



Black Brick
Finding perfect properties

Case Study

53 Queen's Wharf, Hammersmith, W6



Price: £950,000 : January 2019

The Challenge

Our client was looking to sell this two bedroom, two bathroom new build apartment in Hammersmith, West London. The challenge was selling in the midst of the current Brexit market uncertainty and competing against at least two other similar flats for sale in the building.

The Perfect Conclusion

Pricing the property at the right level was crucial. As a result we generated more than one interested party and agreed a sale at the very respectable price of £950,000 (equating to £1,103 per sq ft) to a cash buyer. The property exchanged and completed within 4 weeks.

The Unfair Advantage

The right advice is crucial. In order to achieve a sale we knew the property had to look appealing compared to the competition. We agreed to price it just below what the other competing apartments were asking and subsequently found a



We're ready when you are.

We would be delighted to hear from you to discuss your own property requirements and how we may be able to assist you. Should you wish to arrange for a non obligatory consultation, please contact us:

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