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Hampstead letting agent advertises for landlords with bus adverts... in Hong Kong

A Hampstead lettings agent is hoping to catch the eye of property owners by sponsoring a bus – in Hong Kong.

The number 10 travels through some of the wealthiest parts of the city alerting potential landlords to Benham and Reeves' services.

The firm has homes in desirable areas such as Knightsbridge, Kensington and Hampstead as well as districts outside zone 1 including Greenwich, Stratford and the East End.



It says foreign investors who own London houses from abroad make up about 65 per cent of their base.

A spokeswoman told the Standard: "We're a London letting agency but we've had offices in Hong Kong since 1995, when we started to notice there were an awful lot of overseas buyers."

The firm also has offices in Kuala Lumpur, Singapore and New Delhi, but only sells properties in the UK capital.

"We've got our livery on the bus," she added. "It's upper levels – it's more where the wealthier districts it goes through the wealthier districts.

"We've already had two clients literally come into our offices in Hong Kong and say: 'I've seen your buses – I didn't realise you had an office here.'

"It's just another part of our marketing strategy.

"We do advertising in print and we have staff on the ground to do roadshows."

In 2013 [it was reported](#) that 85 per cent of homes for sale in London had gone to overseas buyers over 12 months.