

New consultancy seals £20k per week deal on Billionaires' Row

US family decided to take the 15,000 square foot property on a long-term basis after a virtual viewing

• By PrimeResi Editor • 2nd February 2022

London

A new prime property consultancy has secured a £20,000 per week let on a north London mansion in a lightning-fast deal.

The gated, 15,000 square foot trophy home on The Bishops Avenue was taken by an American family on a long-term basis; we hear Glenfield Property Management sealed the deal in just two days after organising a virtual viewing for the tenants, who had been referred by luxury estate agency, House Collective.

Set up last year by ex-Knight Franker Yasmin Ulhaq, GPM offers both property management and consultancy services, and will be kitting out the residence ready for the family's arrival - working within a tight timeframe of just 11 days.

The team will be choosing and installing all the furniture and home accessories for the house and garden, from toys and televisions to crockery, linen and office supplies. The turn-key service also includes organising the WiFi, audio installation in the cinema room, house staff recruitment, grocery shopping and transferring utility bills.

The double-fronted property has previously been rented by a number of A-listers and royals from around the world, and packs a suite of facilities including a swimming pool, cinema room, spa area, staff accommodation and extensive parking.

Ulhaq managed a portfolio of around 90 prime and super-prime resi properties during her five-year spell at Knight Frank, which followed previous stints at Sandfords and Scottish developer Primespot. Her new operation recently notched up another deal at £16,500 per week, and secured a tenant for a Bishops Avenue penthouse at £11,000 per week.

Yasmin Ulhaq: "I felt there was a need for a stress-free, one stop shop kind of company in Prime and NW London, where we could look after a select number of

clients at any one time, in order to provide the best possible service for them.

“Over the last year we have definitely seen a strong desire for such a solution. For our landlord clients, the idea is about taking away the challenges and struggles of managing all the different people involved in looking after a home, saving them time, money and stress. Every owner has different needs and expectations and that’s why it’s up to us to develop those relationships with them so that we can look after their properties. We have partnered up with some of the most amazing people in the industry who share this vision with us. Meanwhile, as tenants seek homes which offer the best of both worlds indoors and outdoors more so than ever before, the super-prime rental market has flourished, with impressive yields being achieved for our landlords as a result.

“For tenants, it has become so vital for time-poor high net worth individuals to have somebody on the ground who is agile, responsible and accountable. From finding the exact rental property they want whilst making sure that it’s ready for them to move into once their private jet lands – we think of everything. For example, I am in touch with my American client every day on WhatsApp discussing updates and progress; from menu choices to children’s activities. Our personalised service instils confidence that whatever the task, it will be carried out to a high standard promptly and efficiently. It’s this 24/7 personalised turnkey level of service that goes the extra mile, which is so unique for our industry.”