



Black Brick

Finding perfect properties

Case Study

Television Centre, White City, W12



Price: £1.1 million **Date purchased:** November 2015

Our Client

We have closed not one but six transactions for various UK investment clients in this off-plan development during 2015.

The Challenge

Many of our clients are attracted to buying off plan. The advantages of staged payments and possibility to sell the contract on before completion being some of the key advantages. However, the off-plan/new build market is a minefield for most buyers and investors. Most off plan developments in London will not make good investments. There is a vast range of options across London, and the need for in-depth market knowledge about how they are likely to perform when completed is vital.

The Perfect Conclusion

We highlighted the Television Centre to several of our clients for various reasons - its transport links, proximity to the Westfield shopping centre, investment going in from Imperial College, opening of a new Soho house hotel and private members club and the fact the BBC will continue to be on site, all make it compelling. It is also relatively low density. Furthermore, we achieved an attractive rate, at circa £1,000 per square foot, which we feel is good value for a development of this quality and in this location. We also leveraged our contacts to get our clients in early, securing the best units before the development's UK launch.



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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