



NottingHillLondon

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WHY RENT WHEN YOU CAN BUY?

Most people rent property month to month because they believe they cannot afford to buy. But what if there was an option to own an apartment for the same or less than what it costs to rent a new home? Notting Hill London, the new private sales division of Notting Hill Housing Group, is offering affordable London property to help people get onto the property market – and in a place they will love.

To combat the rapidly decreasing number of first-time buyers, which has fallen from 465,000 in 1996 to 315,000 in 2006, Notting Hill London focuses on design-led urban regeneration schemes in London and the Southeast, typically providing one and two bedroom apartments priced from £205,000. These affordable property prices can equate to lower monthly payments compared to renting.

With the average age of someone buying their home at 34 years and the proportion of those aged 25 and under buying their first homes at just 16 per cent, the opportunities Notting Hill London provides means that owning a home and benefiting from its equity is within reach for younger individuals hoping to lay the foundation for a secure financial future.

Besides providing meticulous, value-for-money homes in good areas near transport, what also sets Notting Hill London apart from other developers is its close association with the housing group, with all profits going into providing more affordable homes and services for those who need it. The company is focused on providing homes for everyday Londoners rather than professional investors or property speculators.

To illustrate Notting Hill London's commitment to design, the company has also formed an association with Studioilse, the design consultancy founded by Ilse Crawford who was the founding editor of Elle Decoration. Studioilse acts as space designers, specification creators and the design service teams for all Notting Hill London schemes.



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Peter Harris, Development Director at Notting Hill London comments: "Notting Hill London is a unique offering to the London market and is helping people find stylish and affordable ways to get onto the property ladder. No longer will Londoners need to squander their money on rent when they can use their funds each month towards a sound property investment."

Notting Hill London is currently offering a scheme in Isleworth within one mile of Hounslow high street at 661 London Road. The development is a collection of 62 newly built studio, one and two bedroom private and affordable apartments designed by award-winning architects Munkenbeck & Marshall. 661 London Road is arranged as two buildings joined by a glass link surrounding a communal landscaped courtyard.

The scheme is set in an ideal location and will benefit from the proposed Bleinheim Centre, which will bring an array of shops, bars and restaurants to the local area.