

# COMPETITIVE EDGE

WINTER/SPRING 2006

CENTRAL LONDON NEW HOMES

From

**FRASER** & Co

**NOW  
HERE**

## *The Liveliest Lettings Market*

### The Heart of Westminster

Fraser & Co have just released 20 flats for let in one of Berkeley Homes' newest developments. In one of the most notable addresses in the world, Neville House is located on Page Street SW1, in the heart of Westminster and opposite the tranquility of St John's Gardens. Imaginatively designed, a selection of two and three bedroom furnished apartments, many with parking and balconies, are available to let at £500 per week for two bedroom apartments and £600 per week for three bedrooms.

Call +44 (0)20 7624 7479 or +44 (0)20 7723 5645

### Reaping the Rewards

As bankers anticipated serious bonus bonanzas in the first quarter of 2006, it could only mean one thing for the property market – a major boost in business.

Soaring oil prices and continued buoyancy in financial markets have produced a healthy share in the profit pot. Where to spend the money? On property, obviously. Which means it's an excellent time to sell. Since the turn of the year demand is already looking very strong, especially for new developments. Foreign investors with

whom Frasers have long-established connections are also still very much a major factor in the market.

"Our buyers are hungry to find the right projects and it also appears that buy-to-let demand is on the increase," reports sales director Richard Levene. "Watch this space for plenty of new developments due to be released through the company in locations worldwide."

To market your property call the sales team on:  
+44 (0)20 7624 7479 or +44 (0)20 7723 5645

# Skyline Bankside

Fraser & Co have a range of brand new luxury one bedroom apartments available to let in the Tempus Luna Building, West Bermondsey SE16. A striking addition to London's bankside skyline, the development comprises a stylish collection of glass-fronted one bedroom apartments and penthouses, some with fantastic river views, taking in Tower Bridge, the 'Gherkin' and Canary Wharf. Close by is a serene river setting close to Shad Thames with its enviable selection of bars and restaurants. The apartments, all brand new, have fully fitted kitchens, 24-hour portorage and some are available with underground parking. Fraser & Co have 15 flats to let from £285 to £900 per week.

Contact Mark Shack on: +44 (0)20 7624 7479

LUNA  
building TEMPUS SE16

To Let  
Luna Building  
From  
£285 pw

## DEMAND REMAINS STRONG IN W2

Fraser's Paddington Waterside office is still very active in the area having sold in excess of £13 million of new apartments in the regeneration area in 2005. The office has now launched the Riven & Inver Court development by Manhattan Loft Corporation – a unique scheme of brand new penthouses. Prices start from £575,000.

Call the Paddington office:  
+44 (0)20 7723 5645

## ROUND UP

We are back in the Far East in March 2006 for the launch of Lanterns Court, Mill Harbour, Canary Wharf, London E14. The developments of 540 apartments are due to complete in late 2009. Keeping up global connections is a huge part of the business, giving the company that extra competitive edge. As part of their continued push into the overseas exhibition market the company have formed an association with international property firm Colliers International.

For further details email:  
robert@fraser.uk.com



## STAYING PROACTIVE

Making sure high returns are always received, the lettings team recently held a successful launch at the Visage development in Swiss Cottage where Frasers have a wide selection of one, two, three and four bedroom apartments. This impressive development is being built by Barratts and is quite unique in respect of its architecture and location. The apartments on the higher floors also have fantastic views across to Regents Park and central London. In addition, the sales team are also marketing many of the flats. Furnished lettings from £400 to £1,400 per week, sales from £450,000 to £3 million.

Contact St John's Wood office: +44 (0)20 7624 7479

Clients of Fraser & Co were entertained at the annual NSPCC Cinderella Ball at the Savoy Hotel in the Strand. The usual menu of eating, drinking and dancing was par for the course but guests were also entertained by magicians, caricaturists, tarot readers, angelic healers, a casino, a live band, a jazz band as well as a disco. The evening of course had a serious meaning and we understand that £100,000 was raised for charity.

Keep visiting the Fraser & Co website at [www.fraser.uk.com](http://www.fraser.uk.com) for the latest in sales & lets.