



# PRIME PORTFOLIO

RESIDENTIAL REAL ESTATE  
FOR PRIVATE CLIENTS  
SALES LETTINGS PURCHASE MANAGEMENT



## A MULTI-DISCIPLINED PROFESSIONAL AGENCY

Acquisitions  
Lettings  
Property Management  
Sales  
Non-Resident (UK) Tax Returns

## PRIME LONDON PROPERTY ASSET MANAGERS

Circa. £200 million of assets under management  
Property purchased from £500,000 - £20m plus  
Top residential buyer agent award winner for a number of years

Member of ARLA (Association of Residential Letting Agents), NAEA (National Association of Estate Agents), ARMA (Association of Residential Managing Agents) and The Property Ombudsman Scheme.

We let and manage, refurbish and sell, a substantial portfolio of London residential properties.

**John C. Vaughan** FNAEA, MARLA

**Founder Director**

**Qualified UK Property Agent - Practising since 1979**



**Overview:** John Vaughan advises clients, on all aspects of London Real Estate, whether they wish to occupy privately, develop or invest. He has run his own Private Practice since 1992 and has experience of the many cycles of the London property market with unrivalled knowledge of both the bull and bear markets that can make decisions harder to focus on.

He is considered to be a Trusted Advisor by his many Clients and their intermediaries with whom he develops strong long-term relationships. He firmly believes in Clients getting the best advice on all aspects prior to purchase or sale, be it on the property itself or the legal, ownership structure or fiscal issues that may also apply to a transaction.

Historically he has worked for Embassies, Private Banks, Trust Companies and High Net Worth families from many parts of the globe and looks after the property assets of a truly International Client base. Many are still retained as Clients with succession planning and continuity high on their agenda.

**Memberships:** John was admitted as Fellow of the National Association of Estate Agents (NAEA/ARLA) in 1979 and is a past Chairman and Treasurer of their Central London Branch. He is the Founder President of the Epsom College Property and Financial Services Society. John is a fluent Italian speaker.

**2020 Update:** This year has been particularly challenging with the global pandemic and up-and-coming change to business in general with the UK's exit from the European Union. I am pleased we have been able to manage our way through this crisis in a sensible and calm fashion. As a result I believe the decisions we made in March and our approach to the lettings side of our business, in particular, I can reflect on and view as a success. The team has embraced "home working" and we have kept everyone busy and motivated. The impact of Covid on our landlords and tenants has been mitigated as a result of personal communication and transparency which has proved invaluable. I thank my team enormously for their effort in 2020.

### The Leadership Team

Alongside John Vaughan two senior members are working to evaluate and develop the company's business interests.



**Vicki**

**Overview:** Vicki Hutchinson worked for over 20 years as a residential property solicitor specialising in Prime Central London. She joined Prime Portfolio in June 2019 in a business development role after leaving Macfarlanes. Although no longer practising as a solicitor, she has a good knowledge and understanding of the legal aspects of residential property transactions. Vicki qualified as a solicitor in 1985. She speaks German and some French.



**Andrew**

**Overview:** Andrew Imlay spent 42 years in the banking sector before retiring from banking in March 2019, having spent the last 22 years of his career at EFG Private Bank. Andrew provides useful financial and strategic input to the company and his lending and banking experience helps Prime Portfolio to give a rounded service to clients and access to the network of connections he has built up over his banking career.

## FAQS

### What services does Prime Portfolio provide?

We are a prime London mainly residential property agency based in Victoria. We invest on behalf of UK and international private clients in private homes and rental properties. Our director, John Vaughan, has been advising on the prime London market since 1990 and is amongst the most experienced London advisors. Our service is fully integrated comprising investment advice and acquisition services, letting, management, building construction, refurbishment and eventual sale. We also provide in-house accountancy services and have strong relationships with trusted legal, tax, finance, surveying and valuation professionals with whom we frequently work.

### Who are your clients?

Private investors looking to live or invest in prime Central London. 90% of our clients are international investors. We are regularly introduced to new clients by private banks, law firms, accountancy firms and private trust companies. Our service is independent, impartial and highly confidential.

