

# Local knowledge is key to success

by PAT BRAMLEY

FOUR hundred per cent – that's how much prices have risen in Hanwell over the past 20 years.

When Northfields estate agency first opened back in May 1986, a three bedroom Victorian mid-teraced house in W7 would have been selling for around £80,000. Today the Northfields Avenue company is marketing a similar property in Elthorne Park Road – the highly desirable Fielding School catchment area – for £399,950. The villa has three double bedrooms, two reception rooms with the original wood floors and ornate fireplaces and a 22ft fitted kitchen/dining room. There's also a pretty 35ft south-facing garden.

One of Northfields' earliest sales was a three bedroom split level flat in W13 which sold for the then good price of £65,000. The agency is currently selling a refurbished three bedroom flat in St Kilda Road on the market for £289,950, an increase of 346 per cent on the 1986 price.

However, further afield in Brentford TW8 they're currently selling a fabulous two bedroom cottage in Enfield Road for £289,950. Twenty years ago when the agency first opened, similar houses were selling for about £50,000, suggesting prices in that part of Brentford prices have soared by an incredible 480 per cent.

Having delved into the archives in



Elthorne Park Road: £399,950 now, around £80,000 20 years ago

the cause of research, the agents have been pleased to discover that 11,410 satisfied customers have passed through their doors and 42 per cent of the business has come from referrals.

Two more branches have opened over the years, one in Ealing Broadway and another in Shepherds Bush, extending the coverage to the whole of west London.

It doesn't surprise Northfields' managing director Richard Palfreeman that they've evidently hit on a winning formula to remain on top in a competitive business. "Local knowledge is fundamental in providing a top quality service to vendors and

purchasers and landlords and tenants," he said on Monday. "We recruit highly professional local people with substantial experience of the sales and letting markets."

● To celebrate the agency's 20 years of success, you may be the lucky one and have your property sold or let for free. Northfields is handing out a bottle of champagne to anyone who instructs them to sell or let a property before the end of June. All names will go in a hat for the free prize draw to receive the agency's service free of commission.

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Enfield Road: Prices up by 480 per cent



St Kilda Road: Increase of 346 per cent