

Selling Your Property: A Fresh Approach

“Selling property is an art...

But, it's one that's often misunderstood. In simplistic terms, it's easy to assume that it's all about getting the highest price possible. But, that's a bit of a red herring. In particular, when it comes to selling unique properties, specialist knowledge and an empathy for great design and architecture is key.

Experience is the most important factor of all. And of course, an In-depth knowledge of the market and its nuances. When it comes to a one-of-a-kind property, is hard to come by. A common tactic is hooking sellers in with sky-high promises. Giving valuations that are often unrealistic and irresponsible. This results in property just sitting on the market for months. In turn just pushing the price down. This causes untold hassle, expense and stress, coupled with the inability to move. But, there is a huge hidden cost that's impossible to quantify: time and missed opportunity.

It's not surprising that this happens so much as most agencies do not mind what they sell. Nor do they have a real connection to individual buildings. Typical high street agencies are likely to have the same agent marketing a 4 million pound warehouse conversion or Georgian town house alongside an ex-local authority two bedroom flat. They're generalists. You wouldn't expect a Kwik Fit mechanic to service your treasured classic car. It makes sense to engage with a specialist when you're looking for someone to sell an exceptional property.

A specialist property requires a specialist agency. It's as simple as that."

At Space Station, we have two decades worth of market expertise. We have sold some of the most unique properties in London. Our artist are creatives and entrepreneurs as our clients. Being selective with what we're willing to sell. We love to market property that appeals to us. Because of this, buyers know what to expect from Space Station. They know we're the agency to come to for one-off residential properties and inspiring commercial workspaces.

We see our role as more of a matchmaking exercise than a numbers game. We know your time is precious and so is ours. Therefore, we want to make selling and buying as simple and enjoyable as possible. and equally exciting, because it is. We only book viewings that are likely to convert in to sales. Introducing credible buyers who appreciate beautiful space and architecture is better than thirty viewings with non-contenders.

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