FITZROVIA BLOOMSBURY SOHO COVENT GARDEN MARYLEBONE

# Central Lite

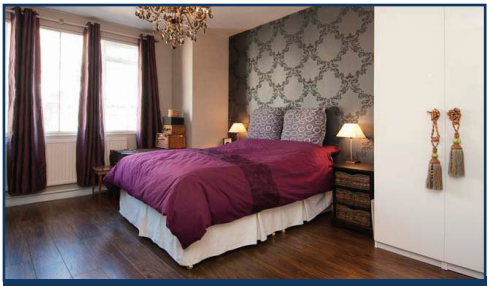
Living in the heart of the world's greatest city

## **Property Sales** continue to flourish in Central London

2010 started with a flurry of snow but not even the adverse weather conditions could thwart the activity in the property market. With the announcement that the UK is officially out of recession, coupled with the return of the much publicised bonuses in the City and the continued injection of equity from overseas buyers, the West End property market couldn't be in finer looking shape.

Reporting to you after the month of January, we are delighted to confirm many more buyers registering to purchase in our local area, as the desire to own a property in this premium location becomes more and more popular.

Our research shows prices in the West End have risen in the region by an average of 8% since what has been termed "the trough" in the property market twelve months ago. With the continued demand, better mortgage availability and a shortage of properties available to buy, we expect sellers to return to the market this year to utilise this opportune time.



**Cranfield House, Bloomsbury, WC1 £715,000 Long L/H**

- Bright well presented fifth floor apartment
- Two double bedrooms, modern kitchen & bathroom
- Portered building with residents walled garden

Please feel free to contact me personally to arrange a property appraisal and discuss how Hudsons can help you secure the best price for your home.

Simon Bray 020 7631 8708 or
simon@hudsonsproperty.com (sales properties)

## **Letting Market** returns to full health

2009 proved to be a record year for Hudsons, expanding the lettings department with transaction levels up from 2008 by over 15%, despite the difficult economic times. Although over the last 18 months there has been pressure on rents with the market favouring the tenant, rental values have now stabilised and the New Year has started remarkably well with many new enquiries from quality high calibre tenants.

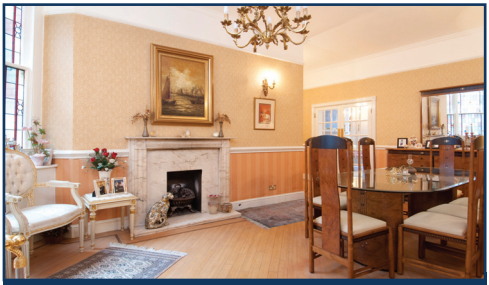
The careful qualification of prospective tenants, a comprehensive referencing process and a highly professional and personal service are the cornerstone of Hudsons' lettings department. This attention to detail provides our landlords with reassurance and peace of mind that their property is in safe hands.

In these days of longer working hours we have noticed a significant increase in new landlords choosing our full management service, joining an already large and established group of long term clients. Our dedicated property management team is headed up by Anna Henderson.

Hudsons new website has proved very popular with both landlords and tenants and has enabled us to showcase our client's properties to an even wider audience, whilst keeping many of the original easy-to-use key features and prompt displaying of availability.

Our lettings team has over 35 years of experience in the industry and this combined knowledge ensures we attract the best tenants and prices for our landlords.

Robert Burwood 020 7631 8700 or
r.burwood@hudsonsproperty.com (lettings properties)



**Bickenhall Mansions, Marylebone, W1 £1300 per week**

- Superior four bedroom mansion block apartment
- Spacious and bright family living space
- Central location close to Baker Street station

# 2010 - A year to look forward to

As 2010 starts, many will be contemplating moving home or location over the next 12 months, wondering perhaps what this year will bring? One thing is for sure the market has started off very brightly and quickly this year, with sales and lettings enquiries up significantly compared to the same period last year.

Available properties for sale are still in short supply thereby underpinning prices and the rental market has seen a turnaround too, as money circulating from the city, starts to manoeuvre rental premiums upwards.

I moved myself at the end of 2008 and it is really good to remind oneself of the hurdles that our customers face daily, so we as a company can continue to find solutions to remove most, if not all, of the obstacles in your path.

Hudsons are always looking at ways to improve our service to you and we will soon become members of the National Association of Estate Agents (NAEA) having carried out and passed the exams needed to confirm Hudsons have the professional knowledge and expertise in this very demanding market place.

2009 was a good year for Hudsons increasing our market share, representing more customers than ever before. This was achieved with the highest levels of customer service and generating excellent results for our clients over a sustained period. Some of their testimonials are listed below for you.

All in all, 2010 looks like being a good year for all those looking to move into this special area of London, where sales prices and lettings demand have returned quickly after the troubled times we all recently experienced.

If you are thinking of moving this year, Hudsons will be ready for your call and we endeavour, as always, to make your moving experience a pleasant and rewarding one.

