

TAKE A
CLOSER LOOK AT
MAYFAIR

.....
350 YEARS • 285 ACRES • 144 STREETS • 4,363 RESIDENTIAL ADDRESSES
.....

MAYFAIR'S GOLDEN DECADE

75%
of Sales
under
£5 million

>£2m
Jan - March.
Busiest quarter for
Sub £2 million

75%
of Mayfair
residents have no
second address

42%
of Mayfair
residents aged
25-44 years

29%
of Mayfair
residents travel
less than 2km to
place of work

DON'T WAIT TO BUY IN MAYFAIR - BUY IN MAYFAIR AND WAIT



100% - IN 2015 WETHERELL HAD TOTAL MARKET SHARE ON ALL APARTMENTS SOLD IN GROSVENOR SQUARE SELLING BETWEEN £4,000 - £5,000 PER SQUARE FOOT.

Grosvenor Square is currently undergoing its most amazing transformation since the 1920's with the development of the old American Naval Head Quarters, the old Canadian High Commission and the imminent departure of The Chancery of the United States of America.



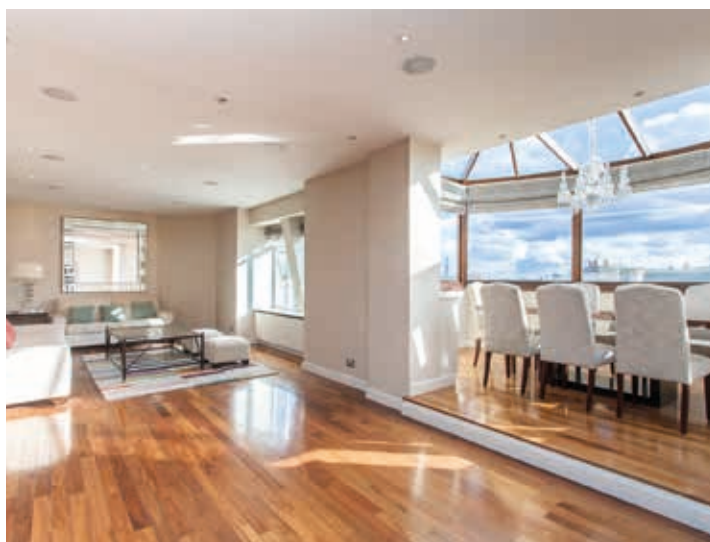
TAKE A CLOSER LOOK AT

GROSVENOR SQUARE



SUMPTUOUS INTERIOR DESIGN BY AWARD WINNING ARCHITECTS AND DEVELOPERS RIGBY & RIGBY

Sophistication: An elegant and wonderfully light 3 bedroom lateral apartment with 17 windows with either full or partial easterly views over Grosvenor Square. £11,500,000



LARGE TOP FLOOR 2 BEDROOM APARTMENT OF 2,379 SQ FT WITH VIEWS OVER GROSVENOR SQUARE AND CITYSCAPE OF LONDON
24 hour portorage. £2,250 p.w.



NEWLY REFURBISHED 2 DOUBLE BEDROOM APARTMENT OF 1,485 SQ FT APPROACHED THROUGH A GRAND ENTRANCE HALL
24 hour uniformed porters and a communal patio garden. £2,350 p.w.

WETHERELL
TAKE A CLOSER LOOK

PARK LANE IS TO MAYFAIR WHAT PARK AVENUE IS TO MANHATTAN -
AN ICONIC, WORLD KNOWN ADDRESS

TAKE A CLOSER LOOK AT PARK LANE



3RD FLOOR 3 BEDROOM APARTMENT OF 1,815 SQ.FT OFFERING
LARGE LATERAL SPACE WITH VIEWS TOWARDS HYDE PARK
Two balconies. Porter: £6,750,000



ULTIMATE RENTAL HOMES

A selection of luxurious 2 bedroom apartments (from 1,659 Sq Ft) with private roof terraces with views over Park Lane and Hyde Park. 24 hour portorage. From £2,300 p.w.



JUST LAUNCHED: A 4 BEDROOM APARTMENT
ON HIGH FLOOR OVERLOOKING HYDE PARK
£7,250,000



STYLISH DUPLEX APARTMENT

1,968 sq ft with terrace and garden.
£5,750,000



THE MOST EXCITING DECADE IN NEARLY A CENTURY

£400m

Wetherell have recently sold over 30 new Mayfair residential units totalling nearly £400 million

100+

Wetherell have sold over 100 Mayfair buildings back to residential use

239

Number of new homes completed for sale over last 5 years

+12.4%

Planning pipeline as % of existing housing stock

21.3%

of planning pipeline being one bedroom units

33.2%

of planning pipeline being two bedroom units

538

Number of new homes in the Mayfair planning pipeline

TAKE A CLOSER LOOK AT

NEW DEVELOPMENTS



OLD AND NEW - QUEEN STREET

A new development of 6 apartments behind a period façade of two Mayfair townhouses. Prices from £5,159,375



THE PALL MALL COLLECTION – A LUXURY BOUTIQUE SCHEME OF OUTSTANDING QUALITY BY AMAZON PROPERTY

Three lateral 3 bed apartments and duplex penthouse in St James's. From £5,950,000



RESTORED TOWNHOUSE - CURZON HOUSE

Beautiful 4 bedroom family home with patio garden
£9,950,000



MAYFAIR PORTFOLIO FOR SALE

Not a new development but a rare collection of 5 two bedroom apartments in a modern block, approached through a private courtyard. £13,500,000



10 YEARS - MOUNT STREET HAS GONE FROM ANTIQUES TO BOUTIQUES IN 10 YEARS
No 1 - MOUNT STREET IS NOW THE LEADING LUXURY RETAIL DESTINATION IN THE WORLD

Historical Note: In 1985 Wetherell sold an unmodernised apartment of nearly 2,500 Sq Ft above Scott's (fish restaurant) for £167 p.s.f. and recently sold again - unmodernised for nearly £3,000 p.s.f.