### How do you work with your clients?

We work personally with each client, providing a dedicated service tailored to their individual investment requirements. We make regular trips abroad to meet existing and new clients to discuss the current market and their real estate investments. When our clients are in London, we ensure we are on hand to show them suitable opportunities. Prime Portfolio's integrated approach is entirely client focused and provides advice and support at every stage of the investment process. We believe we are the only private company in London with this broad background of knowledge, expertise and cultural intelligence.

### Why invest in prime Central London?

The prime Central London residential market is a micro market within the UK property sector that is driven not by the domestic economy but by macro global economic and political factors. It is fuelled by wealthy international investors. Historically it has outperformed more traditional long-term equity investments and it is not as easily affected by sudden market volatility as stock markets. London continues to be a global financial centre and an international destination for both tourism and business.

### What is the minimum investment?

Prime Portfolio works with clients who have in excess of £500,000 to invest in the prime Central London market. Frequently clients become multiple asset owners built up over many years of ongoing investment.

### What makes you different from an Estate Agent?

Prime Portfolio acts on behalf of and is retained by our clients. We source investment opportunities for our clients (where possible off market) and remove the need for our clients to deal with the multitude of estate agents working in the London market. By representing our clients in the marketplace, we allow them to retain their privacy which is of particular interest to high net worth owners.

### Do you provide Virtual Viewings?

Yes. We have 3D brochures for nearly all our properties. We also offer live video viewings giving a room by room walk-through at a time to suit you.

*"Connecting people and property with a global outreach and a local knowledge."*

### Head of Letting



**Magdalena**

**Overview:** Magdalena Grabarz (Maggie) has worked in the lettings industry for over 17 years. Her depth of experience in London lettings is unequalled and she has become known for her honest opinions and advice. Maggie has a good eye for interior design so often advises on presentation and furnishing of properties, whether for sale or rental. She also assists with our transactional business.

**Qualifications:** Maggie is a Student Member of ARLA, has a Bachelor of Law & Administration and a Masters in Human Resource Management & Economics from Lodz University, Poland. Maggie is a native Polish speaker.

### Head of Management



**Chiara**

**Overview:** Chiara Sissia is Prime Portfolio's head of property management. She provides an efficient and accurate administrative and day to day property management service to clients, not only in relation to their tenanted properties but also when their properties are vacant. She also deals with management of larger apartment blocks for the whole of our portfolio.

**Qualifications:** Chiara is a Fellow of ARLA. She holds their Level 4 Certificate in Residential Letting and Property Management. Chiara is a native Italian speaker.

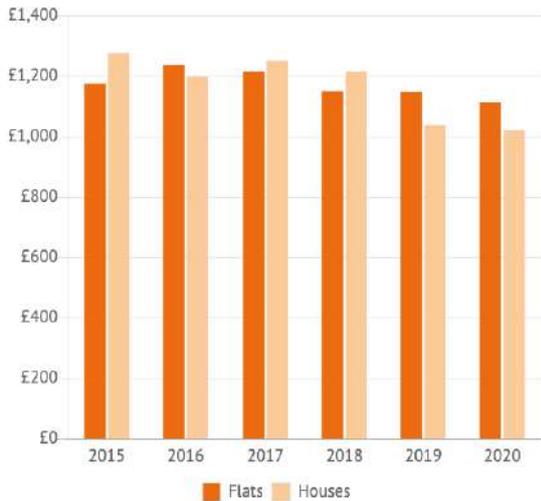
*"This team brings an unrivalled combination of property, law and banking expertise to our clients table."*

