



**Black Brick**  
Finding perfect properties

Case Study

Ashley Gardens, Westminster, SW1



**Price:** £2,700,000 : September 2019

## The Challenge

Our clients had been trying unsuccessfully for more than a year to identify a suitable apartment to buy before instructing Black Brick to assist with their search. They had identified a very small area in Westminster where they wanted to buy an apartment. The area and style of property suited them for a number of reasons compared with more expensive surrounding areas, and they had narrowed their search down to one block in particular called Ashley Gardens. Property values and styles in Westminster mean that buyers are able to purchase large (in excess of 2000 square feet) lateral mansion block apartments for under £1300 per sq. foot. By way of comparison, a similar sized apartment in Belgravia would cost a minimum of £2000 per square foot. As a result competition can be fierce.

## The Perfect Conclusion

Once instructed we managed to highlight a suitable opportunity in Ashley Gardens, prior to it coming to market, in the block they favoured. The flat worked especially well as it was located on the first floor, measuring 2200 sq. feet and had the unique appeal of having one of the largest balconies in the block. We were able to access the opportunity off-market, which enabled our clients to offer on the property without facing competition.

## The Unfair Advantage

We gain access where others can't. Our relationships with key estate agents in the area meant we were able to gain access to a special opportunity prior to it coming to market.



**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:

+44 (0) 20 3141 9861  
[camilla.dell@black-brick.com](mailto:camilla.dell@black-brick.com)