

DRUCE

PRIME LONDON RESIDENTIAL PROPERTY

Marylebone, Mayfair, Fitzrovia,
Regents Park and North Hyde Park

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London W1G 8NR

Sales
+44 (0)20 7935 6535
Lettings
+44 (0)20 7935 6535

South Kensington, Kensington,
Chelsea, Knightsbridge and
Holland Park

10 Gloucester Road
London SW7 4RB

Sales
+44 (0)20 7581 3771
Lettings
+44 (0)20 7581 3772
Property Management
+44 (0)20 7036 2333

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Due to Simon Hedley's detailed local knowledge and 'can do' approach he and his team consistently manage to secure the lions share of the best instructions from local business and individuals. When there is a joint instruction, time and time again it is Druce that secures the winning transaction. It is for this reason that it is not surprising that Druce are year upon year, without exception, one of our top two performing residential agents.

Simon Baynham – Property Director, Howard de Walden Estate



DRUCE.COM



PRIME RESIDENTIAL
SALES



OUR EXPERTISE

Druce have a long-standing reputation as a premier estate agency in Central London. The teams are all highly experienced and internationally respected within the property world.

Key services offered by Druce for clients wanting to sell properties whether homes or investment portfolios:

Valuation
Marketing skills
Local knowledge
Authority
Negotiation
Honesty

The Druce approach is to always ensure clients, benefit from a smooth and efficient process when buying or selling a property.

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Druce is a high quality property consultancy, who deliver excellent customer service and professionalism in their field.

Their invaluable insight into the local micro market in terms of values and ascertaining buyers requirements have allowed us to forge a hugely successful track record together.

Chris Murray – Managing Director, Ridgeford

THE SALES PROCESS

A step by step guide to Sales:

– **Valuation and agreement of optimum asking price**

This is based on not only considerable experience and comparable evidence but also an understanding of trends and forthcoming market growth

– **Marketing**

A fusion of all components using traditional forms including print media and windows and marrying these with contemporary digital forms including the web and social media

– **The offer process**

Collection, assessment and presentation of all offers. These need to be correctly evaluated as to not only their value but importantly their credibility

– **Negotiation**

An area where many competitors are weak. Druce display a high knowledge of the conveyance and leasehold extension process allowing an exceptionally high success rate in guiding a firm offer through to completion

– **Exchange and Completion**

A smooth, professional seamless service from exchange to completion for vendor and buyer minimising stress and heading off unforeseen obstacles all the way through to the key handover.

VALUATION

A well respected estate agency understands the crucial, niche value of properties in key Central London locations. Rather than follow a trend, creative approaches can also establish new trends with respect to the price of a property and its potential for growth, rather than being influenced by competitors.

In order to ensure a smooth selling process whereby sellers and buyers both realise the property's maximum and market value, it is essential that the property is accurately assessed with consideration for the target market's expectation, local history and precise understanding of a location and it's various micro markets.



