



**Black Brick**  
Finding perfect properties

Case Study

Eaton Square, Belgravia, SW1W



**Price:** £6,300,000 : January 2020

## The Challenge

Our US client was looking for a London pied-a-terre. They had been looking at the market for a number of months and had conducted some viewings but had found the market difficult to navigate. They had concerns over pricing transparency and were unsure that they had gained access to the best opportunities in the Chelsea & Belgravia areas.

## The Perfect Conclusion

Eaton Square is widely considered one of the top three addresses in prime Central London due to the attractive period architecture and immaculately maintained private gardens, all closely managed by the Grosvenor Estate. The most desirable properties are often sold off market and gaining access without professional representation can be difficult. We sourced a rare and impressive first and second floor duplex in one of the 'key' mid-terrace buildings on Eaton Square. Through our negotiation we then agreed a huge £1,000,000 discount from the asking price. Beyond the negotiation we were also able to introduce the clients to experienced advisors, essential due to the complex nature of how property is held and managed on the square, this included a leasehold enfranchisement specialist and building project manager.

## The Unfair Advantage

We know the market intimately. We provided our client with sales comparables that are not available in the public domain and as a result, we negotiated a 14% discount from the asking price for a rare and impressive apartment on one the best streets in London. We made sure the client had all the necessary information and advice, in order for them to make an informed decision prior to exchanging contracts. This is important on an address such as Eaton Square, where the leasehold structures and management policies are relatively complex and far more comprehensive than your average street in

London.



**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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