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ASPECT



“Welcome to our newly rebranded newsletter Aspect. We’ve had a fantastic 10 months, selling a higher volume of properties in our development instructions than other agents. Thanks to these phenomenal sales campaigns, we’re looking forward to closing out the year as our most successful to date. Enjoy the read...”

Jo Webster

Jo Webster
Director



KENSINGTON GREEN'S REPUTE RIDES HIGH



Devonshire Place, 4-bed freehold house comprising 2,205 sqft, £5,500,000

Since its inception in the early 1990s Kensington Green has remained one of W8's perennial developments.

Built when John Major was Prime Minister, Kevin Costner was the toast of the silver screen and Bryan Adams ruled the airwaves, its appeal has certainly outlasted that of most other things to emanate out of the early 90s.

Now in 2015, the vestige Kensington address remains one of Jo Webster's most popular developments, driving prices in its locality across the spectrum of properties it offers – from one-bedroom apartments to six-bedroom townhouses.

This year, Jo Webster has successfully negotiated the sale of 15 properties within Kensington Green at values between £1.1million–£7.5million, including a ground floor apartment at £2,236 sqft and a tenanted two-bed apartment for £2,599 sqft, traditionally regarded as a more difficult investment sale, but one that achieved a premium price.

Commenting on the popularity of the development, founder Jo Webster said, 'We find that many of our buyers have bought in Kensington Green before, favouring it as a purchase to hold and a large majority of our new sales come word of mouth from referrals of residents who have already bought there. And, with a current waiting list for properties within the development this demand has certainly contributed to pushing prices up, meaning that Kensington Green is selling at a higher price per square foot than many other well-finished properties in the vicinity.'

Set within nine acres of award-winning landscaped gardens yet only moments from Kensington High Street, Kensington Green is loved not only for its location but for the sense of community, range of accommodation and sterling reputation as an incredibly well-managed development. It certainly ticks all the boxes for buyers looking for a W8 address.

15

PROPERTIES SOLD BY
JO WEBSTER JAN–OCT 2015

KENSINGTON GREEN COVERED

So far this year Jo Webster is the only agent to have successfully negotiated sales within Kensington Green. Here's a breakdown of the 15 sold properties.

