

Home buying agency and concierge firm Quintessentially branches out

Luxury lifestyle management firms to open its first high street branch as its luxury property management service booms.

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7th November 2018



Luxury lifestyle management company Quintessentially is to open the first of a new kind of hybrid estate agency branch in central London, a model that's the company is hoping to roll out elsewhere including overseas.

Based at 51 Kinnerton Road in Belgravia and named after the firm's property arm Quintessentially Estates, the 402 sq ft branch is due to open for business on Monday and will look more like a furnishing boutique than an estate agency.

Quintessentially says the branch will focus on offering a home buying service across the capital as well as being a touch point for its concierge amenities. It will also offer landlords and tenants a property management service.

Customers will also be able to discreetly view properties for sale from the company's global portfolio, in effect making the branch a hybrid home buying, selling and property management outlet.

IDEAL MARRIAGE

Based in a former upmarket bridal shop and next to a well-known local watering hole, the £22,500-a-year shop is within walking distance of Harvey Nichols and the Candy Brothers' development One Hyde Park.

The branch opening is part of Quintessentially's ambitious global expansion plan, which for some time now has been riding the wave of high net worth individuals demanding 'luxury lifestyle support'.

The company says its property management service, which offers to stock fridges and repair the homes of wealthy globe trotters, has seen a 38% rise in demand during 2018 alone.



"Every aspect of our new office has been deliberately designed to transcend property norms; we will have bespoke furnishings inside and a window display of seasonal goodies," says CEO Penny Mosgrove (left). "As with everything we do at Quintessentially, we sell a lifestyle, not just a property."

To read more, please visit: <https://thenegotiator.co.uk/quintessentially-branch-belgravia/>