parking

FOR SALE

FOR SALE

W1G
HARLEY PLACE
£2,500,000

- Leasehold
- 2 Bedrooms
- 1 Reception Room
- 2 Bathrooms
- Garden
- Off Street Parking
- Garage





W1G
DUNSTABLE MEWS

£2,450,000

- Leasehold
- 2 Bedrooms
- 2 Reception Rooms

- 2 Bathrooms
- Balcony
- Garage

FOR SALE

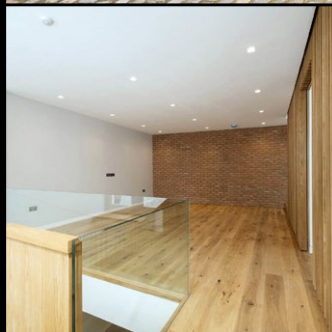
FOR SALE

W2

PRINCES MEWS

£2,250,000

- Freehold
- 3 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms
- Resident Parking





W2
SOUTHWICK MEWS
£2,250,000

- Freehold
- 4 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms

FOR SALE

FOR SALE

W2 • £2,150,000
VICTORIA GROVE MEWS

Freehold • 2 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Resident Parking • Garage •



W14 • £2,000,000
NAPIER PLACE

• Freehold • 4 Bedrooms • 1 Reception Room
• 3 Bathrooms • Patio • Resident Parking



W11

LAMBTON PLACE

£2,000,000

- Freehold
- 3 Bedrooms
- 1 Reception Room
- 1 Bathroom
- Resident Parking
- Commercial Property

FOR SALE

FOR SALE

SW5 • £2,000,000

SPEAR MEWS

Freehold • 3 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Roof Terrace • Resident Parking •



W2 • £1,800,000

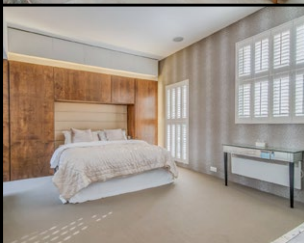
FREDERICK CLOSE

• Freehold • 2 Bedrooms
• 1 Reception Room • 1 Bathroom

SW10 • £1,795,000

ADRIAN MEWS

Freehold • 3 Bedrooms • 1 Reception Room •
2 to 3 Bathrooms • Off Street Parking •



W11 • £1,750,000

ANSLEIGH PLACE

• Freehold • 3 Bedrooms • 2 Reception Rooms
• 2 Bathrooms • Roof Terrace • Off Street Parking

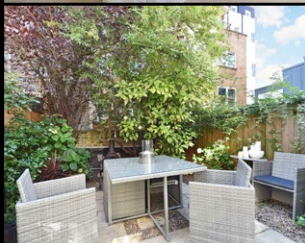
FOR SALE

FOR SALE

W14 • £1,750,000

RUSSELL GARDENS MEWS

Freehold • 5 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Development Opportunity •
Roof Terrace • Resident Parking • Garage •



W11 • £1,650,000

HEAD'S MEWS

Freehold • 3 Bedrooms • 2 Reception Rooms •
2 Bathrooms • Garden • Resident Parking

W2 • £1,550,000
RAINSFORD STREET

Freehold • 3 Bedrooms • 1 Reception Room •
2 Bathrooms • Off Street Parking •



W11 • £1,500,000
HIPPODROME MEWS

• Freehold • 2 Bedrooms • 2 Reception Rooms
• 2 Bathrooms • Roof Terrace

FOR SALE

FOR SALE

W9

CHIPPENHAM MEWS

£1,500,000

- Freehold
- 3 Bedrooms
- 1 Reception Room
- 3 Bathrooms
- Garage



SW12 • £1,300,000

ANCHOR MEWS

Share of Freehold • 4 Bedrooms •
1 Reception Room • 2 Bathrooms • Garage •



W2 • £1,050,000

ST. MICHAELS STREET

• Freehold • 2 Bedrooms • 1 to 2 Reception Rooms
• 2 Bathrooms • Patio • Off Street Parking

