

# E J HARRIS



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## COMPANY PROFILE



# INTRODUCTION

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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.

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*Abbey Lodge Reception Room*





## OVERVIEW

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*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 close-knit 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

## OVERVIEW

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*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.

## OVERVIEW

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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.

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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.

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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.



## OVERVIEW

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*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.

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# PERFORMANCE AND LETTINGS SUCCESS

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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.

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*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.

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*South Audley Street - Master Bedroom*



# CLIENT TESTIMONIALS

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"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**

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"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**

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"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**

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"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**

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"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**

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# PROMOTING OUR EXPERTISE AND INSTRUCTIONS IN THE MEDIA

## Mayfair Times

**ELIZABETH HARRIS,**  
*managing director of EJ Harris*

**“T**he lettings market is really busy at the moment. We have lots of good stock coming on and lots of tenants about. We recently put a flat on Pollen Street on the market and within minutes we'd had about 200 enquiries and it went to someone who hadn't even seen the flat. They took it over the phone and paid six months rent in advance.

“It was amazing, but that's what it's a bit like at the moment. There's lots of stock, but there isn't much good stock – so when it does come on, everyone wants it. Everyone's making asking price offers and more and more tenants are paying money up front to secure the best properties. They're thinking well, I've got the money, nobody's earning any interest on anything anyway, I might as well just pay it.

“Mayfair has changed a lot. I've worked here for 20 years and when I first came here, it was like a ghost town. Now it has all the restaurants and shops and boutiques – it's totally different and very desirable.

“It used to be Belgravia where everyone wanted to live. Now it's Mayfair, because it's fun and more on the edge. As well as old and historical, it's funky and contemporary.”



## Evening Standard


Friday 24 July 2015 11pm Register Adm. Shopping Dining Half Shop Property Search Office 10000

**London Evening Standard**

HOME NEWS SPORT FOOTBALL SHOWING SOMERSET STAYING IN LIFESTYLE FASHION & BEAUTY

**MEET OFFICE ISSUES WARNINGS AS LONDON SET TO BE BATTERED WITH TORMENTAL RAIN AND GALE**

**Luxury apartment overlooking Regent's Park in London available to rent for £260,000 a year - the same price as a four bedroom house**



Below: The apartment houses a view of Regent's Park (Photo: Adam Smith)

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ALEXANDRA RUICH Published: 10 May 2015 Updated: 23:45:03 May 2015

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Checked Your PPI yet?

A seven bedroom apartment with sweeping views of Regent's Park has gone on the rental market for £260,000 a year – but prospective tenants could buy a four bedroom house for the same price.

The apartment, situated on the fourth floor of Abbey Lodge, Park Road, in St John's Wood, will ask you back £3,000 per week.

For the same price, you could snap up a four bedroom house in Bourneville or a three bedroom house in Cornhill.

But if you can get over the eye-watering expense, you could enjoy living in one of the most exclusive areas of London – with the Sun in the West and the Great West Road as neighbours.




Below: Abbey Lodge, Park Road, in St John's Wood, will ask you back £3,000 per week (Photo: Adam Smith)

There is also a master bedroom with en-suite bathroom, a further five double bedrooms, one single bedroom and a guest cloakroom.

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- Squatters take over Soho offices with plan to create 'a hub for London's homeless people'
- Bidding war for London's oldest car park which could be worth £500m when redeveloped
- London's luxury flat developers lose out in planning policy rethink

Every room features a plasma screen for watching television and the apartment is fitted out with a state of the art sound system.



Below: A large dining room with the space for 10 people (Photo: Adam Smith)

An online description for the property reads: "A sophisticated seven bedroom apartment with direct views overlooking Regent's Park situated on the fourth floor of this magnificent portland mansion block."



