



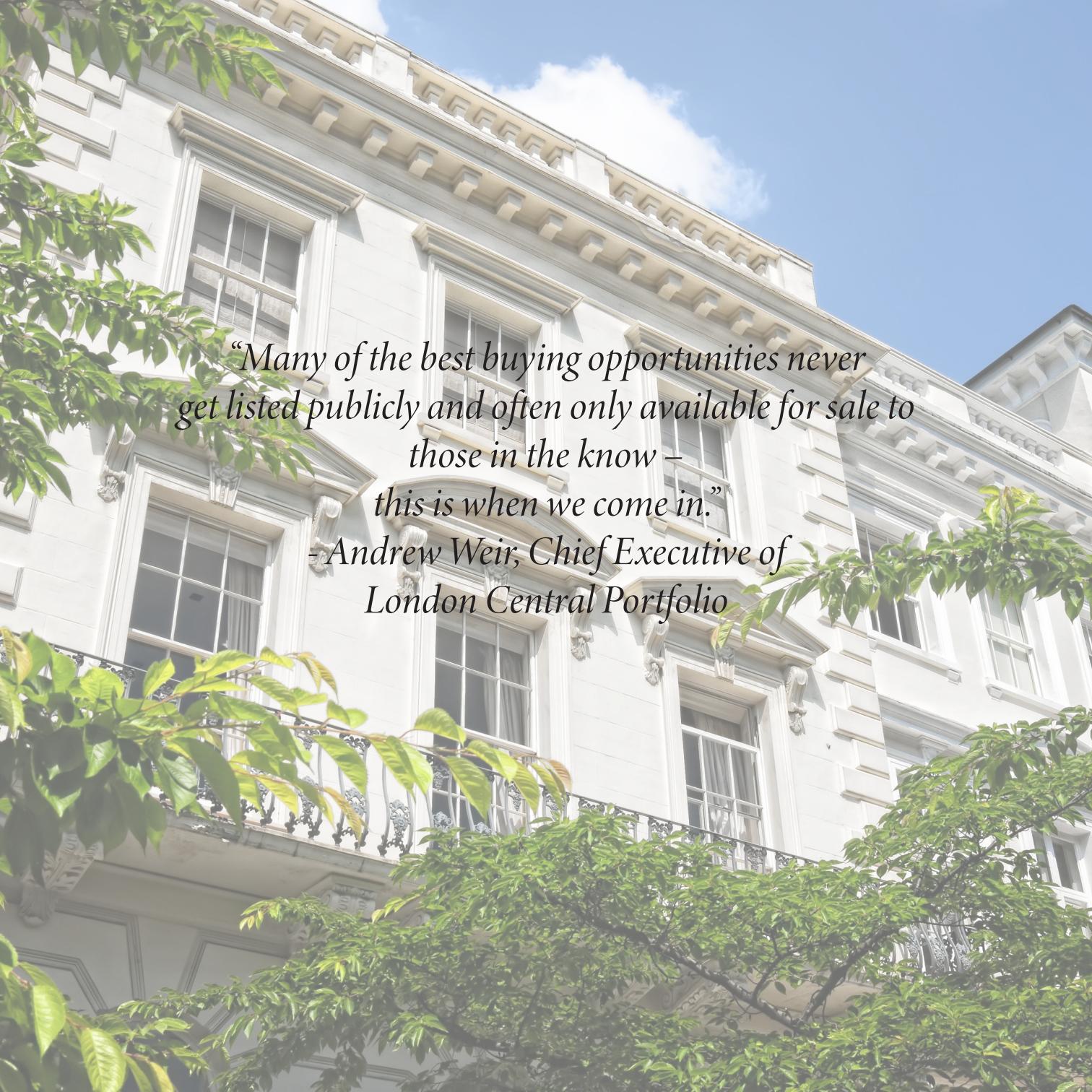
LONDON CENTRAL PORTFOLIO

REAL ESTATE INVESTMENT ADVISORY

*Search & Acquisitions*

*Refurbishment & Design*

*Letting & Management*



*“Many of the best buying opportunities never get listed publicly and often only available for sale to those in the know – this is when we come in.”*  
- Andrew Weir, Chief Executive of London Central Portfolio

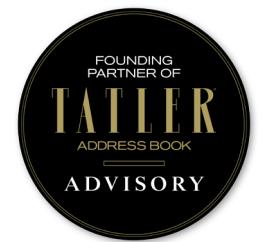
## ONE STOP INVESTMENT IN PRIME LONDON RESIDENTIAL PROPERTY

Making the most of investing in prime London residential property is challenging and competitive.

London Central Portfolio (LCP) is a leading London-based buying and investment agency with the outlook of a family office. We have been representing buyers across the globe looking to purchase a buy to let investment or home in Prime Central London for over 30 years.

We provide a seamless one stop service, including property search, acquisition, refurbishment, design, letting and property management for investors, homebuyers and landlords.

As buying agents we act on behalf of the buyer, not the seller, and stay with them throughout the lifecycle of their property ownership.





## OUR SERVICES

### **Property Search & Acquisition**

Our Search and Acquisitions team carry out an in-depth initial consultation, to understand and outline your investment objectives. We undertake a thorough and detailed market screening of all properties before compiling a recommended shortlist. We offer a full investment appraisal of every property presented including your capital outlay and expected returns. Our market knowledge means that you can preview best in class properties before they have launched onto the open market, getting you first through the door.

