



Breaking new ground

Headed by two of London's most experienced rental experts Adam Phillips and Simon Harrod, the team at Phillips Harrod has built up an extensive network of contacts and clients both domestically and internationally. Here, Adam explains the ethos behind the new company and why 2015 is set to continue to be a great year



How did Phillips Harrod come about?

It's quite a funny story actually, as Simon and I had in fact been in direct competition for a number of years. Although at the time we both worked for different high-end property agents in Regent's Park, there was a mutual respect there. Over time, we started to conduct business together and subsequently became friends. With more than 20 years combined experience between us, we acknowledged each other's ambition to set up an agency dedicated to rentals at the top of the market. I think we both recognised that we would be better as a force together rather than as competitors.

How would you sum up the company?

We are not the average high street agent specialising in all areas of the market; rather we are focusing intently on specific areas where we have specialist knowledge and a proven track record. Since our inception we have completed numerous transactions in excess of £2,000 per week. So whether it be renting and managing your property, home search, asset management or portfolio building, our service is impeccable. And of course, client and customer satisfaction is our main priority.

Your main focus is on the north-west London area. Did you both grow up around here?

The principal areas in which we operate are Hampstead, Belsize Park, Primrose Hill, Regent's Park, St John's Wood, Maida Vale (including Little Venice), Marylebone and Mayfair, although we do in fact have a stunning penthouse to let on Lancelot Place, just opposite Harrods. We were both born and bred in the area and are a product of its education and social system. We both love the calm and suburban community, surrounded by hills and parks, while still being close to all the action that the city brings.

How does the profile of the tenant in Marylebone differ from that of Primrose Hill, for example?

Where NW1 turns in to W1, the enquiries are definitely

more about location than anything else. It's an obvious thing to say, but the profile of the tenant looking in Primrose Hill is more likely to be someone looking for a more family-friendly home and environment given the village-like feel and the proximity to so much green space. A Marylebone tenant, for example, may be more driven by the feel of the hustle and bustle of central living and is prepared to concede on accommodation. As a general example, there are fewer children in the equation from the enquiries for Marylebone homes. We have first-hand experience of this as we have recently rented a house in Primrose Hill to an international family of five and in Marylebone we have just rented an apartment to a family of three.

How do you think the local area has changed in the last few years?

It's become more cosmopolitan with the influx of international renters and buyers: indeed, it has become a very popular choice for people all over the world who choose to settle in London. There are many peripheral pockets within the area that have improved due to the surge in demand and the need for high-end

There are many peripheral pockets within the area that have improved due to the surge in demand

housing and convenient amenities. Hopefully these pockets will continue to grow and develop with the expat communities becoming entrenched in domestic life in London. For example, we have been working with an American family who we've

just rented a house to in St John's Wood. You can see us standing in front of the house (pictured left).

What are your market forecasts for the year?

We're very pleased with 2015 so far. It has been an important year for us as a new business in the high-end rentals market. We've put everything into getting Phillips Harrod off the ground and established within the market place. Whatever your political alliances may be, I think the property market spoke both prior and post the elections earlier this year. The uncertainty surrounding mansion tax caused a bit of a lull in the lead up to the elections. But since the Conservative Party was re-elected, I think confidence has been restored, demonstrated by the recent positivity in the market which we expect to continue through to the end of the year.

What are your plans going forward?

We plan to keep moving, to keep letting property efficiently and to diligently serve the public. Reputation is everything, so as long as we keep working hard, then hopefully Phillips Harrod will continue to flourish. ■

If you're considering letting your home and would like a free no obligation valuation contact Phillips Harrod on 0207 1234 152; info@phillipsharrod.com; phillipsharrod.com