

# London property – getting on the ladder

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LONDON, UK, UK, February 17, 2017 /EINPresswire.com/ -- Over several decades, London has established itself firmly as a global city to rival any other. Reflecting this, London property has also become one of the go to places for investors from across the world. 2016 alone saw £4.6 billion worth of investment from Asia into the London property market according to Savills<sup>1</sup>, while Q3 2016 saw £685 million worth of investment from the US <sup>2</sup>.

Alongside investment in commercial property, interest in residential London property has also spiked across the globe. Fitzrovia, Belgravia, Mayfair – the names of these neighbourhoods are synonymous with elegance and class globally, and they are neighbourhoods where pockets are deep. Interest in being part of the luxury London brand has contributed to substantial growth in London property prices over the long-term, with the latest data showing 7.5% growth in the year to December 2017 <sup>3</sup>.

Whether investing in London to generate income, or simply to own and inhabit your own slice of the city, competing with investors in what has become a global market place can be challenging. As many of those new to the market have found, often a property has already sold by the time it appears in the estate agents window.

## Surveying your investments

Once an investor has found the right property in the right location and at the right budget, a second challenge is to ensure the property is as good on the inside as it looks on the outside.

Arriving in London from certain directions could leave you with the impression that you're entering a hypermodern city – full of glass towers and new build apartments. While this is true to an extent, what also makes London great are the countless historical buildings and neighbourhoods that give the city such character.

Buying these properties and in these neighbourhoods can deliver an investor a property full of style and historical features, but it also means detailed surveys will need to be undertaken. Historical buildings bring with them their own unique challenges. Listed buildings for example, may bring with them certain obligations to maintain the property to certain standards, or within certain parameters. Further to this, investors will need to consider any local planning restrictions or listings which may impact future plans for the property.

## Beating the competition?

So, how can investors beat the competition to find the right property, make the right offer and then ensure that the bricks and mortar they are investing in is built on solid foundations? Both foreign and domestic property investors are increasingly turning to buying agents to help them negotiate the challenges between them and their perfect investment.

Buying agents can save an investor time and money by ensuring they find the best deals and by bringing local, specialised expertise into the search and acquisition process.

Henry Sherwood, CEO of [the Buying Agents](#) says, "London is at present one of the world's great property hotspots alongside other great global cities such as New York, Paris and Singapore. It is an exciting place for any investor, whether the individual looking to build a successful property rental business in one of the world's most in-demand cities, or the family looking for a convenient home close to the offices of the Square Mile."

The Buying Agents, based in London, is an award winning property search and acquisition company covering London, the UK and popular destinations in Europe. It provides a personal one to one service to home buyers and investors, active in the prime property market for nearly 15 years with a focus on London but also covering other exclusive parts of the UK, France and Monaco. With a wide range of properties available (which you won't find in the estate agent windows), The Buying Agents offers a full, bespoke service, taking investors from initial searches, to managing the move, exchanging contracts and opening the door to London property.

For full article, please visit: <https://sksmediaoflondon.com/2017/02/17/london-property-getting-on-the-ladder/>

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For more information on The Buying Agents please visit <http://www.thebuyingagents.com/>

To arrange an interview or comment from Henry Sherwood, CEO, The Buying Agents, please contact Liam Thompson at [lthompson@sks-london.co.uk](mailto:lthompson@sks-london.co.uk) , <http://sks-of-london.com>, or on +44 (0) 20 3290 6001

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