### **Refurbishment & Design**

Unlike other buying agents, we have a team of in-house architects and interior designers who can produce imaginative, cost-effective design solutions for refurbishing stylish interiors - everything from minor upgrades to full-scale renovations, from one-bedroom apartments to magnificent townhouses. All managed to agreed timescales and budgets.

### **Letting & Rental Management**

For landlords, our dedicated lettings and property management team secure the best tenants and ensure tenancies run smoothly for a stress-free, hands-off investment that maximises returns. Our team stringently reference and meet all tenants, and provide responsible, accountable and compliant property management; ideal for those wishing to truly delegate all day-to-day issues.

*Acquired, designed & let by LCP*



## PROJECT - WESTMINSTER, SW1

We acquired a 1,400 square foot three-bedroom flat located in a prestigious development in the heart of St James's for an existing Malaysian client. LCP recommended a refurbishment to maximise rental returns as the flat was in a tired condition, and the existing layout did not make the most efficient use of space. This would bring the property up to the standards expected by the sophisticated rental market and in doing so significantly improve the capital value.

LCP carried out a full refurbishment replacing the flooring, the kitchen, the bathrooms and installing bespoke joinery and high-quality furnishings. Structural alterations were necessary to create a more sensible layout with a bright and spacious open-plan reception room to the front of the building to make the most of the large bay windows. Three good sized bedrooms were arranged towards the back of the property, the master benefiting from a walk-through wardrobe and large en-suite.

Following the full-scale refurbishment and detailed design work carried out in-house by LCP, the result was a bright and well-organised flat. The property was let quickly to two brothers studying in London, the children of high-net-worth individuals. The flat has gained an immediate capital uplift due to the refurbishment.





Acquired, designed & let by LCP

## PROJECT - KENSINGTON, W8

Our clients in Hong Kong were looking for a rental investment in a period building to add to their investment portfolio.

LCP's Search and Acquisition team acquired a one bedroom apartment in a classic pillar fronted heritage building that had been left untouched for many years.

As our client was based overseas, our in-house project management team managed the entire refurbishment process on their behalf. Boasting large windows and high ceilings, this was a designer's dream. The property was reconfigured to create a modern, open plan living space with a working-from-home area to meet the demands of the rental market. In keeping with the heritage building, our projects team introduced panelling throughout and used a fresh sage green to create a modern feel to the property.

Post-refurbishment, this beautifully designed flat stood out in a crowded marketplace and was let to a young professional looking for a property close to the office but also with a space to work from home.





## HOME SEARCH - BAYSWATER, W2

A longstanding client of LCP's, based in Singapore, was looking for a pied-a-terre in prime London for their regular family visits to the capital.

LCP acquired a two-bedroom apartment in Bayswater. This tired apartment, untouched for 20 years, was ripe for renovation and reconfiguration to create a magnificent home perfect for a modern lifestyle.



Our in-house project management team, specialising in space optimisation, were able to create an open plan kitchen/living area and add a second ensuite bathroom into the second bedroom. Both bedrooms still benefitted from plenty of wardrobe space. LCP highlighted the plentiful natural light with a neutral colour scheme and added colour and texture through soft furnishings.



## OUR MANAGEMENT TEAM



**Naomi Heaton**  
Founder & Chair

LCP was founded in 1990 by Naomi Heaton, a well-known figure in Asia as a London property guru and is now chair of the LCP Group. Naomi highlighted the need for investors to have expert advice and hands-on assistance. With a laser-like focus on prime London and its investment potential, Naomi is recognised as the “doyenne of London buying agents.”



**Andrew Weir**  
Chief Executive

LCP’s Chief Executive, Andrew Weir has over 30 years’ experience in the prime London property market during a period of unprecedented growth and change. His detailed knowledge and experience is an invaluable resource for those seeking to buy within a highly nuanced market coupled with high demand and an increasing number of properties sold ‘off-market.’



**Liam Monaghan**  
Managing Director

Managing Director, Liam Monaghan has been working in the real estate market for over 15 years. Liam joined the LCP team 9 years ago, working closely with the lettings and property management teams. His in-depth knowledge of the central London rental market is second to none and provides our investor clients with invaluable insights into the market.



**Miles Atkinson**  
Search & Acquisitions

Having started his property career over 20 years ago, Miles knows the prime London residential market inside out. Miles is a master in the art of spotting the best opportunities for our clients that are not readily available to the open market. Acting on behalf of our overseas clients, Miles negotiates the best purchase price and manages the entire buying process to completion.

## OUR TEAM



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## PRIVATE CLIENT FEE GUIDE

### Rental Investment Purchases (payable on successful transaction)

2% of agreed purchase price

**Initial Payment** (deductible from above fee): £1,500 per unit  
(Contribution towards market screening and compilation of shortlist)

### Homeowner Purchases (payable on successful transaction)

2% of agreed purchase price

**Initial Payment** (deductible from above fee): £3,000 per unit  
(Contribution towards market screening and compilation of shortlist)

### Letting and Rental Management

15% of gross rent

### Other Rental Investment Services

#### Furnishing

Fixed price quote

#### Refurbishment

Fixed price quote

### Interior Design & Property Management for Homeowners

By quotation only

### Sales Management Service

£950 (per 10 hours)

### Real Estate Advisory Service

By quotation only



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## CONTACT US

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