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## INTRODUCTION

As the market has become more turbulent, clients are increasingly more demanding and cautious.

To support clients in taking advantage of current market conditions and ensuring value is achieved for their real estate strategies, Landmass has established the Private Office to cater to High Net Worth Individuals' and Family Offices' property needs.

Landmass Private Office provides an individual tailored approach through a single point of contact and helps its private clients in three ways.

### ARCHITECTURE & INTERIOR DESIGN

Improving existing homes through enhanced space planning and maximising the light.

### UNMODERNISED PROPERTY SOURCING

Saving our private clients time and money on sourcing their new home and design it uniquely to their taste.

### INVESTMENT PROPERTY SOURCING

Helping to safeguard private clients assets by sourcing specific income yielding assets and/or building a logical property portfolio with their capital preservation in mind.





## OUR SERVICES DETAIL

### ARCHITECTURE & INTERIOR DESIGN

Clients want perfection as they perceive it. Landmass **Architecture & Interior Design** can achieve just that.

We are committed to creating timeless design:

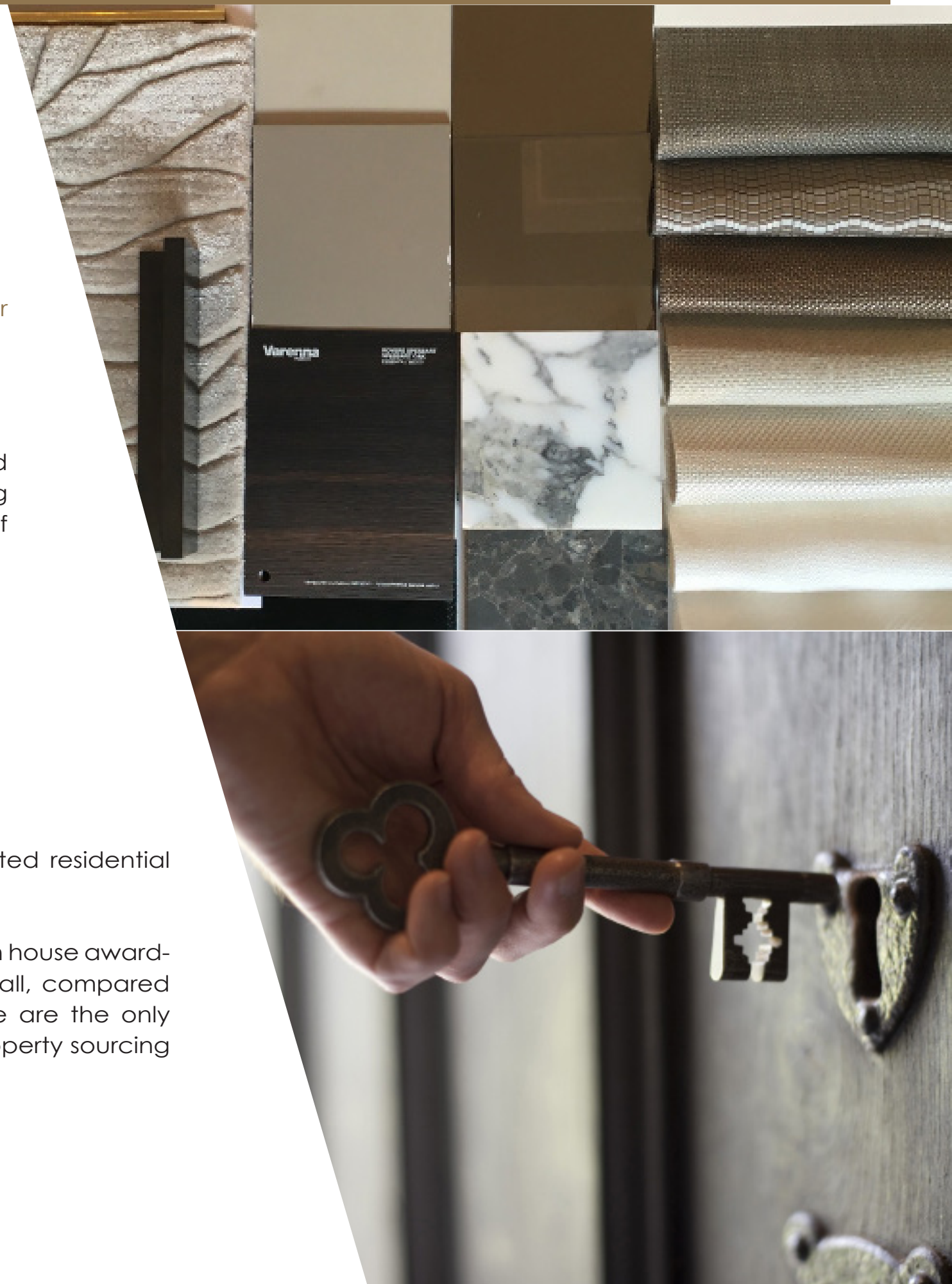
Our design solutions compliment their context and the end user's identity and create unique properties. Our design team has a renowned reputation for turning the negative into the positive. Our 'Volumetric Design' creates maximisation of space and light through the most appropriate space planning.