Jonathan Hudson - Director

# Testimonials

"The service I received from Hudsons was excellent - thoroughly professional and highly personal throughout. They were totally responsive to my needs and more than met my expectations. I would not hesitate to recommend them."
**Ms B Sanders London**

"We hired Hudsons to sell our property in Bloomsbury after having dealt with a number of other larger Estate Agent firms who had failed to deliver results. Jonathan's local knowledge, charisma, intelligence and drive were clear from the outset. My only regret is that I didn't hire him earlier."
**D. Lancelot USA**

"The initial phone conversation with Hudsons was friendly and extremely helpful with knowledgeable information given about the area. Over the years we have had dealings with many estate agents and we can honestly say that we have never been looked after so well with such a personal service. We would certainly use Hudsons again and would recommend them to anyone."
**K & G Smith Suffolk**

"Thank you very much – I am most impressed with Hudsons and would like to take this as an opportunity to say that I and I am sure many others really appreciate the work you do. I have had previous dealings with other big firms and I can tell you that Hudsons are leagues above them! Thank you very much for all of your work."
**G Davidson London**

"I am pleased that you succeeded in renting the property. I have noticed that some agents work much harder than others, you seemed to put in the most effort on my behalf. So, thank you very much, I appreciate it. Kind Regards"
**Mr A Friedman London**

"Thank you so much for your great work with the flat. If you could please pass on my thanks to the team I'd really appreciate it - you've made the letting process much easier than I expected it to be! Should I wish to let the flat again in the future I'll certainly do so through Hudson's. Many thanks again and best wishes"
**Ms E Rhode Bloomsbury**

"This is just to confirm that award of the Gold Star for obtaining such a good sale and coping with all the attendant problems. We couldn't have had nicer agents to deal with. Regards"
**Mr U. and Mrs W. Brown. South Africa**

# Covent Garden

Our new dedicated Covent Garden department has proved to be a popular alternative for those residents/ property owners looking for a fresh approach to this special part of London. My experience in the area is what most clients are seeking, coupled with honest reliable advice.

It is key that whether you are selling or renting, you feel confident that you have left your prized possession in the capable hands of a professional who will look after your best interests, first and foremost when negotiations are in progress.

As has been the case for many years now, demand outstrips supply and here at Hudsons we have many more enquiries from prospective buyers and tenants than we can easily satisfy. Over the last 12 years it has given me great pleasure to hand over the keys to many new residents to the area and I am often bumping into "old friends" as I am traveling through the Piazza.

The great diversity of residential property within Covent Garden has often presented a bewildering challenge for many long time owners and landlords to accurately asses the value of their property. We are always happy to drop by if only for a quick chat, to provide an up to date synopsis of the market and an expert opinion regarding current values, free of charge and without obligation.

If you are interested in the value of your property for sale or for rent, I would be delighted to hear from you. You can call me on 020 7631 8700 or via email on r.burwood@hudsonsproperty.com

# Commercial Property Update

Hudsons commercial agency department continues to grow as more and more local landlords utilise Hudsons personal service. The fact is, we relish dealing with some of London's finest buildings, either for lettings, freehold sales or acquisitions, on behalf of our clients.

We are receiving fresh, daily interest from existing and new businesses looking for new premises and demand for commercial freeholds remains very strong. In fact Hudsons require more properties to satisfy the increasing demand.

If you are looking to rent or buy premises locally, please get in touch with us for a personal approach to the industry. Contact Hudsons 020 7323 2277 or email commercial@hudsonsproperty.com

# Central Life

Central Life's next issue is due at Easter. Who better than Hudsons to bring you up to date on interesting snippets of local information and history. This popular magazine increases its readership each edition and has proved most popular with local residents and businesses. It will continue to bring you free theatre tickets giveaways, all the latest fashion tips, great places to spend your free time, including new bars and restaurants, meals for two at one of the top local restaurants and much much more.

As always we welcome your input, so if you have a story and can provide some interesting historical news that you would like to see in print, please get in touch with us at info@centrallife.co.uk

# HUDSONS

**Guilford Street, Bloomsbury WC1**

- First floor 1/2 bedroom Georgian conversion
- Bright open plan reception, with high ceilings

**£435,000L/H**

**York House, Fitzrovia W1**

- Duplex two bedroom two bathroom apartment
- Situated in sought after portered block

**£695,000**

**Doughty Street, Bloomsbury WC1**

- Georgian two bedroom garden flat
- Refurbished to a good standard

**£549,000**

**Archer Street, Soho W1**

- Spacious top floor apartment in heart of soho
- Two bedrooms, two bathrooms

**£835,000L/H**

**For a Free Valuation please call us on**

**020 7323 2277**

**Neal Street, Covent Garden, WC2**

- One bedroom flat in Central Covent Garden
- Ideal for use as a pied a terre

**£350pw**

**Aria House, Covent Garden, WC2**

- One bedroom ground floor flat with porterage
- Close to Covent Garden Piazza

**£350pw**

**Bedford Square, Bloomsbury, WC1**

- Two bedroom flat on Bedford Square
- Private entrance and external patio area

**£700pw**

**Mansfield Street, Marylebone, W1**

- Superior two bedroom apartment
- Spacious accomodation with porterage

**£850pw**

The Property Ombudsman

The National Approved LETTING SCHEME™

HUDSONS PROPERTY
24 Charlotte Street, W1T 2ND
020 7323 2277
**www.hudsonsproperty.com**

*local knowledge, local care.*