MARKETING YOUR PROPERTY

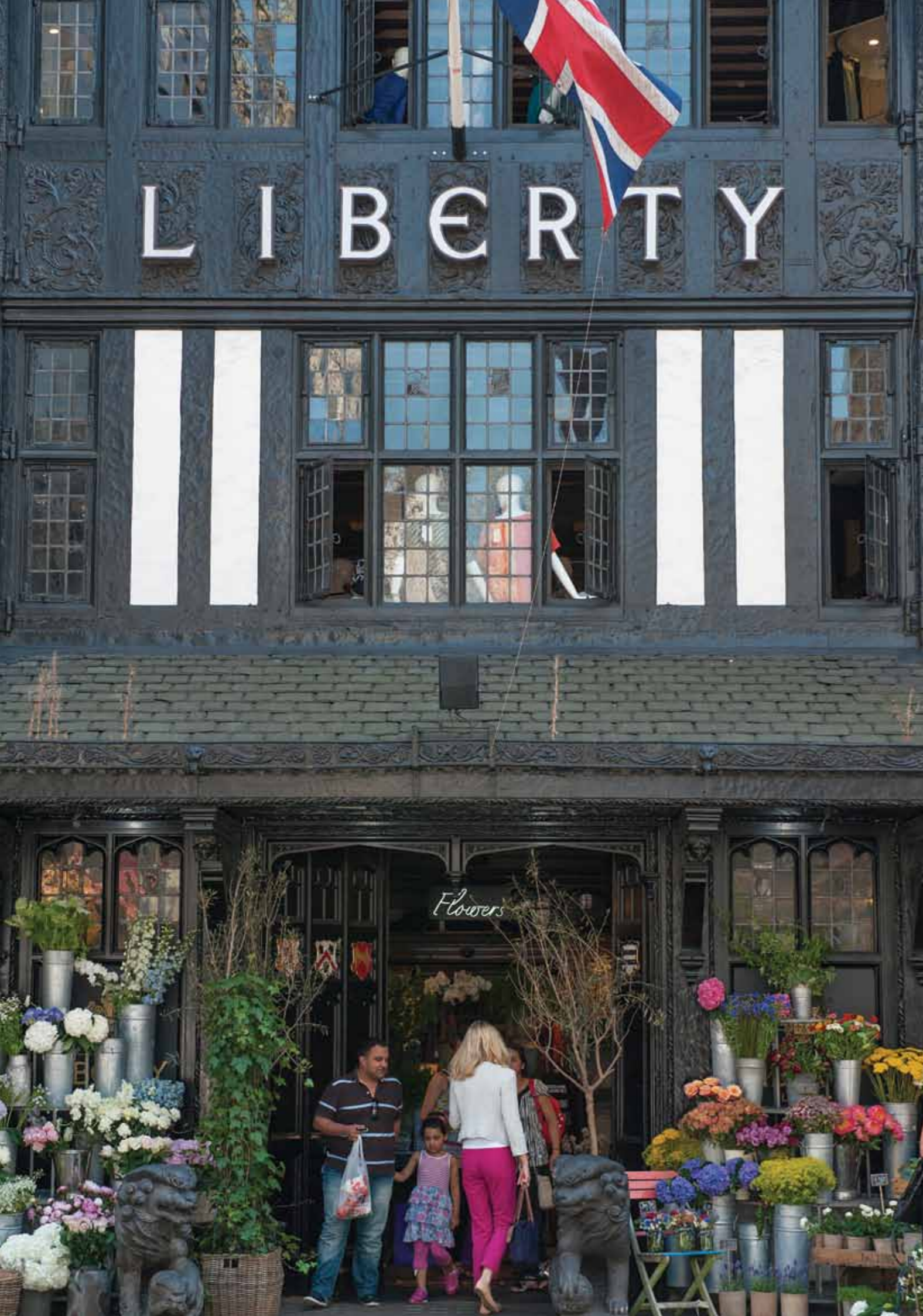
Established relationships with many blue chip companies, CEOs, bankers, professionals, high net worth individuals plus ensuring corporate visibility of properties in their preferred journals and quality, well respected property magazines.

Strategic business associations with key, marketing executives and a strategised visibility approach to maximise properties' circulation to the target key audience. Druce undertake and are responsible for all marketing which includes the professional production of images and floor plans, promotion in high-quality, professionally designed sales brochures, promotion on key websites including Druce, property portals, highly visible LED window displays, colour sales lists, advertising in local, regional and national press and at international satellite offices.

Property Portals include:

- Zoopla
- Rightmove
- Prime Location
- On the Market.





LOCAL KNOWLEDGE

Druce offer a premier level of estate agency expertise. With many years of local knowledge as an integral part of the community, the experienced team have developed their skills and approaches, through varying and current market trends. Valuations are substantiated upon local property history and market potential; then realised through the company's prolific flow of sales.

LOCAL PRESENCE: INTERNATIONAL REACH

With the prime central London residential market attracting buyers from all over the globe, Druce have the reach to successfully showcase properties in all corners of the World. Using digital, media dedicated public relations and satellite offices, Druce optimise the potential of each property maximising our clients return and future market potential. In recent years this has led to Druce arranging sales to overseas buyers at levels in excess of 40%.

AUTHORITY

Essential qualities expected by every team member include:

- Absolute commitment to the clients
- Understanding of the buying/selling process
- Property owners themselves
- Many years' experience within the property industry, through various economic climates and trends
- Many years experience of property sales in the local area
- High conversion rate
- Intelligent informed local market comment
- Advanced negotiation skills during offer agreement and completion
- A specialist knowledge and understanding of property matters including leasehold issues and enfranchisement.





NEGOTIATION

Successful and respected by all parties involved in the buying/selling process, negotiators understand what is required and then deliver on their promise as each and every issue is resolved, until final contracts are signed and delivered.

ETHICS

The Druce team always respect the clients' best interests, in order to deliver upon assurances and expectations through to fruition. Druce is a strong, local, independent and well established business with an enviable reputation for integrity and professionalism.

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Druce's staff are helpful, polite and expert in their advice and it is thanks to Druce we have our properties on the market for a very short time!