# FOCUS ON ONE OF OUR TARGET MARKETS

Pimlico, Westminster & Victoria Q3 2020 Sales Report

## Achieved Prices by Year

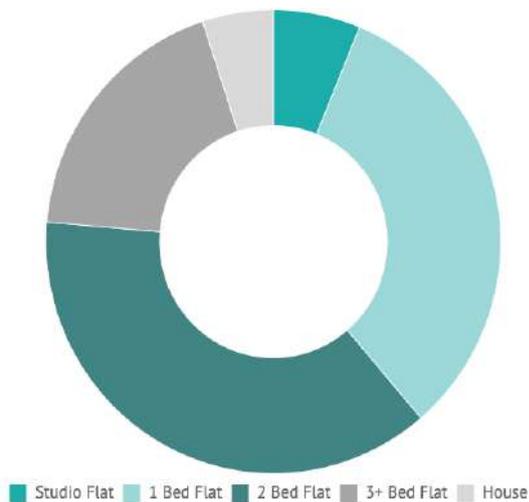
(£ per square foot)



Source: LonRes – Jul-Sep 2020

Pimlico, Westminster & Victoria Q3 2020 Lettings Report

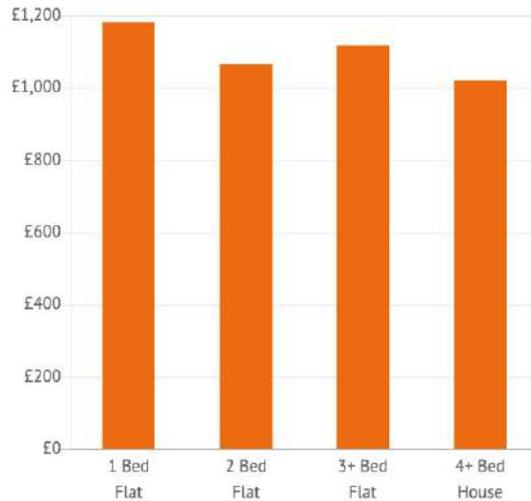
## Let Properties by Type



Source: LonRes – Jul-Sep 2020

## Achieved Prices by Property Type

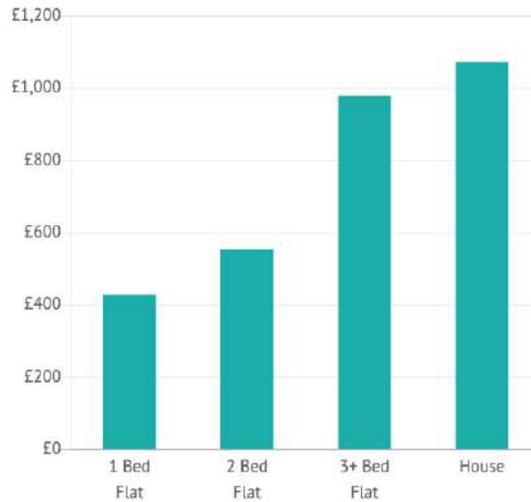
(£ per square foot)



Source: LonRes – Jul-Sep 2020

## Achieved Rental Price per Week by Property Type

(Price per week)



Source: LonRes – Jul-Sep 2020

## The Team



**Clare**

**Overview:** Clare Knight drafts the tenancy agreements for all new tenancies. She also negotiates tenancy renewals between landlords and tenants and advises property managers of any issues to resolve. Additionally, she oversees rent collection and any legal action that may need to be instigated to protect clients' interests and monitors legislation that may affect a client's interests.

**Qualifications:** Clare obtained the NAEA Certificate in Residential Lettings and Management in 2001. She has studied French and German to degree level.



**Kristina**

**Overview:** Kristina Baskova is an assistant in lettings and also works as a frontline property manager dealing mostly with tenanted properties. Her role includes arranging property repairs and maintenance and necessary safety inspections. She enjoys helping people to find a new home and resolving any problems with their property and keeps our website current.

**Qualifications:** Kristina graduated from university in Russia with a law degree and worked for 6 years as a lawyer in Moscow before moving to London in 2014 to work in the property industry. Kristina is a native Russian speaker and is learning Spanish.



**Mustapha**

**Overview:** Mustapha Haoui carries out the client accounting and bookkeeping for the company. He deals with payment of rent and service charges, collects clients' rental income and assists with all financial aspects of property management. He has spent more than 20 years working in the property industry.

**Qualifications:** Mustapha has an advanced diploma in computer programming and is a qualified maths teacher. He speaks Arabic and French.

