

PENNY BLACK



The Mark of Distinction

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Penny Black is an independent, boutique, property buying agency based in London. We offer unrivalled expertise in the complex central London property market.

Established in 2008, we have built steadily on positive client referrals. We operate at the highest, and ultra-discreet, levels of the central London scene with a similar service in Paris. Every client is assured the personal services of one of our directors.

We are successful because we are trusted, knowledgeable, tenacious, pro-active and realistic. We open doors thanks to our extensive contacts. We know of very private off-market forthcoming sales, and we enjoy close relationships with London's key estate

agents and other professionals at the top end of the market. Critically, our advice is research based and constantly updated in an ever-changing market. This helps us obtain the best value for our client's money. Confidentiality is our watchword.

A great number of our clients are international buyers. We have a keen appreciation of their wide-ranging but specific preferences.

We act only for property buyers. We do not act for property sellers.

Our terms are competitive. Our loyalty is guaranteed. We regard our work as a pleasure, which is why we are dedicated 24/7 to each one of our clients.

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Acquiring property

"We had in mind a particular specification and location for a London flat. After months of frustration with viewings that did not hit the mark and with estate agents who were interested, perhaps understandably, in selling us what was on their books rather than finding us what we were searching for, we turned to Penny Black.

Suddenly, everything changed. Viewings became relevant because Penny Black understood our preferences. More significantly, Penny Black took the initiative and directly approached the owners of relevant flats where the property was not on the market. Hey presto! The ideal flat appeared and we exchanged and completed within two months. Brilliant service from real professionals."

DT - CEO of Large Retailer

Central London

The central London property scene is huge and complicated; full of housing gems and investment opportunities as well as pitfalls for the unwary. Our skill is in understanding the complexities of this international market. We find, assess and negotiate the purchase of choice properties in the most sought-after areas. We search for properties priced from £1 million across a wide section of central London. Additionally, we advise on post-purchase issues as they may arise, saving clients both time and money.

Our extremely comprehensive database covers a wide range of houses and apartments, particularly those that will never reach or are not yet on the open market, as well as the most prestigious properties selected from estate agents and other sources.



How we work

'We spent three days trekking round estate agents in Mayfair without finding anything that felt right, and went back to the States disappointed. A colleague suggested Penny Black, and after an exchange of e-mails and one phone call they sent us a selection that showed they'd really been listening. One was just perfect, and because it hadn't gone on the market yet, Christopher was able to negotiate a quick deal. Now, we're actually glad we didn't find anything in the estate agents lists.'

DN and VN, New York

Initial consultation

We discuss your buying criteria to form a clear picture of your ideal requirements and where you are flexible. We explain trends in the current market and if you are not sure where you wish to purchase, we can offer a familiarisation tour. Both services are free.

The property search

We visit, appraise and then shortlist both available properties and those soon to enter the market using our extensive private contacts and market intelligence. The great majority of our purchases involve properties that never reach the open market. We accompany you to visit as many of the properties as you wish, taking perhaps a few hours, and seldom more than a day.

Because our preliminary work is so thorough, this final stage is the only extended time you have to dedicate personally to the process. Many clients, particularly those based abroad or outside London, find this aspect of our service especially welcome.

If none of our first selection is right, we search again, and we keep on searching until you are satisfied. We will continue this process for twelve months from being engaged.

Selection, negotiation and completion

Once a property is selected, we negotiate on your behalf to secure the best price.

After your offer is accepted, we oversee the entire transaction by dealing with the vendor or their representatives. We can also liaise with your own legal and financial advisors.

Our expertise in dealing with a range of property and financial professionals and potentially complex legal issues ensures that the sale is concluded to your best advantage.



Other Services

'On the day we were due to fly home, we fell in love with a house that was already under offer and due to exchange contracts in days. It seemed to be beyond our reach, but Chantel and Christopher guided us through the steps required to buy it. They knew the selling agent involved and were able to emphasise that our offer was serious. They put us in touch with a bank and a lawyer, and contracts were exchanged by 6.30pm.'

Delhi-based client looking for a long-term investment and, eventually, a home in London

Over the many years our team has been involved in the property market, we have accrued a great deal of specialist knowledge and expertise. The ancillary services we offer, either as stand-alone services or as part of a package tailored to specific requirements, include:

Identifying development opportunities

Identifying development and refurbishment opportunities, including a full appraisal of the costs and timescale involved, plus due diligence to allow an accurate and informed decision.

Project management

Planning and supervision of property refurbishment and renovation projects, using skilled tradespeople experienced in working in period or listed buildings as necessary, and ensuring the highest quality materials and finishes are used throughout.



The Penny Black team



Christopher Proctor

christopher@pennyblackgroup.com



Richard Cutt

richard@pennyblackgroup.com

Christopher Proctor, also a founding partner of Penny Black, has a vast knowledge of London's prime property market, particularly its most prestigious areas. He has established a level of trust with agents and property portfolio owners that affords him access to the most advantageous opportunities. His easy, approachable personality and enduring commitment to openness and value have led to many lasting client friendships. Having lived and worked in India for two years, he has established a strong client base there.

Richard Cutt trained as a chartered surveyor and has 25 years' experience in the residential property sector. 20 of these years were at Knight Frank where he held a number of roles including partner in charge of the Mayfair office and he also set up the London Super Prime Team (now the Private office). During his 20 year career at the firm he became known as the go to person for all things super prime, especially large house and apartment development consultancy. Before leaving in 2017 he rose to the position of proprietary partner. Richard continues to manage sales, acquisitions and development consultancy for his clients as well as managing an extensive portfolio and development business for an overseas investor. His clients over the years have included The Crown Estate, Grosvenor, British Land PLC, The Royal Hospital Chelsea and a number of high profile individuals and overseas Royal families.



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'I wasn't keen to use a property buying agency, because I thought it would just be another level of administration, more time-consuming phone calls and e-mails from people who were just throwing pictures of houses at us. But time was short, and I was persuaded. In fact, Penny Black has saved us a huge amount of time by taking a clear instruction, making sure they understood what I wanted, and then only getting in touch when they needed to.'

[AE, downsizing in Belgravia, London](#)



For more information, or to arrange an
initial consultation, please contact us at:

London Office

84 Brook Street, Mayfair, London,
United Kingdom W1K 5EH

T: +44 (0)207 183 0043

F: +44 (0)207 183 0373

E: london@pennyblackgroup.com