### UNMODERNISED PROPERTY SOURCING

Clients demand flexibility and value for money.

Landmass's **Unmodernised Property Sourcing** service will source only dilapidated residential properties and add value to them.

Incorporating lower acquisition price with stamp duty savings and the use of our in house award-winning design and building service, clients can save between 10%-20% overall, compared to purchasing the same property as a finished product from the market. We are the only multidisciplinary real estate company that offers an exclusive unmodernised property sourcing service.







## OUR SERVICES DETAIL

### INVESTMENT PROPERTY SOURCING

Real estate provides a mechanism to generate stable income and/or pass on wealth through generations.

Landmass can source targetted income producing assets and/or build a profitable portfolio of rental investments in prime locations.

London has always offered, and continues to offer, an economic and political safe haven for international buyers, a stark contrast to many cities globally.

Example: Landmass can secure underperforming assets with development potential for conversion into Ultra Prime Residential apartments, providing for the following:

- ◆ An ideal mechanism to store value with an exceptional opportunity for long-term capital appreciation
- ◆ Capital appreciation is targeted at 40% after year 10 with rental yields in excess of 2.5%
- ◆ Option to reserve one or more units for family use
- ◆ Ownership of a 'global status trophy asset'





## ARCHITECTURE & INTERIOR DESIGN

### LADBROKE GROVE

ADDRESS	76 LADBROKE GROVE W11 2HE
AREA	3,280 SQUARE FOOT
ARRANGEMENT	3 FLOORS ABOVE GROUND + 2 BASEMENT FLOORS
NUMBER OF BEDROOMS	5 BEDROOMS
REFURBISHMENT COSTS	£1.9 MILLION
CLIENT	LANDMASS DEVELOPMENT
SCOPE OF SERVICES	FULL TURNKEY