Kerstin Bowers – Property Manager

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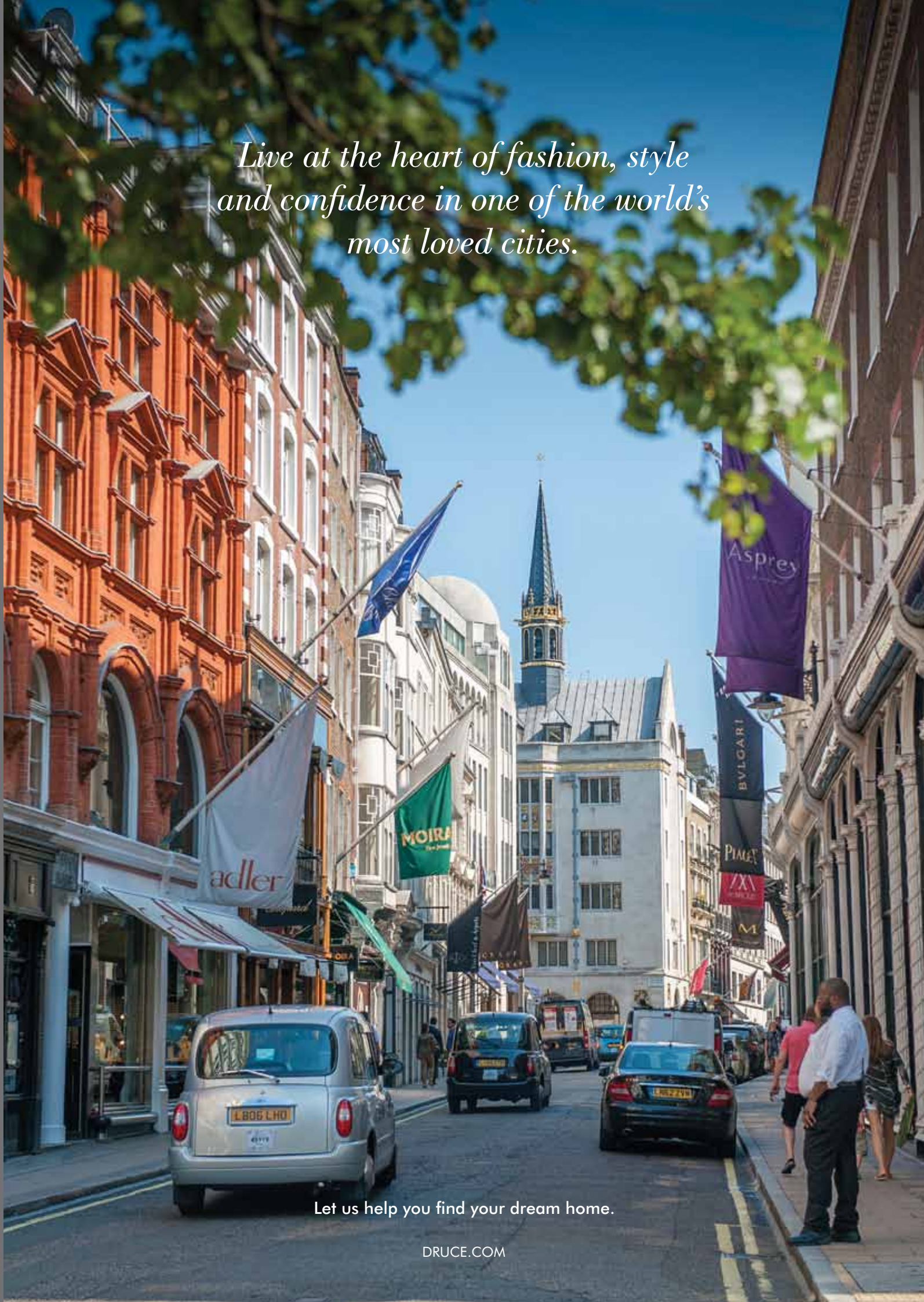
We found Druce and in particular Simon Hedley, helpful and extremely knowledgeable of the local market... although we were not successful with our first attempt we all persevered with the search and Druce sourced us an excellent Mews house. We felt that the agency were extremely professional and trustworthy and we would not hesitate to recommend them for Marylebone.

David Taylor – Renowned regenerationist

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Since our first dealings with Druce on the Great Portland St Project, we have always found them knowledgeable and in touch with both the local market and the key players within it. Time and time again we have successfully worked together from conception to completion enabling us to maximise each opportunity.

Charles Gourgey – Director, Amazon Property



Live at the heart of fashion, style and confidence in one of the world's most loved cities.

Let us help you find your dream home.

DRUCE.COM