



Period of change

Prominent London property developer Linton Group has completed the first homes at Parker House, Paddington's new residential development. Parker House brings period living to an otherwise modern Paddington and a breath of fresh air to Cuthbert Street. Of the building's 19 new luxury homes, four are now complete and occupied, with seven homes still available to buy. Designed by Clive Sall Architecture, Parker House comprises a combination of one and two bedroom apartments. Sleek modern interiors have brought the apartments into the 21st century, whilst retaining the building's unique period charm with a brick façade, dormer roof and timber sash windows. Many of Parker House's residents will also enjoy private access to outdoor space, from ground floor courtyards to balconies and terraces. The properties range in size from 436 to 1286 sq ft, with all apartments benefitting from ceiling heights of up to 3.4m.



Prices start from £595,000; thelintongroup.co.uk

Set the stage

Having undergone a dramatic transformation with a home staging designer, 25 Whitelands House, Chelsea is a superb three-bedroom (1,959 sq ft) apartment available for sale through JLL for £3,395,000. The apartment became vacant at the end of October after the tenants left taking all the furniture. With potential buyers unable to appreciate the size of the apartment or imagine themselves in it, JLL's Tim des Forges encouraged the owners to stage the property to make it more appealing. It was then put back on the market at the end of December 2017, and has since enjoyed an increase in viewings and serious interest.

Tim des Forges, Director of Residential Agency at JLL, comments: 'Properties that are furnished are generally better received by buyers. Chairs, beds and pieces of art act as prompts and trigger an emotional response. When viewing a potential new home, buyers ask themselves, can



I see myself living here? Is this where I will entertain my guests? Will my king-size bed fit in this room? First impressions are important when selling a property and how you present your home sets the tone, and eventually determines a sale. It's important to showcase your home in the best light: keeping it clean and adding touches like fresh flowers make viewers feel welcome.' **For further information, please contact JLL's Chelsea office on 020 7306 1616 or visit jll.co.uk/residential**

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