FOR SALE

FOR SALE

W14 • £950,000
COMERAGH MEWS

Freehold • 1 Bedroom • 2 Reception Rooms •
2 Bathrooms • Resident Parking •



W2 • £950,000
LONDON MEWS

• Freehold • 2 Bedrooms • 1 Reception Room
• 1 Bathroom • Garage

SW1X	GROSVENOR CRESCENT MEWS	£17,500,000	4 BEDS
W11	POWIS MEWS	£8,500,000	3 BEDS
SW7	PRINCES GATE MEWS	£7,650,000	4 BEDS
SW7	QUEEN'S GATE PLACE MEWS	£6,450,000	4 BEDS
W1G	WEYMOUTH MEWS	£5,500,000	3 BEDS
W2	LANCASTER MEWS	£3,650,000	3 BEDS
W2	LEINSTER MEWS	£3,650,000	3 BEDS
W2	ST. PETERSBURGH MEWS	£3,000,000	3 BEDS
SW1X	WILLIAM MEWS	£2,950,000	3 BEDS
W9	WARWICK PLACE	£2,850,000	4 BEDS
W8	KELSO PLACE	£2,850,000	4 BEDS
W11	LEDBURY MEWS WEST	£2,500,000	2 BEDS
SW7	COLBECK MEWS	£2,495,000	4 BEDS
W11	HOLLAND PARK MEWS	£2,300,000	2 BEDS
W11	HOLLAND PARK MEWS	£2,250,000	2 BEDS
W2	CLARENDON MEWS	£2,100,000	3 BEDS
W11	ST. LUKES MEWS	£2,075,000	2 BEDS
NW1	MURRAY MEWS	£1,999,000	5 BEDS
W2	PORCHESTER PLACE	£1,950,000	4 BEDS
SW10	CRESSWELL PLACE	£1,750,000	2 BEDS
SW7	STANHOPE MEWS EAST	£1,750,000	2 BEDS
W1U	GLOUCESTER PLACE MEWS	£1,550,000	3 BEDS
W9	SHIRLAND MEWS	£1,500,000	3 BEDS
W1K	REEVES MEWS	£1,490,000	2 BEDS
NW1	BOSTON PLACE	£1,350,000	3 BEDS
W2	STANHOPE PLACE	£1,290,000	2 BEDS
SW7	STANHOPE MEWS SOUTH	£1,150,000	1 BEDS
W9	ELGIN MEWS NORTH	£1,100,000	3 BEDS
W9	ELGIN MEWS NORTH	£975,000	3 BEDS
W11	RUSTON MEWS	£975,000	3 BEDS
W1H	WATSON MEWS	£675,000	1 BEDS

ALSO AVAILABLE

TO LET

W11
HORBURY MEWS
£3,000 pw

- Long Let
- 3 Bedrooms
- 2 Reception Rooms
- 2 Bathrooms
- Patio
- Roof Terrace
- Balcony
- Garage
- Unfurnished





W11

LADBROKE WALK

£2,000 pw

- Long Let
- 4 Bedrooms
- 1 Reception Room

- 3 Bathrooms
- Garden
- Unfurnished

TO LET

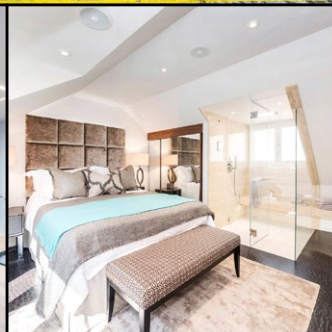
TO LET

SW7

COLBECK MEWS

£1,995 pw

- Long Let
- 3 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Resident Parking
- Furnished





SW7

MANSON MEWS

£1,600 pw

- Long Let
- 5 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Roof Terrace

- Resident Parking
- Garage
- Unfurnished

TO LET

TO LET

W1H

BRYANSTON MEWS WEST

£1,495 pw

- Long Let
- 3 Bedrooms
- 1 Reception Room
- 2 Bathrooms
- Garage
- Unfurnished





SW7

PRINCES GATE MEWS

£1,350 pw

- 4 Bedrooms
- 1 Reception Room
- 3 Bathrooms

- Roof Terrace
- Garage
- Unfurnished

TO LET

TO LET

W2
SOUTHWICK MEWS
£1,100 pw

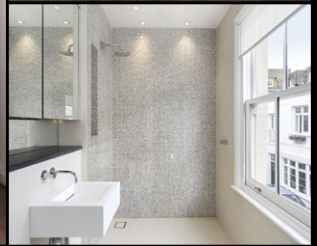
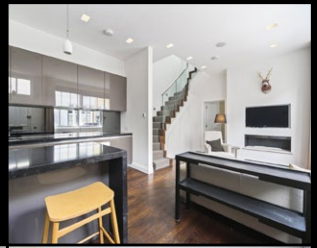
- Long Let
- 4 Bedrooms
- 2 Reception Rooms
- 3 Bathrooms
- Furnished



