



InStyle  
DIRECT

& Benham  
Reeves

ani-M  
INTERIORS



# CONTENTS

Who are Benham & Reeves .....	3
Why use us .....	4
An end-to-end service .....	5
• Investment Advice .....	6
• Purchase .....	7
• Handover and Snagging .....	7
• Who are In:Style Direct .....	8
• Furnishing Packages .....	9
• Interior Design .....	10
• Property Refurbishment .....	11
• Lettings and Rental Service .....	12
• Property Management .....	13
• Tax Return Service .....	14
• Sales .....	15
London-wide Branches .....	16
International Network .....	17
Our Directors .....	18



# WHO ARE BENHAM AND REEVES

Working at the heart of the London property market since 1958, our group of companies has a unique insight into investing in the world's capital city. Throughout the life cycle of property investment, we provide a complete end-to-end service, driven by our commitment to help clients build profitable portfolios in one of the world's best yet complex property markets.

## OUR EXPERIENCE

International property company operating in London for over six decades, one of the oldest, independently-owned property investment consultants and rental specialists

16 prominently located London branches

5 international offices

## OUR VALUES

An Investors' Agent - completely independent and unbiased, helping clients establish a clear and focused strategy based on an intimate understanding of the sector

Aligned goals - seeking long-term, mutually-beneficial relationships

## OUR VISION

To promote London as a safe haven for property investors. Unequivocal in supporting everything that contributes to the Capital's reputation for permanence, competence, transparency and best practice.





# WHY USE US

60+

Years London Experience

16

Branches Across London

5

International Offices

65%

Fully Managed Properties

- International team of experienced multi-lingual property professionals
- Relationships with all of London's biggest Developers of residential property
- In-house marketing department generating maximum exposure across print and digital media
- Working with banks, law firms and corporate clients from FTSE 100 and Fortune 500 companies operating in London
- Corporate services department with dedicated Japan and China Desks
- Members of National Association of Estate Agents, Association of Residential Letting Agents, The Property Ombudsman and The Tenancy Deposit Scheme
- International offices assisting overseas clients on the spot
- All services offered carried out in-house (from marketing to letting to management to furnishing to tax returns). Nothing is outsourced to third parties enabling full control of service levels and timescales.



# AN END TO END SERVICE

Providing a seamless and bespoke end-to-end service for buyers, sellers, landlords and investors.

Lifecycle approach to property investment:

- From advice and purchase at the outset
- During ownership (letting, management, tax returns, manage required interior refurbishment)
- Disposal to achieve the maximum price possible in the quickest timescales

...a complete one-stop service



# INVESTMENT ADVICE

More than just an estate agent.

We offer property investment consultancy with in-depth expertise for buying and acquisitions, selling and asset disposal from a single unit to multiple apartments.

Unbiased pre-purchase advice tailored to the objectives of each client, introducing investment opportunities that offer:

- Value for money
- Capital growth
- Rental potential
- Rental yield

Network of contacts with developers and investors worldwide ensures a constant stream of properties for sale and a steady flow of investors looking for deals.





# PURCHASE

We are dedicated to making the process of buying property as smooth and as hassle-free as possible, offering expertise at each stage of the buying process:

- Arranging finance (mortgage)
- Property search
- Make and agree an offer
- Assist in finding a solicitor
- Help with legal/conveyancing process
- Valuation/survey and mortgage offer
- Exchange of contracts
- Stamp Duty
- Completion



# HANDOVER AND SNAGGING



Our team of independent snagging specialists offer a full service on completion, ensuring any problems are identified.

A detailed report is provided, noting any issues and follow up is done with the developer to ensure these are rectified:

A further check is carried out prior to completion to ensure all items have been resolved

... offering vital protection to investors and saving time, hassle and money.

# WHO ARE IN:STYLE DIRECT

Established in 2004, In:Style Direct are one of London's leading interior design and furnishing specialist companies:

- Offering a one-stop service of design-led furnishing packages for homeowners, investors, developers and sellers
- Designing and installing show-homes for UK developers Bellway, St George, Berkeley Homes, Barratt London and Mount Anvil
- Working with major Housing Associations including A2 Dominion and L&Q in designing concepts and furnishing solutions for new rental homes
- Home staging service for sellers to dress and sell properties quickly and at the best price
- In a fiercely competitive market, providing a real advantage to:
  - landlords in attracting and retaining good tenants with minimal voids; and
  - sellers in making their properties stand out and sell quickly
- 85% of the properties In:Style Direct furnishes let within 7 days and 80% dressed for sales, receive offers within 1 month
- In-house team of designers and installers ensure quality of service and timescales are met.



