



LONDON CENTRAL PORTFOLIO
REAL ESTATE INVESTMENT ADVISORY

London Central Portfolio Finds Proximity to Top Educational Establishments a Major Influence in Central London Property Investment



Acquired by LCP

Royal Borough of Kensington & Chelsea emerging as popular favourite amid resurgence in Hong Kong and Singapore investors

Central London's leading one-stop-shop buying agency London Central Portfolio (LCP) has found that close proximity to top schools and universities is a key factor influencing recent Hong Kong and Singapore property investment in the British capital – with the Royal Borough of Kensington & Chelsea emerging as a popular favourite.

“London is spoilt for choice when it comes to top schools and the borough with by far the most impressive selection is Kensington & Chelsea, making it a very desirable area for families,” said Andrew Weir, Chief Executive of London Central Portfolio (LCP).

“We are currently acting on behalf of several overseas families relocating to London primarily to educate their children here. They are intending to buy before the start of the academic year in September.

Many overseas buyers purchase a property to live in while their children attend a UK school or University. It acts as a bolthole where they can spend time in London over the warm summer months and during the school holidays,” said Weir.



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Data from the UK Higher Education Statistics Agency (HESA) reflects the capital's continued popularity. For the 2020/21 academic year, 26.8% of university applications from Hong Kong and 42.2% from Singapore were for London universities.

London's top four universities by ranking are also within either a very short walk, bus or tube journey from Kensington and Chelsea – Imperial College London, in the museum district of South Kensington; University College London (UCL) in Bloomsbury; King's College on The Strand; and The London School of Economics and Political Science (LSE) bordering Covent Garden and Holborn.

"This convenient concentration of prestigious primary and secondary schools as well as top universities partly explains why neighbourhoods like South Kensington, Chelsea, Kensington, Marylebone, Fitzrovia and Bloomsbury are extremely popular with high-net-worth overseas families, who like to be within walking distance," added Mr Weir.

South Kensington, in particular, has emerged as especially desirable, not only for the largest selection of highly regarded schools in London, but also for families seeking a neighbourhood lifestyle with "superb property on offer." South Kensington is made up of a network of garden squares which provide acres of private outdoor space close to Hyde Park and Kensington Gardens.

Apartment living is also popular in this area, located in the characteristic style of stucco-fronted Victorian buildings and distinctive, elegant mansion buildings. Prices for a family house average around £3 to £5 million and between £1.5 and £5 million for an apartment.

LCP is renowned among London's premier real estate buying agencies for its track record of smart sourcing and acquiring, refurbishing and meticulously managing prime residences for international investors.

Specialising exclusively in 'Prime Central London' comprising the two boroughs of Kensington & Chelsea and Westminster, the agency has become the leading expert in what is almost certainly the most sought-after international real estate market in the world.

LCP's 'one stop' service for investors and home buyers extends from property search to hands-on project management with creative refurbishment and design, letting and management – for those seeking exclusive prime London property.



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About London Central Portfolio (LCP)

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

Naomi Heaton, MA Hons Oxon, Founder & Chair of LCP

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.”

Andrew Weir, Chief Executive

London Central Portfolio (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.

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