

**FORMED IN 1993, SIMON GARFIELD PROPERTY
IS AN INDEPENDENT COMMERCIAL PROPERTY
CONSULTANCY, SPECIALISING IN REPRESENTING
TENANTS IN CENTRAL LONDON.**





ABOUT US

Our USP is that we only act on behalf of tenants, not landlords, which means there is no conflict of interest in our negotiations on your behalf. And, as tenant-only representatives, we have in-depth market knowledge, enabling us to provide an unrivalled service. This is supported by databases which provide our clients with up-to-date market information.

Because we are independent, we give you our undivided attention at all times. We are proactive in our approach and pay great attention to detail. We are also able to operate 'under the radar', to find off-market opportunities before they are advertised.



Our market expertise ensures the client enters into re-location negotiations armed with all the information required to make the best choices for its company.

We are happy to work on either a fixed or incentive fee basis, so the client gets the best value for money. As both time and money are saved using our services, you can get on with your own business, knowing that your property requirements are in the best hands.



SERVICES

The Acquisition Of Office Premises

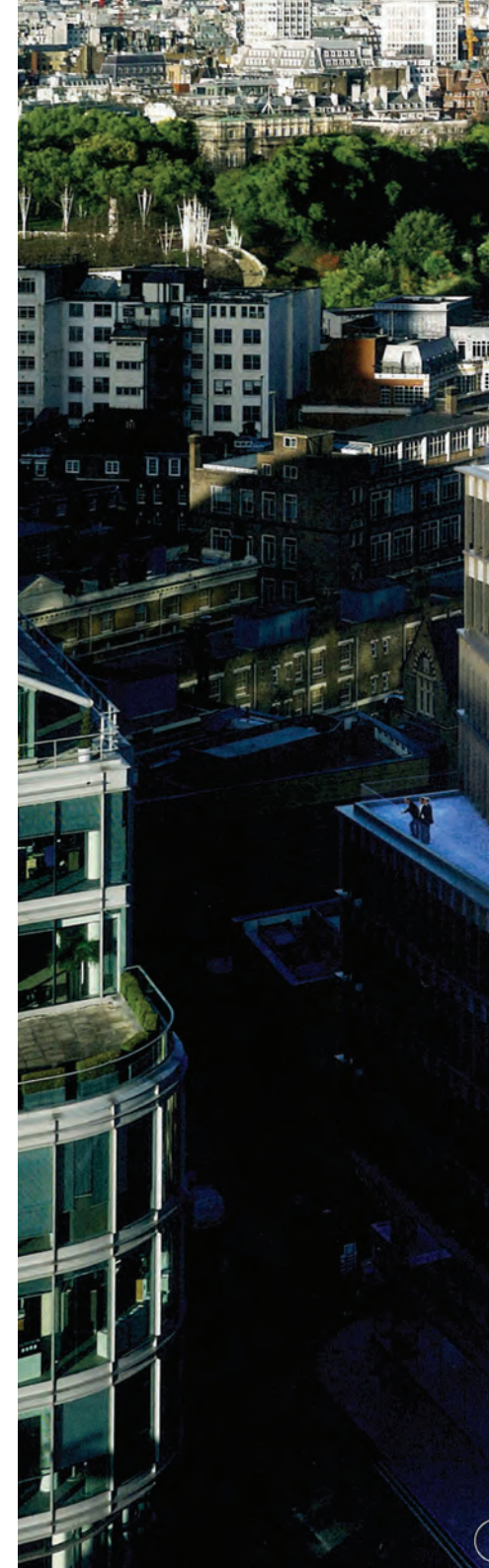
As a truly independent consultancy, our dedication and commitment to our clients' needs is unswerving.

When we take your brief to find new office premises, we immerse ourselves in your business to fully understand how it works and what its future expectations are. In this way, we can find the most appropriate property solutions. We listen, understand and act. This means that once your brief has been agreed, we can hit the ground running.

Working closely with your appointed solicitor, Simon Garfield Property ensures that the best deal and available exit routes are negotiated and that the transaction proceeds smoothly. Care is taken to ensure that the heads of terms agreed are clear and concise, to minimise the risk of misunderstandings.