## Corporate Moves & Commercial Interiors



**Phil**

**Overview:** Phil has worked with clients in Central London for many years as a Commercial Interior Designer finding and setting up corporate offices for UK and international companies. He offers a complete fit out from concept to turnkey solutions to get businesses up and running with a minimum of effort and disturbance. Day to day commercial management solutions are also handled by his team.

**Our Representative in Asia - Pamela Lin**  
**Overview:** Pamela was born in P.R. China and came to England to pursue her MBA studies. She then worked for a number of banks, latterly EFG Private Bank based first in London for 18 years before moving back to EFG in Asia. Pamela understands both the London markets and the needs and culture of Chinese clients. She assists Prime Portfolio to expand their services to Asian clients so providing them with access to prime London properties and is currently based in P.R. China, Hong Kong & Singapore. Pamela is a Chinese speaker.

## Home Counties Country House Search



**Simon**

**Overview:** Simon has been in the property industry since 1979 having worked as a partner of a Chelsea estate agency and national network in the Home Counties. He is Prime Portfolio's country representative, specialising in acquiring residential property in the Home Counties on behalf of UK and overseas clients. He is acknowledged as one of Britain's top 50 residential property buying agents.



The Vale SW3 | FOR SALE £1,975,000



Egerton Gardens SW3 | FOR RENT £775 Per Week



St Georges Square SW1 | FOR SALE £1,450,000



Marathon House NW1 | LET £3,000 Per Week



Marsham Street SW1 | FOR SALE POA



Abbotsbury Close W14 | LET £2,850 Per Week



Kensington Green W8 | FOR RENT £525 Per Week



Royal Avenue SW3 | SOLD £5,750,000



Sloane Court West SW3 | FOR SALE POA



St Georges Square SW1 | FOR RENT £650 Per Week



Craven Hill W2 | UNDER OFFER £1,177,500

## Acquisitions

Prime Portfolio combines extensive knowledge and experience of the London real estate market with a wide network of London property contacts, including the Wealth Advisory Network of private banks, law firms, accountancy firms and trust companies. Whether our clients are investing in a property to let, sell or live in, we act to match closely their individual requirements, advising on the best strategy for each property transaction.

Our buying services include:

- Taking a detailed client brief and advising on a suitable purchasing strategy
- Utilising our resources and private contacts to source high-quality opportunities, including off-market offerings.
- Working closely with all associated legal, tax, finance, survey and valuation advisors.
- Overseeing all negotiations on the best terms.
- Underpinning the capital value, post purchase, through refurbishment when necessary.

## Lettings

Prime Portfolio provides a complete letting service for clients, including private investors and trust companies, handling both furnished and unfurnished markets. Our aim is to secure the highest rental returns on properties for our clients. Our expertise and contacts in the field ensure the service we offer is unparalleled, often letting properties without needing to put them on the market.

*"Lettings occupancy could increase in 2021 as restrictions are eased for Covid and travel slowly normalises"*

## Sales

Prime Portfolio will market your property for sale. We offer bespoke advice on all aspects of selling your home or your investment property. Having worked in large property agencies, the team have gained a wealth of experience in the London real estate market. This enables us to provide a unique service, which is both discreet and professional.

Our selling services include:

- Providing proactive guidance on the best time to sell with our knowledge of the market.
- Handling effective marketing of the property.
- Offering impartial advice in relation to all aspects of a sale, including tax advice where required through our consultant tax advisors.
- Ensuring that the sale is managed efficiently and effectively.
- Assisting with post sales enquiries.

## Management

Prime Portfolio offers a comprehensive in-house management service to private investors and trust companies who require assistance in the management of their property. Our service is geared towards landlords, who can feel confident that their properties are safe with us. With a wealth of experience in the London rental market, we have built up the necessary strong relationships to deal with any maintenance eventuality in a smooth and efficient manner.

*"A well-managed property makes it greatly appealing to high-quality tenants"*

## Contact us

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[www.primeportfolio.com](http://www.primeportfolio.com)

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