### SUMMARY

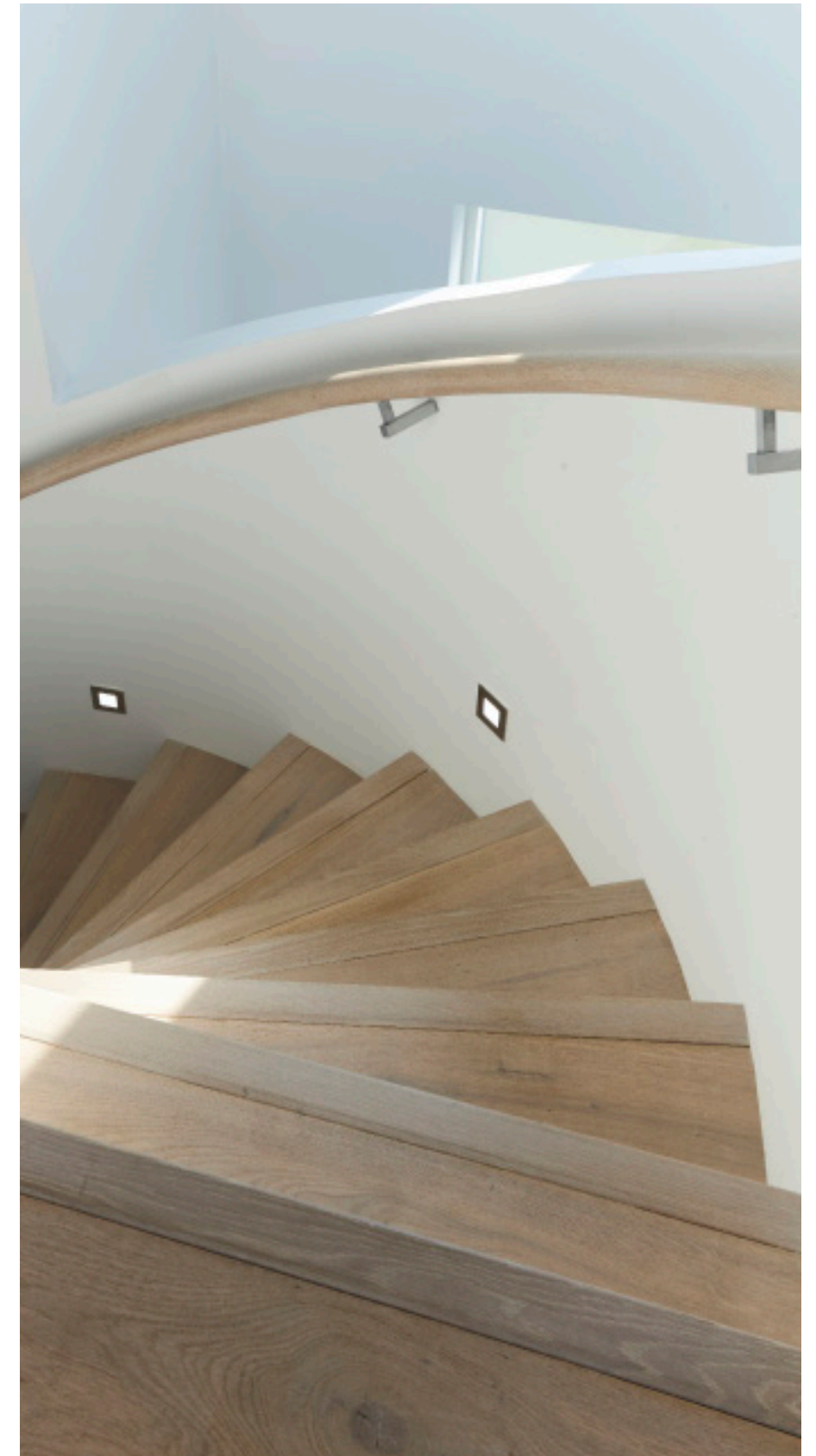
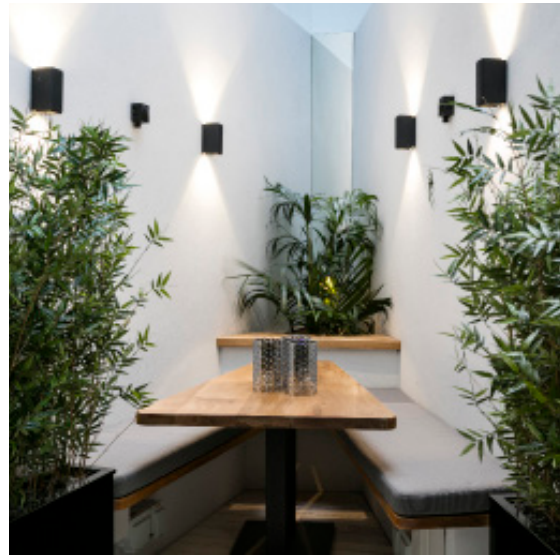