Our service is a wise investment, which our clients consider to be money well spent.

'You will not find a tenant representative with more passion, drive, enthusiasm and commitment to getting the best terms and outcome for you.'





**WE WILL GO ALL OUT TO USE OUR EXPERTISE
TO FIND THE BEST DEAL FOR OUR CLIENTS**



**WE WORK WITH BUILDING
SURVEYING EXPERTS WHO
NEGOTIATE WITH THE LANDLORD
TO ENSURE THAT ANY
DILAPIDATION SETTLEMENT
IS ACHIEVED AT THE LOWEST
POSSIBLE COST FOR OUR CLIENTS**



'As Chairman of New Star Asset Management plc and the Senior Partner of Brompton Asset Management LLP I have always used Simon Garfield for our company property requirements. These have included finding space for our own use (1 Knightsbridge Green and 8 Lancelot Place), letting out surplus space where necessary and for rent reviews. 'Simon understands our needs and has a finger on the pulse of the markets we are concerned with. He is an excellent negotiator and always works hard to get us the best terms available. He also has the advantage of being an independent and therefore truly having our best interests at heart. Over the three decades that I have worked with him, Simon has continuously served us excellently. 'I would always consider him as our first port of call for new premises.'

*John Duffield
former Chair of New Star Asset Management,
now Senior Partner of Brompton Asset Management LLP*

Rent Reviews

Our market information and expertise enable us to advise clients in the settlement of any rent review. How you approach a rent review is vital, not only in terms of the amount agreed, but also in the timing of the negotiation.

We ensure that the Heads of Terms agreed for our clients in the acquisition of office premises provide as much cover as possible during the review process, to provide protection against the landlord's expectations.

Lease Renewals and Lease Re-gearings

Should you stay or should you go?

Timing is vital here. We pride ourselves on regularly informing our clients of market trends, well in advance of any lease expiry or tenant break event, so they can decide whether they want to make the most of advantageous market conditions. Our market information and analysis allow you to make a comparison between the benefits of a lease renewal against a total relocation.

Rates Appeals

To make sure that you get the best value for money on your rates, we investigate all avenues for appeal. This can save you significant amounts of money, especially in a period when rates are increasing on a yearly basis. We work on a 'no saving, no fee' basis and use our best endeavours to pursue the relevant rating officers to ensure that any settlement or reduction is achieved at the earliest stage possible.

However, if we feel it is not advisable to appeal, we will let you know.



Dilapidations

It is sometimes necessary to protect a client against any future costly and unnecessary reinstatement provisions in leases. We push for protection at the Heads of Terms stage, and through the drawing up of photographic and written Schedules of Condition. These effectively record the state of the offices taken at the time that the lease is signed by the client, so the landlord cannot claim any dilapidations that are not properly due.

Building Surveys

Whether you are acquiring a floor or an entire building, it is important to ensure that your new business home is in the right condition, with no latent or hidden works that need to be carried out. Otherwise, the worst-case scenario is that it could become your company's responsibility to do so. We identify what works are needed and will negotiate with the landlord or vendor to ensure that they are either carried out beforehand or negotiate compensation for you.

Service Charge Disputes

These costs can run out of control and do not give value for money, but still have to be paid. We can help you by looking in detail at the individual service charge items and challenging the landlords to provide better value for money.

'Since the mid-1980s, Simon Garfield has advised Jupiter on all of its UK property interests. In 2014, Jupiter signed an agreement for 56,000 sq.ft in a new development in Victoria. This followed a comprehensive search of the London property market to find a building that met our key criteria. Simon's independence, tenacity and knowledge of the market were a great support in finding new premises that admirably meet our requirements.'

*Adrian Creedy
Chief Operating Officer at Jupiter Asset
Management PLC*



**BECAUSE WE ARE INDEPENDENT,
WE USE A VARIETY OF
CONSULTANTS THAT ARE HAND
PICKED BASED ON THEIR
EXPERTISE, GEOGRAPHICAL
EXPERIENCE AND SIMILAR
WORK ETHIC**



CASE STUDIES



CAPULA INVESTMENT MANAGEMENT

7 Clarges Street, W1

The task: Investigate the market to find overflow space in Knightsbridge, while also looking at total relocation options within the West End, to accommodate the client's forthcoming option to break the lease.