TAKE A CLOSER LOOK AT

MOUNT STREET



A NEWLY REFURBISHED 3RD FLOOR 2 BEDROOM APARTMENT OF 1,425 SQ FT WITH SOUTH WESTERLY VIEWS
£4,500,000

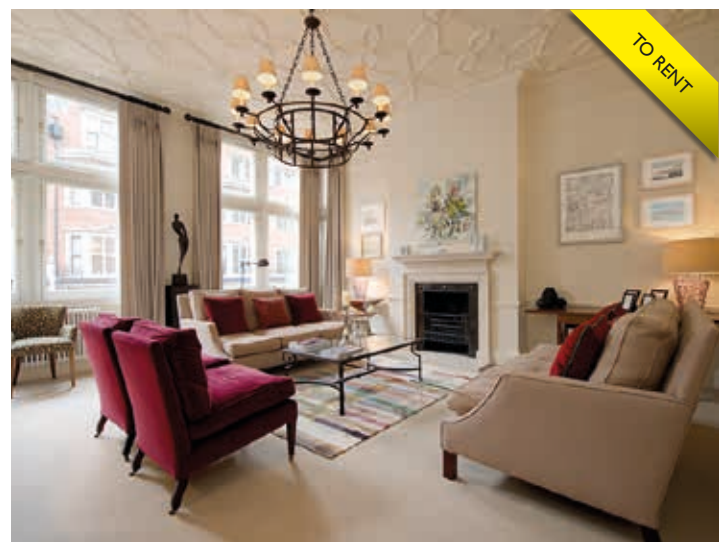


UPON INSTRUCTIONS FROM GROSVENOR

A stunning south facing second floor apartment of 2,303 Sq Ft with 45Ft frontage. £7,150,000



A NEWLY REFURBISHED AND INTERIOR DESIGNED FIRST FLOOR APARTMENT WITH VIEWS TOWARDS BERKELEY SQUARE
£6,750,000



A GRAND ONE BEDROOM FIRST FLOOR FLAT OF 687 SQ FT OFFERING GENEROUS ACCOMMODATION
£1,350 p.w.



ONLY 25% OF MAYFAIR MARKET OVER £5M
SALES BASED ON AVAILABILITY NOT SEASON
JANUARY TO MARCH BEST QUARTER FOR BUYERS SEEKING £5M+

TAKE A CLOSER LOOK AT

POOLS, PATIOS & PENTHOUSES



FARM STREET - AN IMMACULATE NEWLY BUILT
FREEHOLD MANSION HOUSE OF 8,139 SQ.FT
Parking, roof terrace and swimming pool. £25,000,000



UPPER GROSVENOR STREET - ONE OF MAYFAIR'S PREMIER STREETS
A stunning south facing apartment spanning 2,212 Sq Ft
with high ceiling and private terrace. £5,600,000



DUPLEX PENTHOUSE WITH WRAP AROUND TERRACING
Extraordinary panoramic views over London and
2 secure underground parking spaces. £15,500,000



REEVES MEWS - AN ATTRACTIVE SOUTH FACING
3 BEDROOM APARTMENT OF 1,472 SQ.FT
One of the largest roof terraces in the heart of Mayfair. £4,750,000



11% OF SALES UNDER £1M
34% OF SALES FROM £1M TO £2M
30% OF SALES FROM £2M TO £5M

1 Bedroom £2,039 average p.s.f. / £746 average p.w.
2 Bedroom £2,221 average p.s.f. / £1,284 average p.w.

TAKE A CLOSER LOOK AT

MAYFAIR UNDER £5M



UPON INSTRUCTIONS OF GROSVENOR

This south-west facing second floor apartment of 526 Sq Ft is the perfect Mayfair pied-à-terre. £1,100,000



DUKE STREET – PRICE REDUCTION

A newly refurbished second floor apartment of 1,058 Sq Ft with 2 double bedrooms, 2 interconnecting reception rooms and a west facing balcony. £2,500,000



DUKE STREET – PRICE REDUCTION

A second floor apartment of 1,625 Sq Ft with 3 double bedrooms, a double reception room and a long lease. £3,500,000



PARK STREET

A stunning 2 bedroom lateral apartment overlooking Hyde Park with 24 hour porterage. £4,250,000

TAKE A CLOSER LOOK AT WETHERELL

No 1

No-one knows Mayfair better than Wetherell



Wetherell has the strongest and most informed team of professionals

34

Wetherell have specialised in Mayfair for 34 years

55%

Wetherell is Mayfair's leading residential estate agent with 55% of sales value for 2015



Wetherell is the voice of Mayfair in terms of editorial exposure in newspapers and magazines around the world. Thought leadership comments, reports and mentions across the world wide web

£15M+

Wetherell have been involved in 80% of all transactions over £15 million in the last 12 months



Awards: Spear's Top 5 Property Advisors. The Mayfair Times Community Awards 2016, 'At Your Service' Winners

MOUNT STREET

Prominent corner shop on Mount Street, London's premier retail destination



Wetherell performs locally but sells globally

MAYFAIR'S LEADING AGENT FOR LONDON'S No.1 AREA



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NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL