



Oceanic House, Westminster, SW1Y



Price: £3,400,000 : November 2019

The Challenge

Our South American client was looking for a new London home. They were already renting in the area and had identified a property which they liked, but needed specialist advice on pricing and negotiation. We were instructed by the trustees who wanted peace of mind that the client was purchasing the right property on the best possible terms.

The Perfect Conclusion

Oceanic House was originally the London headquarters of the White Star Line from which tickets for the RMS Titanic were sold. The handsome Grade II listed building has now been re-developed into 7 luxury apartments. Before engaging Black Brick, our client had initially wanted to purchase the show apartment. Often developers will “dress” the weakest apartment. We identified an alternative, more attractive flat in the same building which was larger, with a better layout and improved position. Through our negotiation we then agreed a huge £800,000 discount from the asking price, equating to just over a 19% reduction. The property was newly refurbished with a number of new appliances and services, we therefore introduced a specialist M&E surveyor who put together an extensive list of items which we made sure the developers had fixed in order for the property to be handed over in fully working order. This can often be a problem with new build apartments but we ensured our client will move in without the hassle of any snagging issues. The entire process was managed and overseen by us in order to protect our clients best interests.

The Unfair Advantage

Buyer beware. Buying new builds can be very tricky. We know the market intimately, can identify more attractive properties and negotiate huge discounts for our clients. We identified a better apartment, saved our client 19% from the asking price

and made sure there was no snagging issues when our client moved in.



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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