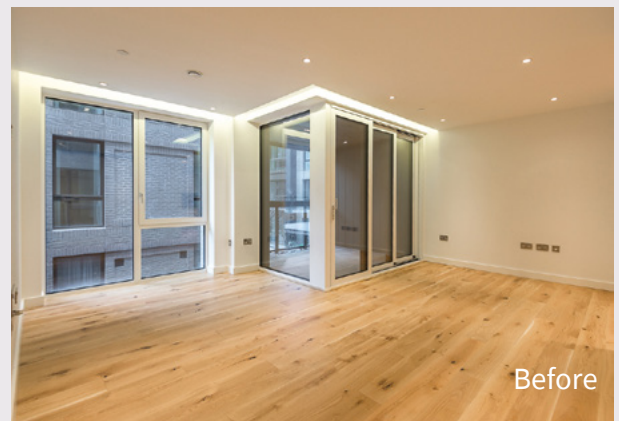


# FURNITURE PACKAGES

Cost-effective, stylish, design-led furnishing packages which are often available for delivery within 48 hours:

- Every design creates a sophisticated living space appealing to tenants, homeowners and buyers
- Team of in-house designers create every package using co-ordinated on-trend furnishings and accessories
- We offer a number of furnishing solutions which can each be tailored
  - 'Gold' design for entry level
  - 'Diamond' design for mid-level with more design elements
  - 'Upgraded Diamond' design for those wanting a package but with some bespoke pieces
  - 'Bespoke' design by ani-M for a fully designed interior
- All standard items held in stock ready for speedy installation
- Packages include everyday essentials including kitchen, bathroom and electrical packs
- Curtains and window dressings produced in our own factory to enable control of quality, price and delivery times
- A complete, hassle-free one-stop service at extremely competitive prices.

85%  
of properties  
furnished by us  
let within 7 days





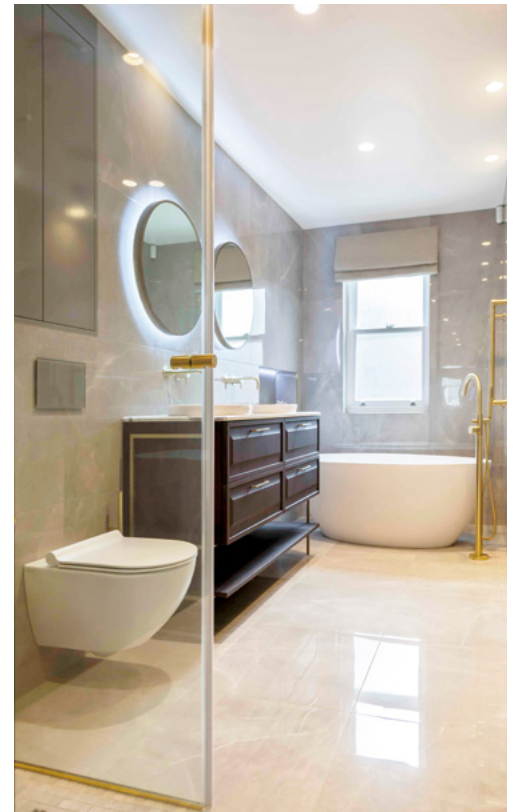
- Completing projects of all sizes from single homes for owner occupiers to show-homes for developers, to whole buildings of multiple apartments
- Dedicated project manager and designer oversees every project from inception through to completion
- Access to all major design houses and furniture manufacturers to give full flexibility to any project
- Develop own “ani-M” branded textiles and fabrics including a range of widely acclaimed soft furnishings and accessories.
- Budgets are closely monitored with close communication with clients to meet their requirements
- In-house team of skilled professionals and craftsmen create stunning interiors that stand the test of time.





