

On the right track forward

Marc Schneiderman, Director of **Arlington Residential**, shares his thoughts and Arlington Residential's past, the current property market and what the future may hold in North West & Central London.

At the age of 15, I took a summer-holiday job as an office junior for a property company in the West End with the intention of going back to school four weeks later. Going back to school never materialised. The appeal of not doing exams and working in the heart of London earning money was too strong. Six months as an office junior lead me to working in a residential agency office and thereafter to a West End firm of agents for a six year spell. At the end of 1993, having just resigned from that secure job at a leading firm, I opened the doors to Arlington Residential.

For the first few days I sat in a large empty office with a single desk contemplating my decision. Then the phones began to ring with past contacts having located me and quickly thereafter my firm exchanged contracts on one of its most memorable sales – its first one.

That was 20 years ago. I would like to think, since that time my firm has established itself as a reputable and a well-regarded company. We have forged and nurtured relationships that have been, and I am sure will continue to be, long lasting and mutually beneficial.

I do not take all the credit for this. I am fortunate to have a loyal and dedicated team working in my office who have each contributed to our success. That once empty office is now a thriving, busy and productive workplace which has been responsible for many notable transactions in St John's Wood, Regent's Park and Primrose Hill.

We have seen significant changes recently. More than 60 percent of our sales last year were to overseas buyers, with St John's Wood and in particular Regent's Park, now as credible and as coveted by international buyers as Mayfair and Belgravia.

We have seen in St John's Wood, the construction of many super mansions with double-level basements incorporating all the leisure facilities offered at the best health clubs and spas; and we have seen prices achieved that exceeded £3,000 per square foot.

20 years ago we were selling four-bedroom period houses in St John's Wood for £1,250,000. The same houses we are now selling for close to £6,000,000.

We work closely with Harley House in Marylebone, a beautiful Edwardian block where flats – which were changing hands at around £800,000 – are now selling for £4,000,000 plus.

The same growth in capital values in the next 20 years would equate to four-bedroom flats in Marylebone's most desirable building achieving £20,000,000 and four-bedroom period houses in St John's Wood selling at £25,000,000. Surely not!



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Marc Schneiderman



FOR SALE: St John's Wood Terrace, NW8 £2,790,000

This stylish, three-storey period house has been renovated to high, contemporary standards. It is presented in excellent decorative condition, featuring three bedrooms, an en-suite bathroom, family shower room, guest cloakroom, substantial reception room, separate dining room, bespoke kitchen, two roof terraces and a beautiful, landscaped rear garden.

FOR SALE: Abbey Road, NW8 £2,950,000

Set back from the street behind a private slip road, this newly-refurbished townhouse provides 2,068sq ft of light and airy accommodation. It is generously arranged over four floors, offering four bedrooms, four en-suite bathrooms, a large reception room, study, utility room and an open-plan kitchen/dining room opening onto a beautiful garden. There is also secure off-street parking.