SW1W • £900 pw

BURTON MEWS

Long Let • 2 Bedrooms • 1 Reception Room •
2 Bathrooms • Furnished •



SW7 • £895 pw

RELTON MEWS

• Long Let • 2 Bedrooms • 1 Reception Room
• 2 Bathrooms • Conservatory • Unfurnished

TO LET

W11

LEDBURY MEWS NORTH

£895 pw

- Long Let
- 2 Bedrooms
- 1 Reception Room
- 2 Bathrooms
- Resident Parking
- Unfurnished





NW1

HANOVER TERRACE MEWS

£750 pw

- Long Let
- 2 Bedrooms
- 2 Reception Rooms
- 1 Bathroom
- Roof Terrace
- Unfurnished

TO LET

TO LET

W2

BATHURST MEWS

£725 pw

- Long Let
- 2 Bedrooms
- 1 Reception Room
- 2 Bathrooms
- Garage
- Unfurnished



W2 • £635 pw

KENSINGTON GARDENS SQUARE

Long Let • 2 Bedrooms • 1 Reception Room • 2 Bathrooms • Balcony • Concierge/Hotel • Unfurnished •



W10 • £600 pw

GOLBORNE MEWS

• Long Let • 2 Bedrooms • 1 Reception Room
• 1 Bathroom • Furnished

TO LET



SOUTH KENSINGTON
4-5 Kynance Place SW7 4QS

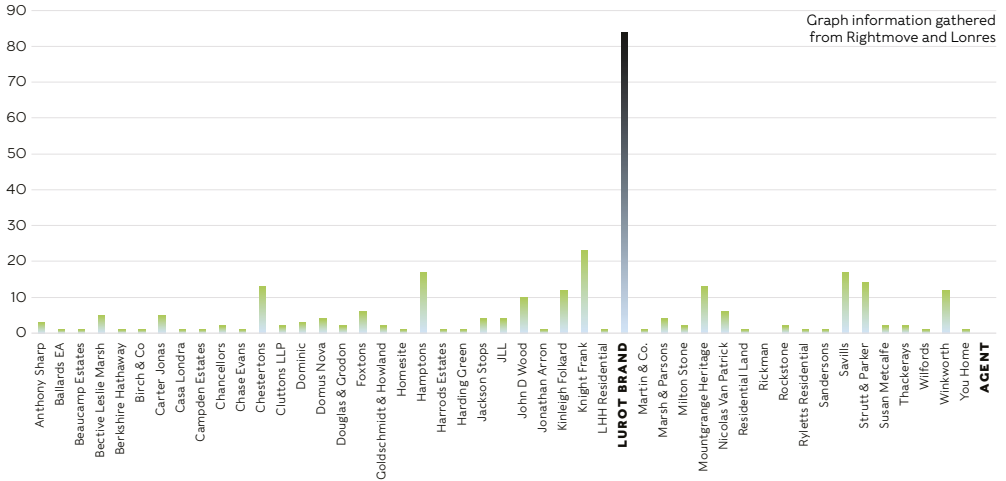


HYDE PARK
37-41 Sussex Place W2 2TH



NOTTING HILL
8 Landbroke Grove W11 3BG

MEWS HOUSE SALES AND LETS IN LUROT BRAND'S CORE AREAS OVER 12 MONTHS



MEET THE TEAM

<p>Antoine Lurot Chairman</p>	<p>James Robinson General Manager</p>	<p>Marion Lloyd Malcolm Head of Sales</p>	<p>Tiburcio Sanz Property Manager</p>	<p>Melissa Stevenson Company Secretary</p>	<p>Deborah Battsek PR Consultant</p>	<p>Robert Silverton Accounts Department</p>
<p>Tom Rankin Sales Negotiator</p>	<p>Charles Granville Sales Negotiator</p>	<p>Julia Arwas-Maria Lettings Renewals Clerk</p>	<p>Mollie Crowley Head of Lettings</p>	<p>Sophie Radcliffe Lettings Associate</p>	<p>Rebecca Head Lettings Associate</p>	<p>Ugne Krymcevaite Office Manager</p>

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