# E J Harris















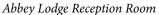
## Company Profile



#### INTRODUCTION

E J Harris is one of Mayfair's and the wider West End's leading specialist lettings and property management companies. The firm provides residential lettings and management services and works on behalf of tenants, private and buy to let investment landlords and corporate clients. With an experienced team of four people and smart offices on Brook Street, directly adjacent to the iconic Claridges Hotel, E J Harris operates in Mayfair, Belgravia, Knightsbridge, Marylebone, Regent's Park, St. John's Wood, Chiswick and Shepherd's Bush.

E J Harris focuses on a diverse market place, with their applicant base consisting mainly of corporate, diplomatic and high-net-worth individuals from the UK and overseas.







Upper Grosvenor Street Bedroom

Boutique estate agency E J Harris was founded in 2004 by Managing director Elizabeth Harris. Focused on getting results, dedicated to the lettings profession and passionate about her clients, Elizabeth has 26 years of experience in the lettings sector and has been specialising in the Mayfair market for the past sixteen years.

With a wealth of experience under her belt and a lifelong passion for property, Elizabeth was inspired to launch her own independent boutique agency in Mayfair, built on traditional values of professionalism, personal dedication, and commitment to delivering the highest standards of customer service to their clients. Supported by a senior closeknit team of highly experienced professionals, E J Harris has gone from strength to strength over the past few years. The exceptional combination of local expertise and superb exposure to the global market has earned the lettings agency a reputation in the Mayfair and West End market for being a discreet and powerful force that provides a personal and outstanding service which is tailored exactly to the needs of each individual client.

With a passion for property and an energetic approach to all aspects of the business, the team's modus operandi is based on the commitment to continuously exceed client's expectations for service, quality and value, a philosophy that has served them well over the past





Upper Grosvenor Street

years, with the majority of new business originating from word-of-mouth recommendations and with a high percentage of repeat business from both tenants and landlord clients that has contributed to the consistent annual growth of the business.

Around 50% of the business consists of corporate and diplomatic relocations with the balance consisting of private clients who include ultra high-net-worth individuals from the UK and overseas. Having established a powerful network of links with many of the top blue chip companies and City institutions including banks, financial companies, law firms and major media companies.

Some of their recent tenants include the companies and employees of the following establishments: The American Embassy, The Swedish Embassy, The Polish Embassy, The Consulate of New Zealand, BBC, Accenture, Channel FIVE, Bupa, McFarlanes, Grant Thornton, ABN AMRO, Mellon, UBS, Disney, Unilever, Shell, Ralph Lauren, Deutsche Bank, Proctor & Gamble, Schlumberger, JP Morgan, Morgan Stanley, Price Waterhouse Coopers, Goldman Sachs, Vodafone, The Metropolitan Police, AMG, McKinsey, ING and Saab.

The location of the E J Harris offices provides the ideal situation to focus on a diverse market place that primarily deals with high calibre tenants and prime properties. Most of the firm's clients have large portfolios of developments in and around, Central and West London and E J Harris runs the letting and management of these buildings with efficiency and diligence.

The business has anything from 75-100 instructions on the books, with typical properties let for £1,500 per week and around 85% of the business comprising of high quality dressed apartments, the balance consisting of houses.

E J Harris goes above and beyond as a lettings specialist, personally managing all aspects of the letting service and ensuring that tenants and landlords receive the best possible assistance, advice and results.

THE 'EVERYTHING COUNTS'
PHILOSOPHY IS PRESENT
IN THE DAY-TO-DAY
OPERATIONS OF THE
BUSINESS, WHERE EVERY
ASPECT OF LETTINGS AND
PROPERTY MANAGEMENT
IS EXECUTED WITH
RELENTLESS PERFECTIONISM.

This energetic and proactive attitude towards every task has earned the team a reputation for going the extra mile to ensure that the clients needs are not just met but regularly exceeded.

E J Harris takes pride in surprising and delighting each of their clients with creative and thoughtful touches designed to remove the stress and hustle from the letting process. Upon arrival, new tenants are made to feel at home with welcome packs and thoughtful hampers packed with basic food and cleaning supplies. The team personally ensures that the house is in a pristine condition and that the property is made to feel like a home by adding personal touches such as dressing the beds with fresh linen and providing clean towels and home essentials.



Elizabeth Harris, Managing Director of E J Harris

Unlike other estate agencies, their commitment to tenants in their care does not end with finding the right property and is proven throughout the entire tenancy. The team regularly checks in with the tenants to ensure that everything is running smoothly and accepts, processes and initiates all maintenance requests, overseeing that they are completed with due diligence.

The firm's commitment to landlords starts by ensuring that the property receives the best exposure and the team works proactively to gain significant positive media exposure for the properties in their care and to market the instructions across key property portals such as Rightmove and Onthemarket. The team actively engages with potential tenants through social media platforms in a continuous effort to stay ahead of their competitors and deliver the best exposure for their clients.



South Audley Street - Cinema Room

The team works together to achieve an unparalleled amount of viewings from the relevant audience for each property in their care and reports back regularly to the landlords with updates of the progress. In order to deliver a positive tenancy experience, the team rigorously vets prospective tenants and takes charge of the financial, referencing and administrative processes, communicating regularly with the landlords throughout the entire process.