## The Sunday Times

**THE SUNDAY TIMES**

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**ADVICE**

**Return of the 'accidental landlord'**

Election jitters and stalling property prices mean the 'accidental landlord' is back. But rather than feeling trapped, today's breed have a definite game plan

Lucy Denyer Published: 12 April 2015

Comment (1) Print



Hitting the pause button: Laura Ongaro has put her flat in Bath up for rent until after the election (Peter Tarry)

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, 39, 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 Elliot, 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 amid fears over a mansion tax should Labour get in, this has risen to 25%. "I've 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're 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

**ELIZABETH HARRIS**

**F**ocused on getting results, dedicated to the lettings profession and passionate about her clients is how Elizabeth Harris, founder and managing director of Mayfair-based lettings and property management company EJ Harris describes herself. And having worked in the industry since the age of 17, she's something of a property veteran. Elizabeth's first role in the sector was her job at London lettings agent Antony Gower, and she moved to Foxtons in 1993. She worked as a lettings negotiator in Chiswick for six years, before being promoted to lettings manager. She then became lettings director for five years in the company's office on Park Lane. In 2004 Elizabeth left Foxtons to start her own company, EJ Harris. With a team of four staff and smart offices on Brook Street, directly adjacent to the iconic Claridge's hotel, EJ Harris is now regarded as one of the leading specialist and property management companies in the West End.

The fast-growing business increased in size by 30 per cent last year, and operates in Mayfair, Belgravia, Knightsbridge, Marylebone, Shepherd's Bush, Chiswick, Regent's Park, St John's Wood and Balise Park. Half the business consists of corporate lets and embassy work, and the rest is focused on private client work.

At any one time, Elizabeth has anything from 75 to 100 instructions on her books, with typical properties let for £2,500 per week. Elizabeth says: "Mayfair is where everyone aspires to live, and Mount Street, Dover Street and Grosvenor Square are the top three locations of choice for affluent tenants."

Around 85 per cent of the business comprises high-quality dressed apartments, while the rest are houses. Elizabeth's applicant base consists of mainly corporate and high-net worth individuals, with tenants from institutions such as JP Morgan, Goldman Sachs, Morgan Stanley, Unilever, Shell and PWC.

The upcoming general election has led to a flurry of activity in the rental sector, she says. "The Mayfair and wider West End lettings market has been extremely buoyant over the past 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 EJ Harris, and a healthy and growing lettings sector in central London."

**HELEN FRANKS**

**T**he women behind the revitalisation of Mount Street, Davies Street, North and South Audley Street and Duke Street is Helen Franks. As head of commercial leasing for Grosvenor, she has attracted a multitude of heavyweight brands to the area, including Balcenaga, Lavin, Céline, Oscar de la Renta, Goyard and Christopher Kane.

On her watch, Mount Street has been transformed into one of Mayfair's most prestigious and desirable streets, with a buzzing restaurant and retail scene that has led to a surge in property prices. According to Zoopla, the average asking price on the street is now more than £6 million.

Helen's role includes balancing relationships with new and existing retailers to curate the best possible retail balance for Grosvenor's key streets. She works closely with the group's asset management team and advises on surrender opportunities and assignments.

She also oversees property redevelopment and refurbishment for retail opportunities to further enhance the estate, and sets retail leasing strategies and policies. Helen has been instrumental in bringing some of the most influential brands to Mayfair and Belgravia.

Other tenants she has brought to Mayfair include Guccio Ross, Rokunda Illicic and Moynat, and she has been similarly successful in Belgravia, where new additions to the retail offer include Jo Loves, Floris, Luke Irwin, Fina Barrett Campbell and Bibo by Real Hair.

## The Telegraph

**THE TRY BEFORE YOU BUY BOOM**

London's luxury lettings market is on and as a wave of wealthy foreigners choose to rent and rule out uncertainty, Anna White reports

**T**he lettings market in London is booming. As the city's economy recovers, wealthy foreigners are flocking to the capital, and the city's lettings market is booming. As the city's economy recovers, wealthy foreigners are flocking to the capital, and the city's lettings market is booming. As the city's economy recovers, wealthy foreigners are flocking to the capital, and the city's lettings market is booming.

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## Prime Resi

**Prime Resi**  
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Published On: Thu, Mar 5th, 2015

Companies in this story: EJ Harris

**EJ Harris to double in size as PCL lettings boom continues**

A combo of Stamp Duty reform and election wobbles have generated a 30% increase in vendors looking to let rather than sell over the last two years, according to one PCL lettings agency.



Instruction on South Audley Street

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 Shepherd's 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."

[ejharris.co.uk](http://ejharris.co.uk)



# SUMMARY OF E J HARRIS

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## 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

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and services please contact us:

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