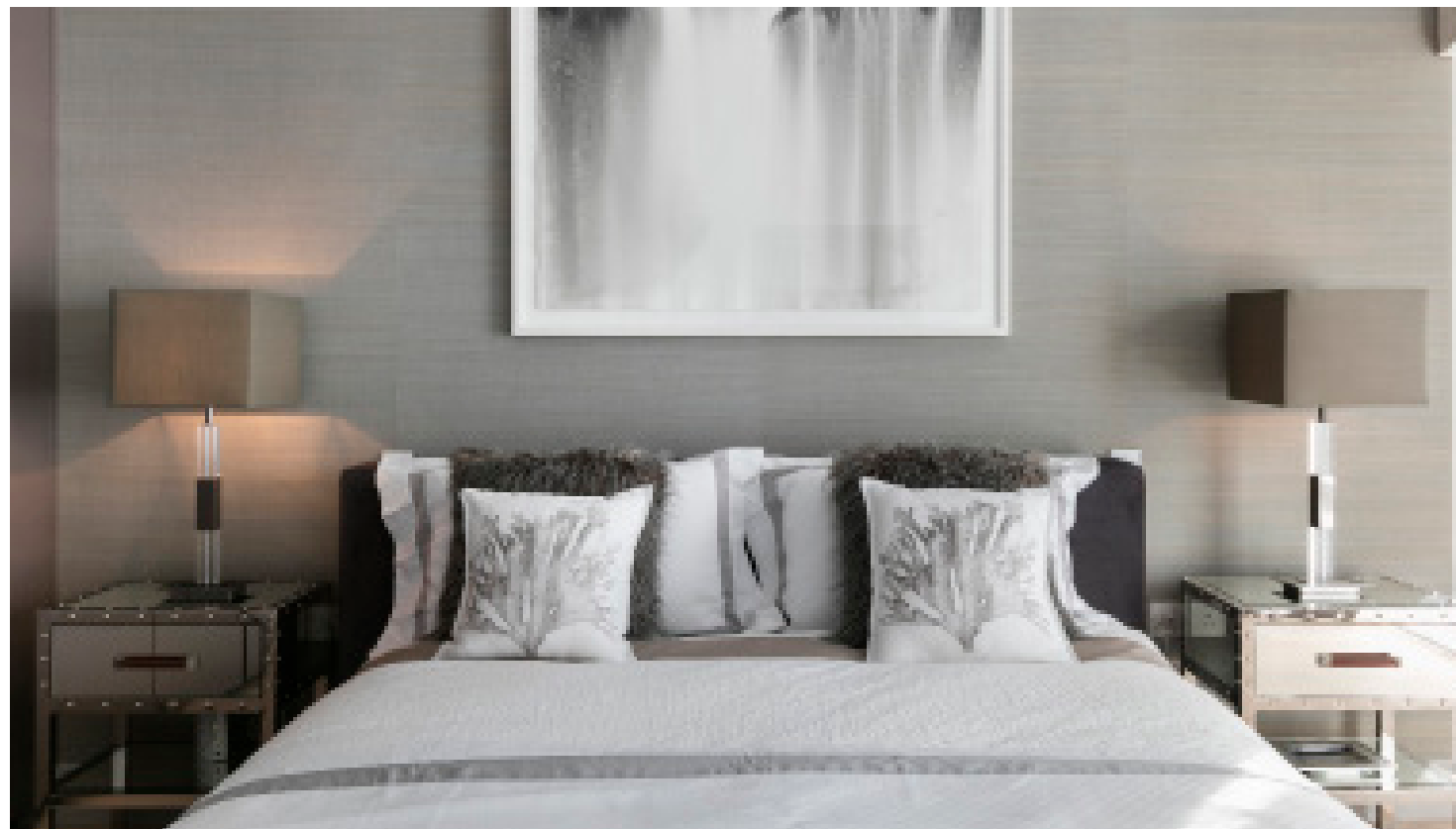
One of Landmass most ambitious projects to date.