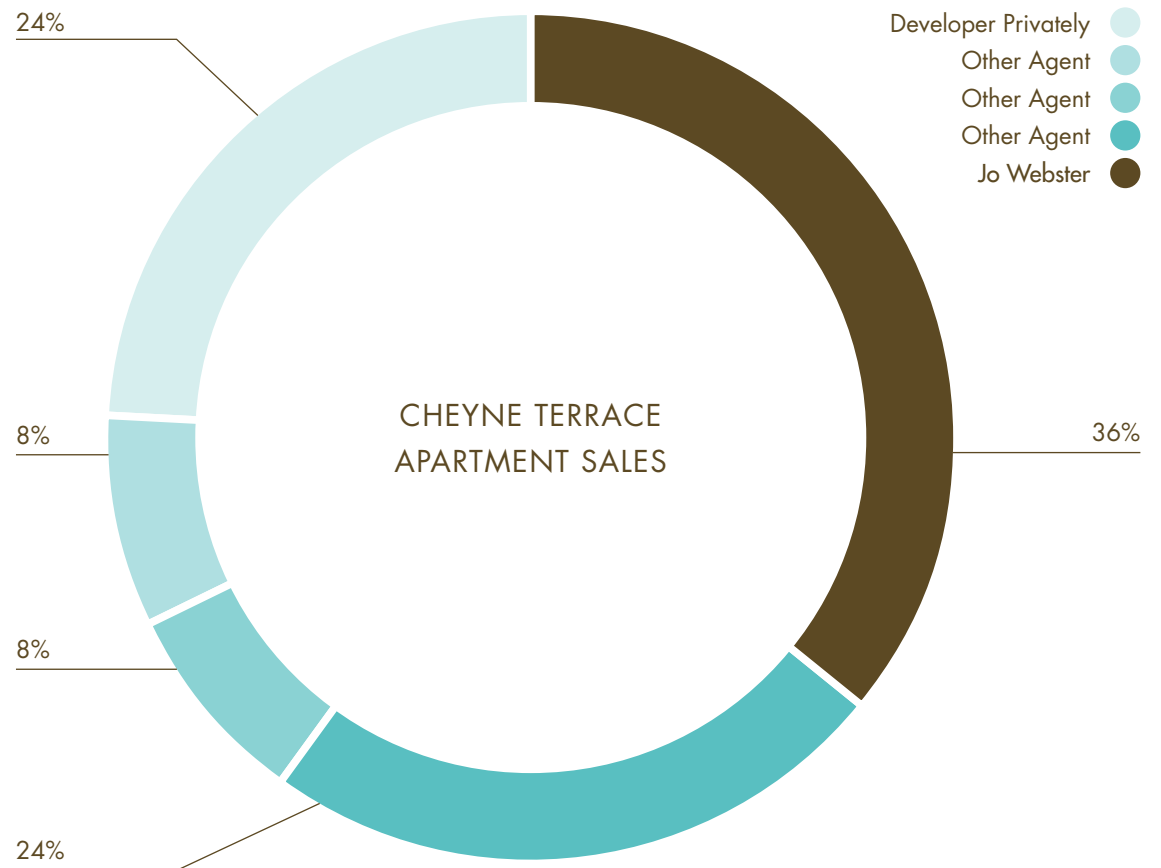


STRONG SALES AT AWARD-WINNING CHEYNE TERRACE

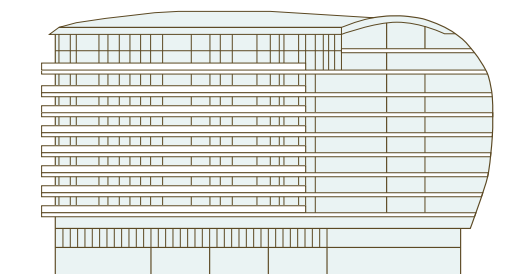
Jo Webster has sold more than one third of the apartments at Native Land's Cheyne Terrace development. Comprising 24 apartments in total, the team successfully negotiated the sale of nine (priced between £4.5million–£25.5million), including the single striking penthouse.

Located on Chelsea Manor Street between Cheyne Walk and the King's Road, the apartments at Cheyne Terrace evoke all a super-prime residence should. Featuring generous private terraces, a 24-hour concierge and a fitness centre with gym, spa, steam room, pool and private treatment rooms, the quality of build and holistic approach to the development is unmistakable. Indicative of the calibre, Cheyne Terrace was a finalist in the 2014 International Design Excellence Awards and a recent winner in the 2015 UK Property Awards for 'Best Architecture Multiple Residence London.'

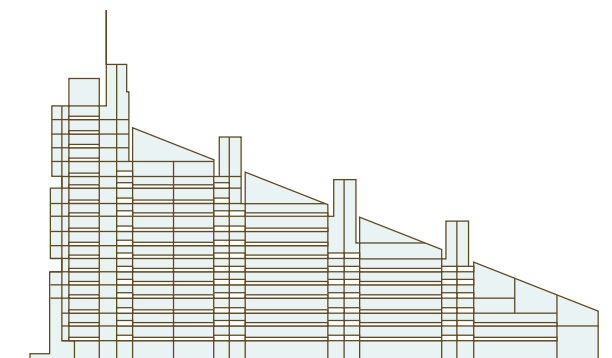
With the average size of apartments at Cheyne Terrace around 3,000 sqft, the development offers purchasers the rare opportunity to buy homes in the heart of Chelsea that combine space, style and super-prime location. As such, Jo Webster expects demand amongst buyers not only for Cheyne Terrace but developments of a similar pedigree within SW3 to remain solid.



VYING FOR VALUE



ALBION RIVERSIDE



THE MONTEVETRO BUILDING

Two of SW11's most popular riverside developments, Albion Riverside and Montevetro have both registered significant increases in price per sqft over the second and third quarters of 2015. Here's a look at what they have to offer...