In:Style Direct undertake projects of all sizes:

- Small refurbishment jobs for owner occupiers and investors. Including every aspect from decorating or new flooring, a new kitchen or bathroom to providing advice on maximising space or carrying out an extension
- Large scale commercial projects for blocks of apartments and hotels from design right through to implementation
- In-house team of interior designers, builders, plumbers, carpenters, kitchen and bathroom specialists seamlessly manage every aspect of every project
- From planning and design to construction and installation, we ensure every project is completed to the highest standard, on time, and within budget.



# LETTINGS AND RENTAL SERVICE



29%

increase in London rents  
over the last decade



1/3

of London households  
live in private rented  
accommodation



60%

Londoners will be renting  
a property by 2025

Experience since 1958 in letting some of the finest properties in London of every size including period conversions, modern developments and new-builds:

- ARLA qualified team specialise in finding high calibre professional and corporate tenants
- Assisting international relocation agents and HRs of leading FTSE 100 and Fortune 500 companies to provide rental homes for their executives
- Dedicated Japan and China Desks provide a home search service for employees of Japanese and Chinese companies. Native Japanese and Chinese speaking staff (both sales and property management) ensure highest standards and thereby long-term relationships
- In-house photographers producing professional imagery, floor plans and virtual tours
- Extensive networking and marketing through a wide range of platforms, ensure minimal voids and the highest possible rent, and thereby help clients receive the best possible return on investment
- Fully reference tenants, collect rents, hold deposits, deal with all legal documentation and ensure compliance with UK laws.





# PROPERTY MANAGEMENT



Overseen by a qualified solicitor, our property management department provides day-to-day care and maintenance of properties:

- 90% of corporate tenants insist on renting only professionally managed properties
- Property management is very complex. Keeping up to date on all the regulations, red tape and ever-changing legislation ensures clients are protected

## Look After Your Investment

- Deal with all maintenance - act immediately if a tenant advises of a problem
- Carry out regular inspections to check the state of the property
- Payment of all bills (service charge/ ground rent)

## Vacant Property Management

For properties used as second homes, our Vacant Management Service offer peace of mind by ensuring a property is inspected, looked after and complies with UK insurance requirements

- Regular inspections carried out; arrange clean before and post client visit; maintenance is dealt with; security checks and bills are paid.



# TAX RETURN SERVICE

The financial aspects of owning a property can be extremely complicated, for new and old landlords :

- Tax legislation in the UK has changed significantly over recent years and continues to change – regular updates are provided
- In-house accountants guide clients through tax allowances, changes and other relevant tax issues
- File annual Tax Returns, for both individual and corporate landlords
- File ATED (Annual Tax on Envelope Dwellings) for properties owned in company structures, whether rented or occupied.





# SALES



Experience since 1958 in guiding clients through the sales process and in achieving the best price on selling a property:

- Aiming to make the process as simple as possible, on hand to assist with each step with regular advice and guidance throughout the process
- Our NAEA qualified team specialise in achieving the highest price in the quickest timescales
- International branches available to give updates on the pricing and process in local time zone and local language
- In-house photographers producing professional imagery, floor plans and virtual tours
- Comprehensive marketing through all available platforms as well as circulation to our own database of home owners, investors, financial planners and asset managers, ensure maximum exposure
- When an offer is agreed, assist with all aspects of the sale including appointing a solicitor.





# LONDON-WIDE BRANCHES

Network of 16 branches providing coverage across London six days a week

- The strategic positioning of our branches as a visible presence on the High Street and in some of London's most outstanding residential property developments is central to maintaining our high profile status to the local public
- Working closely with Tier 1 developers and our commitment to opening branches in several of London's award-winning, large regeneration developments remains at the heart of our expansion plans.





# INTERNATIONAL NETWORK



Five international offices in China, Hong Kong, Singapore, India and Malaysia offer clients a highly personalised service in their home country and makes owning a London property as simple as possible:

- Dedicated local teams and Country Managers on hand to provide the highest levels of service and avoid the inconvenience of time differences
- Local multi-lingual teams act as clients' point of contact to avoid the need to speak to multiple departments in London
- Our Directors frequently visit all our international offices to meet clients and provide on the ground insights into the London market.



## OUR DIRECTORS



**Anita Mehra**  
Managing Director



**Marc von Grundherr**  
Director



**Vidhur Mehra**  
Finance Director



**Simran Prasad**  
Director of Property  
Management



**Glen Neligan**  
Director



**Mansi Mehra**  
Design Director  
In:Style Direct







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