Landmass turned a small, dilapidated building into a stunningly modern home. As ever, light and space were at the heart of this double-basement project, with inventive use of glass and floor plate configurations.

An “Al Fresco” dinning space was created to blur the boundaries between outside and in and a magnificent architectural staircase ensures that natural light can permeate the entire property.









## UNMODERNISED PROPERTY SOURCING

### UPPER GROSVENOR STREET, MAYFAIR

ASKING PRICE	£5,500,000.00
NEGOTIATED PRICE	£4,950,000.00
PROJECT TIMELINE	18 MONTHS
PURCHASE COSTS	£272,250.00
TOTAL DEVELOPMENT COST (INCL.FEES)	£1,938,263.00 approx.
SALE COST	£234,300.00
TOTAL COST	£7,394,813.00
ESTIMATED PRICE AFTER RENOVATION (INCL. SALE OF FURNITURE)	£8,935,000.00
ADDED VALUE	£1,540,187.00
ADDED VALUE %	20.83%

### SUMMARY

**PROPERTY:** This unmodernised 2,333 sq. ft three-bedroom flat on the fourth floor of Upper Grosvenor Street (Mayfair) is being marketed for £5,500,000.00.

**PURCHASE PRICE:** The analysis of transactions in the area for comparable properties shows that a discounted price of £4,950,000.00 would be likely achieved.

**REFURBISHMENT COSTS:** Refurbishment costs are dependent upon the size of the property, the location, the type of works required and the level of specification. Assuming high specification for the internal refurbishment and decoration, the costs inclusive of professional fees are projected at approximately £1,938,263.00.

**SALE PRICE:** The analysis of the capital values in the area shows that properties in good conditions have been sold between £3,000.00 per sq. ft to £4,000.00 per sq. ft. Considering that the property will be newly refurbished to a high specification, we estimate the sale price at £3,800.00 per sq. ft for a total Gross Development Value of £8,935,000.00 (inclusive of furniture sale).

**RESULTS:** The project will deliver a brand new bespoke residence, ensuring the owners a saving of 20.83%, in comparison to acquiring an already developed finished home.







## INVESTMENT PROPERTY SOURCING

### 17-18 THREE KINGS YARD, MAYFAIR

PURCHASE AND DEVELOPMENT	
ASKING PRICE	£15,000,000.00
NEGOTIATED PRICE	£13,000,000.00
SAVING	£2,000,000.00
PROJECT TIMELINE	24 MONTHS
PURCHASE COSTS	£532,000.00
TOTAL DEVELOPMENT COSTS (INCL. FEES)	£9,088,100.00
TOTAL COST	£22,620,100.00
GROSS DEVELOPMENT VALUE	£27,150,000.00
ADDED VALUE	£4,529,900.00
INCREASE %	20.03%
RENTING	
TOTAL AQUISITION AND DEVELOPMENT COST	£22,620,100.00
INITIAL TOTAL ESTIMATED RENTAL VALUE £/YEAR	£716,300.00
INITIAL YIELD	3.17%