Name:	Albion Riverside	The Montevetro Building
Year completed:	2004	2000
Former site use:	Built on the site of a Battersea bus garage	Built on the site of the Hovis Flour Mill
Architect:	World-renowned architect Lord Foster	Internationally-acclaimed architect Lord Rogers
Design style:	Striking curved design	Modern, clean straight line design
Number of apartments:	186	100
Number of floors:	10	19
Number of penthouses:	7	10
Apartment views:	River-facing and south-facing	Exclusively river-facing
Lifts:	Internal lifts	Glass lifts
Reception:	Communal	Individual block
Gardens:	Private gardens	Private gardens
Leisure facilities:	Swimming pool	Tennis court
Fitness facilities:	Gym	Gym, steam room and sauna
Dogs policy:	Dogs allowed (by licence)	Dogs allowed (by licence)
Parking:	Allocated residents' parking	Allocated residents' parking
Portered:	Fully portered 24hrs	Fully portered 24hrs
Concierge service:	Concierge service available	Concierge service available
Available sale prices:	Prices from: £895,000 to £12,000,000	Prices from: £795,000 to £7,500,000
Tenure:	980 years remaining	Share of freehold
Highest value achieved:	£15,500,000 (£2,484 sqft) in 2015	£8,500,000 (£1,839 sqft) in 2007
Units sold in last 3 years*:	21	11

JO WEBSTER INSTRUCTED ON NEO BANKSIDE PENTHOUSES



Interior cuture by Jonathan Reed, £15,000,000

Jo Webster is delighted to have been instructed on the penthouses in the Stirling Prize shortlisted development NEO Bankside, ranging in value from £5.95million to £15million.

Designed by feted architects Rogers Stirk Harbour + Partners, these truly magnificent homes, a master-class in contemporary craftsmanship, offer incredible views across the River Thames to St Paul's Cathedral, the City and the surrounding, ever-evolving London skyline. Described as 'life changing spaces', the Studio Reed-designed interiors combined with the stunning outlook bestow the apartments amongst London's ultimate penthouses, arguably the world's.



ON THE MARKET



NEO BANKSIDE, SE1
£3,950,000 LEASEHOLD

Situated on the 16th floor, this stunning three bedroom apartment offers exceptional views across London. Comprising 2,123 sqft (197 sqm) it offers spacious open plan living with three double bedrooms, two bathrooms, shower room and excellent storage. NEO Bankside benefits from 24 hour security, gymnasium, landscaped gardens and a meeting room.

- ENTRANCE HALL WITH FAR REACHING VIEWS
- OPEN PLAN RECEPTION ROOM
- FULLY FITTED BULTHAUP KITCHEN
- SHOWER ROOM
- SECURE UNDERGROUND CAR PARKING AVAILABLE FROM £100,000



MONTEVETRO, SW11
£7,500,000 SHARE OF FREEHOLD

A superbly appointed penthouse apartment situated on the 7th and 8th floors of the renowned Montevetro building. Comprising 2,950 sqft (274 sqm) this striking apartment offers exceptional sloping double height ceilings on the upper levels and three bedroom on the lower levels. The apartment benefits from wonderful river views and two secure car parking spaces.

- OPEN PLAN 39' RECEPTION SPACE
- SEPARATE KITCHEN
- 3 BEDROOMS
- 3 BATHROOMS
- 2 TERRACES
- 2 SECURE CAR PARKING SPACES



KENSINGTON GREEN, W8
£8,750,000 FREEHOLD

An exceptional five bedroom house that has been interior designed to an excellent standard with uninterrupted views across the award-winning landscaped gardens. Comprising 3,088 sqft (287 sqm) the property offers two inter connecting reception rooms, five bedrooms, three with bathrooms en-suite, two shower rooms, as well as a private garden.

- RECEPTION ROOM
- DINING ROOM
- KITCHEN
- 5 BEDROOMS
- 3 EN-SUITE BATHROOMS
- 2 SHOWER ROOMS
- UTILITY ROOM
- INTEGRAL DOUBLE GARAGE
- OFF-STREET PARKING



KENSINGTON GREEN, W8
£4,350,000 SHARE OF FREEHOLD

A refurbished and larger than average three bedroom apartment situated in Tamarind Court, a highly regarded apartment building within Kensington Green. The apartment comprises 1,435 sqft (133 sqm) and offers good lateral space with exceptional garden views. It benefits from spacious reception room, separate study, kitchen, and two bathrooms.

- RECEPTION ROOM
- KITCHEN
- STUDY
- 3 BEDROOMS
- 2 BATHROOMS
- 3 CAR PARKING SPACES

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