

Enviably knowledgeable

We find out more about Glentree International, their history, their knowledge and what is the secret of their undoubted success.



Partner Jeremy Gee (left) and founder Trevor Abrahmsohn – a formidable team

Why Glentree – Sales?

The year is 1976. Many will remember it as the summer when the country sweltered in a heat wave the like of which had never been experienced before. The property market was the worst it had been post-war and it was also the year in which Glentree International was born from a bedroom in a residential hotel in Golders Green. Six weeks later the company sold the first million pound property, which would now be worth over £30 million.

The rest, as they say, is history.

Glentree deals with some of the world's most expensive homes. In fact they are proud to disclose that they are responsible for the sale of 20% of the super-prime property in the capital. Over the years they have achieved some remarkable prices and including Toprak Mansion sold to a Khazhak billionaire for a reputed £50 million and another sale in Kensington for \$100million. Illustrious clients have included Sir Martin Sorrell, Richard Caring, Richard Desmond, Joan Collins, Lulu and so many, many, others.

The company is headed by founder Trevor Abrahmsohn and Partner,

Jeremy Gee. The pair make a formidable team with a substantial and enviable knowledge of the London property market and have a list of wealthy clients second to none which could make other agents eyes water!

In many ways the company's activities are akin to a merchant bank in the way they put their audacious deals together. This is a real differentiator and one many of their clients seek them out for. They are not happy to simply just sell a property. They set themselves the challenge of wanting to achieve the highest price possible on every deal done – it's a point of pride with them. They are often tougher with their negotiating skills than the clients they act for.

So why would anyone want to use Glentree to sell their home? Is it because of their extensive knowledge of the property markets spanning almost 35 years, their unique client base (both national and international), their proven and astonishing track record of sales, their professionalism or their unique approach to negotiating in order to obtain the best possible terms. All of which is wrapped up with an approachable, friendly and courteous manner which has served to keep them at the forefront of their game for all this time. ■

Why Glentree New Homes?

One of the proudest achievements of the company is the growth of their New Home Division which is run by the irrepressible Associate Director, Karen Morris and her team who preside over the largest selection of new homes in North West London under one roof. Clients find this one-stop-shop approach easy and are beguiled by the warmth of service they receive from the beginning of their property journey right to the end.

Karen, who has worked within the property industry for over 20 years gaining a wide range of experience in all aspects of property in prime London locations, has established exceptional relationships with the very best developer clients including; Octagon, Barratts, Berkeley Homes Plc., Harrison Varma, London & Regional, Willowacre, Dwyer Plc., Albany Homes International, Fitzroy, Heronslea as well as many other independent developers.

These relationships ensure that Glentree New Homes are involved in some of the most prestigious and stunning schemes right from the very

Sales 020 8458 7311 Mansfield House, NW11

A seven bedroom, double fronted detached family home with interiors designed by Tim Gosling and a breathtaking leisure complex.

£18,750,000



Sales 020 8209 1149 Heath Hall, The Bishops Avenue, N2

A beautiful Grade II listed, 36 room, property restored whilst remaining faithful to its Classical, Arts & Crafts and Scottish Baronial architecture.

£100,000,000



Karen Morris and her team who preside over the New Homes

beginning. From the identifying of sites, advising on planning consent, design layout, specification and marketing, providing full appraisals, viability reports and projections to making sure that schemes are carefully groomed for the right market either locally or internationally. 70% of residential property sold in North West London, with a value of up to £3m, are to UK domestic buyers. The remainder are made up of international purchasers who emanate predominantly from the Middle East, Eastern Europe, Africa, India, Hong Kong, Singapore/Malaysia and Europe. In order to capitalise on these markets Karen has established 'desks/affiliated offices' in most of the financial capitals of the world including: Moscow, Kaula Lumpur, Singapore, Hong Kong, Jeddah, Doha, Dubai, Lagos, Abu Dhabi, Baku and Tel Aviv.

Once a scheme is built and ready for sale, the team are back providing marketing strategies, manning show homes and managing launch events, and more importantly, finding a buyer from their potential list of over 2,000 current applicants; the list is growing day by day.

Karen understands well the concerns of her purchasers, especially those who are looking to buy off-plan, perhaps for the first time. She is on-call at all times allaying fears and guiding the process through to a successful result for all. If needed this includes helping with schools, domestic staff and generally 'shoe horning' the applicant into the local community. Cocooning her applicants from the beginning to the end she works closely with Glentree's Sales Department too where many clients have been using their services for decades from buying a first home in the early years to downsizing later in life.

With the largest selection of new homes in North West London, some exclusive and exciting luxury developments soon to launch in Golders Hill, Temple Fortune and Mill Hill, a 35-year history, their knowledge across all aspects of the new homes arena and their open, friendly and hand-holding approach why would anyone want to go elsewhere? ■

New Homes 020 8731 9500 West Heath Place, NW11

A 50 luxury apartments, and one cottage, development. All apartments boast terraces or balconies and benefit from the communal gardens, resident gym, underground parking and concierge.

Prices from £795,000 - £2,750,000




glentree

www.glentree.co.uk



Ros Florence in discussion with her excellent team of professionals

Why Glentree Rentals?

The Rentals Department is managed by property veteran Ros Florence greatly assisted by her excellent team of professionals who between them they have over 40 years of experience and there is little that they are not able to advise on.

Specialising in rentals from Kenwood, Hampstead Garden Suburb, St John's Wood to Regents Park, they are signed up members of ARLA – The Association of Residential Lettings Agents – which leads the industry in setting professional standards and regulates its members through its Code of Practice. Accordingly, they maintain Professional Indemnity Insurance and landlords and tenants funds are totally protected by their bonding scheme. Best practice is second nature to them.

It is their personal approach that has made them one of the most successful rental departments in North London. They are well versed in the pitfalls that can occur when renting out your home. Whether looking for a short-term or long-term tenant, they are there to smooth the way. They will guide you through the whole process from the moment your property is available until it is let. Their services encompass property inspection, tenant referencing, tenancy agreement preparation, deposit registration, inventories, rent collection and more. And, for those landlords wishing to let their property on a long term tenancy they also offer a comprehensive management service.

Their tenants are varied ranging from private individuals, corporate tenants, royalty to movie stars and famous sports celebrities. All receive a first class, professional, knowledgeable and friendly service from Ros and her team.

And it goes without saying, that confidentiality is key. Many of their clients guard their privacy jealously and this is absolutely understood.

So, no matter what the property requirement Glentree is there to help! ■

Rentals 020 8209 1144 Beaulieu, N6

A stunning exclusive residence in a private gated road, which has recently undergone extensive refurbishment.

£18,950 per week