### SUMMARY

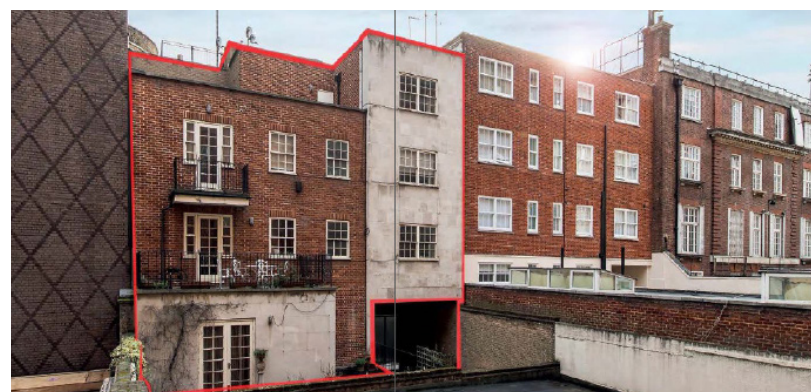
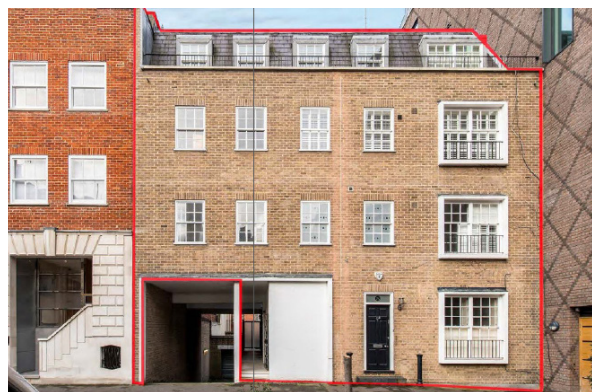
**PROPERTY:** This unmodernised building in Mayfair with a current area of 6,118 sq. ft has planning permission for demolition and re-build of 10 residential units for a total area of 11,934 sq. ft.

**PURCHASE PRICE:** The current market conditions, the analysis of the asset and the study of comparable transactions show that an offer of £13,000,000.00 would likely be accepted.

**DEVELOPMENT COSTS:** This project will entail demolition and construction; it assumes high specification for the interior design and decoration, hence the costs inclusive of professional fees are projected at approximately £9,088,100.00.

**VALUE FORECAST:** Future values are highly dependent on the outcome of Brexit negotiations and research shows that a bounce in values is expected when clarity on the political situation is obtained. The values used here are obtained by averaging the forecasts from three leading consultancies (JLL, Knight Frank, and Savills). We assumed Capital and Rental Growth starting in 2019 until 2022 and a steady growth therein.

**RESULTS:** It is possible to see that both the value of the property and the income stream received will grow over time. In ten years, the capital value will increase to £38,410,432 (+41.47%) and the rental income will increase to £910,802 (+27.15%) .





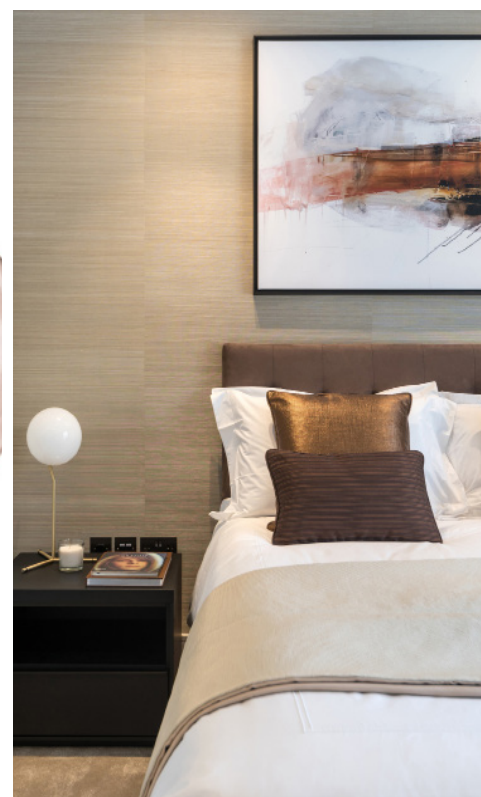
## AWARDS

Landmass has won

**'Best Development in London'** and **'Best Interior Design in the United Kingdom'** at the inaugural *International Property Awards* for one of our finest projects, 21 Grosvenor Place, **'Best Interior Design UK'** and **'Best Property Development in London'** in the *Daily Mail Awards*.

Landmass was also shortlisted for

**'Best Residential Property'** for our Belgrave Mews Development, in the *Home Building and Renovating Awards by The Daily Telegraph*





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