Having a vast experience with corporate relocations and international tenants, the team has a deep understanding of the wide range of requirements that a London relocation can involve and their approach stems from the idea that every move is unique.

Each client is assigned a dedicated consultant who will take the time to get to know the employee as well as the organization they work for and fully understand what their housing needs and lifestyle requirements are in order to provide bespoke advice and offer multiple solutions which are tailored to their individual wants and needs.

E J Harris goes the extra mile to ensure that clients enjoy a smooth and pleasant transition to the UK by offering continuous office and telephone support throughout the process and accompanying the employee on an orientation of the new location upon arrival.

The team also provides full area guides which help them to feel comfortable and knowledgeable about their new surroundings and a thoughtful welcome pack and hamper, in an effort to make the property feel like their home away from home.

The team personally manages every aspect of the relocation process and offers a bespoke settling in service designed to help the employee and their family acclimatise to the new environment throughout the duration of their assignment.

#### Performance and lettings success

Fast-growing and highly successful, the firm has enjoyed a 30% increase in turnover last year and forecasts a further growth of 30% during 2015, as a result of which the business is anticipated to double in size by 2016. The company's number of instructions has also risen, with a 33.3% increase of live instructions on the books over the past year.

Over the past three months, the firm has reported a significant seasonal upturn in Mayfair rental values, with the number of viewings rising by 20% and the number of new prospective tenants increasing by 25%.

The firm has also reported a 40% increase in corporate relocations over the past three months, all of which indicates a sustained growth over the next years.

South Audley Street - Reception Room



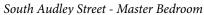
#### OUR TEAM AND APPROACH

At E J Harris, the corporate culture is based on the strong belief that nurturing personal excellence is the key to building team success. The team operates as a close-kit family unit that fosters a collaborative and caring relationship between all members.

The culture in E J Harris permeates through every employee, with a commitment to excellence across the disciplines which is coupled with a thoughtful rewards scheme that recognises the staff's achievements with personalised rewards which are unique to each member of staff and contribute to the reinforcement of the remarkable teamwork.

There is an overriding commitment to provide unrivalled development opportunities in order to help the team broaden and develop their professional knowledge, skills and effectiveness at the workplace. With ARLA qualified manager and negotiators, the team is actively encouraged to take part in the ARLA training courses, in a continuous effort to raise the standards of the team and the business as a whole and to keep abreast of the industry developments and changes in the lettings legislation.

E J Harris is a fully bonded member of the National Approved Letting Scheme (NALS), the Tenancy Deposit Scheme, as well as the Ombudsman for Estate Agents Scheme for Residential Lettings regulatory bodies, evidence of their commitment to landlords and tenants to uphold high industry standards and offer exceptional levels of service to their clients.





### CLIENT TESTIMONIALS

"I have been extremely happy by the way E J Harris has dealt with helping in renting my flat in London. I needed everything very rapidly and they have responded to my requests very timely and professionally. Their relationship with the landlord is very good, which translates in feeling of confidence vis à vis the tenant. I strongly recommend them."

#### Martín Landaluce, Tenant

"Our family has worked closely with E.J. Harris since 2005. We have used the company to find us properties throughout Mayfair and the surrounding areas as well as helping us find tenants for our portfolio of London based properties. We have found them to be extremely responsive, in touch with the markets and very easy to work with. They have always been professional and courteous. I strongly encourage people to reach out to E J Harris and experience the lengthy list of products and services they provide so effortlessly."

#### MR AND MRS C. OGUZ

"I have used E J Harris for many years and always found them to be nice, friendly, reliable and efficient. They take the trouble to get to know what I am looking for as a landlord and then try to find suitable tenants who both meet the requirements and who are likely to be happy in our properties. That way we usually find we have a happy tenant and we are happy as Landlords – as evidenced by the large number of our tenants who choose to renew agreements with us and stay on for a number of years. Lizzie and her team work hard and , in our opinion, deliver an excellent service."

Roma Haigh, External Consultant for Finance & Administration, NHS Sickle Cell and Thalassaemia Screening Programme, King's College London

"It is always a pleasure to instruct the girls at E J Harris. As a small company they offer a really personal service which extends to a good aftercare service, totally unlike dealing with most of the big letting organisations. They are always honest in their approach to giving a correct valuation and only ever recommend tenants that they think will be suitable. I go back to them time after time and always recommend them to other landlords too."

#### TRACY MARKHAM, CHARTERFIELD ASSET MANAGEMENT

"We have had an excellent working relationship since E J Harris started, and have been our primary Lettings Agent in London. E J Harris have proven to be extremely polite, professional and the ability in finding first class tenants and achieving great rents for our properties. E J Harris remain an integral part of our business and would highly recommend using E J Harris."

