



**Market reflections**

Jonathan Hewlett, Head of Savills London Region, comments: "As we draw towards the end of 2008, we are all more than aware of the dramatic changes following the credit crunch. The autumn began with the collapse of Lehman Brothers, followed swiftly by a number of global banks needing to be bailed out by Governments and the likes of the International Monetary Fund.

"For the first time in many years, there appears to be sympathy for the estate agency profession.

"Savills is intent on providing an exceptional service to our client base in order to deliver the results our clients aim to achieve. Even in these more challenging times we are still managing to achieve the results our clients want, as our recent marketing campaign, 'we have the power to move you', suggests.

"I am sure that a lot of people believe that nothing whatsoever is being sold and I am pleased to highlight below some of our recent sales that really do show the strength of Savills having the power to move you:

"In September, the Savills Sloane Street office, marketed and achieved full asking price on a property in Albany, in the heart of Mayfair.

"At the end of September, Savills in Knightsbridge successfully sold a property in Selwood Place, it exchanged during the furore surrounding the banking sector.

"In October, the Islington office of Savills successfully sold a property in Alwyne Road, N1 which achieved an historically high price in terms of pounds per sqft for the area.

"Whilst sales have been hit dramatically by lower turnover, the lettings market has benefited and we have very strong teams in our London offices assisting our client base in this respect. Savills Interiors, which was set up in the autumn of 2007, also assists our clients by ensuring their properties are presented at their best and I am pleased to report that where Savills Interiors has carried out a full refurbishment, we have had a 93 per cent success rate of subsequently letting the property.

It is very easy in this market to believe that properties will not sell or let, but if the property is presented and marketed in the right way and at the right price, we know that we can deliver the results to our clients.

**On the mark**

Savills is delighted to be marketing this beautiful Grade II period property in Eaton Terrace for sale. The property, which was owned by Mark Thatcher between 1987 and 1990, is conveniently situated close to Sloane Square. Now requiring complete modernisation, the property has the benefit of detailed planning and listed-building consent in place.

Five bedrooms, four bath/shower rooms, three reception rooms, kitchen/breakfast room, south-facing garden, utility room.

**Guide Price £4.5m**

**Savills 020 7730 0822**



# stop press



**From Russia with love**

Savills and Intermark Savills are pleased to announce the appointment of a new Head of the Russian Desk in London. Grace Margolies will be working from the Mayfair headquarters, Lansdowne House, negotiating the sale of properties to the voracious Russian market and strengthening the profile of Intermark Savills.

Grace, a fluent Russian speaker, has extensive property experience and previously worked at Knight Frank, where she set up and ran their Russian desk and worked on developments including

One Hyde Park. She has a proven track record of successfully negotiating sales to the Russian market, generating new buyers, and has significant contacts in that arena.

Ian Pidgeon, a director who oversees the Russian desk, said: "I expect Grace's appointment will significantly increase the volume of new business coming out of this crucially important sector."

Grace, who is half-Russian and has studied at St Petersburg University, said: "I am keen to forge even stronger new relations between the Moscow and London offices and am looking forward to implementing strategies to publicly promote both offices. Savills is a fantastic company with a very strong international reputation, and I look forward to building on it."

**Glamorous Knightsbridge**

Lancelot Place is a development with pure panache. Set in central Knightsbridge, which historically draws high-net worth individuals and the socially elite, the development counts Harrods and Harvey Nichols as its neighbours, perfect for some Christmas shopping! Savills Sloane Street is delighted to be offering seven apartments to let within this exclusive development. Ranging from one to three bedrooms, prices start at £1,250 per week going up to £5,500 per week. The development benefits from 24-hour concierge, underground parking (for most apartments), pool and gym.

**Savills 020 7824 9032**



**First impression really do count**

Savills Lettings have successfully let a property in Holland Park, Kensington for 85 per cent more than this time last year, following a refurbishment project by Savills Interior Services. Simon Buhl Davis, Head of Savills Interior Services, comments: "The power of a first impression should never be underestimated. Applicants are looking for a lifestyle not just a property and the internal presentation can make the difference of literally hundreds of pounds on a weekly value, as this property renovation in Kensington illustrates."

Camilla Creer of Savills Kensington, comments: "Following the works, we received competitive bids and the property went under offer to a corporate tenant for a 12-month tenancy period."

As a quiet time of year, December is the perfect month to undertake refurbishment and renovation works.

**For further information, contact Savills Interiors Services on 020 7730 0822**