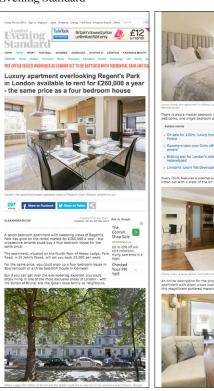
#### MARC DANIELS, MD MANAGEMENT

# PROMOTING OUR EXPERTISE AND INSTRUCTIONS IN THE MEDIA

#### Mayfair Times



#### **Evening Standard**





#### The Sunday Times



When Laura and Rich Ongaro put their two-bedroom flat in Bath on sale last September, they imagined it would soon be snapped up. Not so. "Contrary to all the stuff you read, we couldn't sell it." says Laura, 90, a design historian. So the couple, who rent in Camberley, Surrey, close to Rich's military job, put their plans for buying a family home in Bath for themselves and their daughter, Livvy, 3, on hold. They also put their flat on the rental market. They are now sitting tight until after the general election before deciding what to do next. "It's wait and see what happens," Laura says.

The Ongaros are typical of the new breed of "accidental landlord" that have emerged in the wake of the stamp-duty changes and prior to the election. Nervous about outcomes for homeowners, they are unwilling to cash in on what they have. Instead, they are opting to let out their properties — at least until the votes have been counted.

"People are worried about the election; it's just a time of uncertainty," says Emma Eliot, lettings manager at Douglas & Gordon's Hammersmith office. "They are holding their horses."

In a non-election year, 10% of landlord clients at the Mayfair-based lettings agency EJ Harris are vendors unable to sell their homes. Since the stamp duty reforms, and amit fears over a massion tax should Labour get in this has risen to 55%. "Twe got three appointments next week with vendors who said that if they didn't sell within a month, they would let the property out," says Elizabeth Harris, founder of the firm. "Everyone's just hedging their bets."

"It feels like a pause button," agrees Tanya Blake, head of lettings for Savills in the home counties region, adding that the company has seen a rise in accidental landlords not just in the capital but also in Kent, Surrey and Oxfordshire.

We last saw this phenomenon in 2008, after prices tumbled and would-be sellers were forced into letting because they needed to make a certain sum on a sale. So what's the difference this time round?

For one, there is more flexibility. Before, we were hit by the recession, and so it was a lot more dire, Blake says. For some people, the only option was to let a property and to try and sell it as well. Now they a lot less financially stricken and they do have a choice. Harris agrees: "It's such a wealthy marketplace, people can afford to hold on."

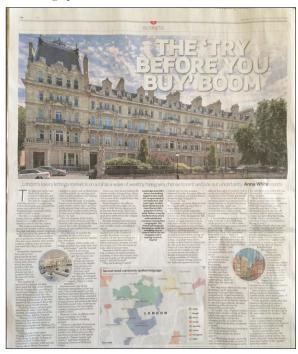


# PROMOTING OUR EXPERTISE AND INSTRUCTIONS IN THE MEDIA

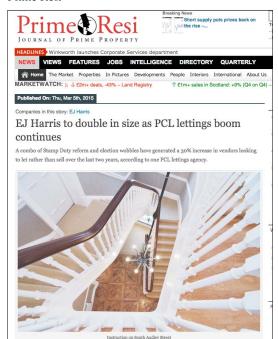
#### Mayfair Times



#### The Telegraph



#### Prime Resi



Brook Street-based rental specialists EJ Harris have been reporting back on the particularly favourable market conditions in the capital, which, buoyed by the strong ongoing economic recovery, look to be impacting rather nicely on the firm's balance sheets. Turnover was up by nearly a third in 2014, and the team is forecasting a similarly impressive performance this year, as a result of which the business is anticipated to double in size by 2016.

Founded in 1993 by former Foxtons Mayfair Lettings Director, Elizabeth Harris, the agency operates across Mayfair, Belgravia, Knightsbridge, Marylebone, Regent's Park, St John's Wood, Chiswick and Shepherds Bush. 85% of its stock consists of apartments, most of which are dressed-to-go.

# Elizabeth Harris, Managing Director of E J Harris: "The strength of the London economy is fuelling the capital's lettings market. Rental values rose by around 3% to 4% across prime central London last year and will rise 2% to 3% this year. Over the last two years we have seen a significant increase of instructions in central London and this, alongside the rise in Stamp Duty and uncertainty over an additional Mansion Tax in the lead up to the election, has generated a 30% increase in vendors looking to let rather than sell, and additional households choosing to let rather than purchase.



"The Mayfair and wider West End lettings market has been extremely buoyant over the last six months as concerns over Stamp Duty and the Mansion Tax have led vendors to place properties on the lettings rather than sales market. Likewise potential purchasers have chosen to stay in rented accommodation this year until the results of the election and its property implications are known. Given all these factors we anticipate another busy year for E J Harris and a healthy and growing lettings sector in central London."

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## SUMMARY OF E J HARRIS

#### Our Services

Lettings

Property search

Management services

Marketing & PR of client instructions

#### Who we work for

Tenants

Landlords

Corporate clients

#### OUR OPERATING AREA

Mayfair

Belgravia

Knightsbridge

Marylebone

Regent's Park

St John's Wood

Chiswick

Shepherds Bush

#### CONTACT US

For more information on E J Harris, our lettings portfolio and services please contact us:

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