The result: The acquisition of 23,700 sq.ft of new Grade A offices in one of Mayfair's most exclusive new developments for the company's corporate headquarters. The company exchanged contracts within three weeks of the commencement of legal formalities.

PHOTO ROBIN GAUTIER robin@robingautier.co.uk

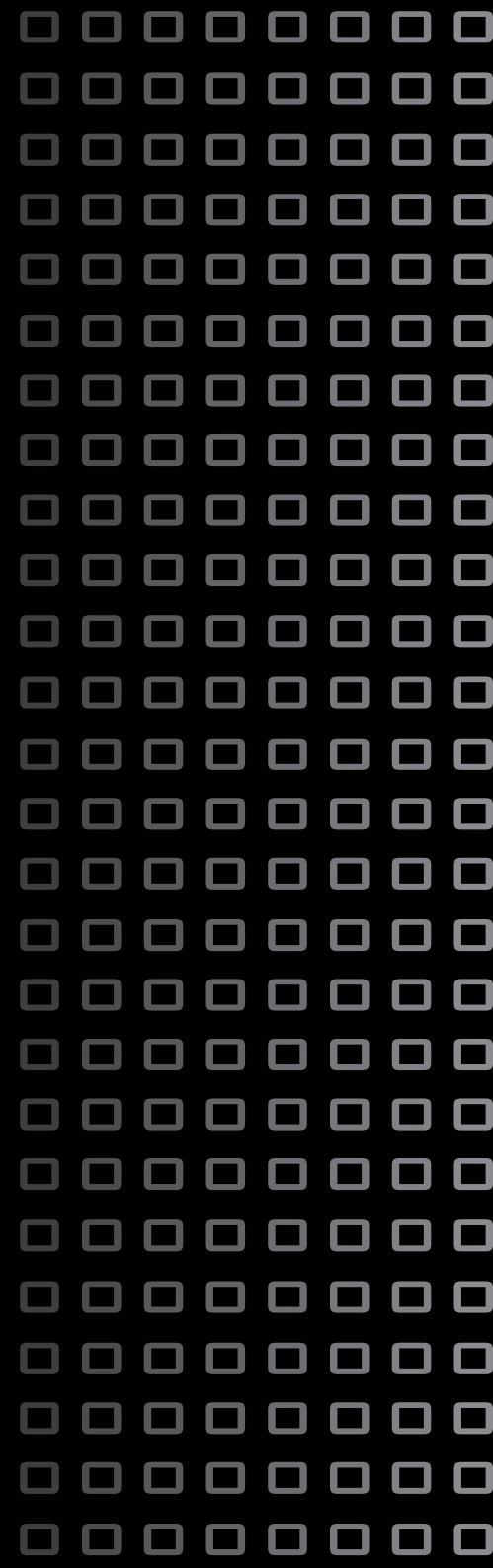


JUPITER ASSET MANAGEMENT

70, Victoria Street, London, SW1

The task: Investigate the entire Central London office market to find pre-let opportunities, report on availability, advise on options and negotiate terms to acquire the chosen property.

The result: 56,000 sq.ft acquired in advance of the market on optimum terms.





ANDURAND CAPITAL

100 Brompton Road, SW7

The task: Find 5,000 sq.ft for Hedge Fund clients in Knightsbridge, where there is extremely limited supply.

The result: 5,000 sq.ft located, off-market on behalf of our client with beneficial terms agreed in advance of the property coming to market, thereby staving off any competition.



AMWAY EUROPE

Milton Keynes

The task: Detailed negotiations with existing landlords to ascertain lease renewal options for 9,000 sq.ft of offices, while combining detailed research of the Milton Keynes' market to find alternative properties.

The result: A relocation to new offices of 8,700 sq.ft that more closely met the client's budget requirements and future expansion plans, providing the client with the best value for money and on-site facilities.



HEARST UK LTD

33 Broadwick Street, London W1

The task: Find 35,000 sq.ft of additional offices close to Hearst's head offices at 72 Broadwick Street.

The result: 36,000 sq.ft acquired for Hearst UK Ltd, leading in later years to a subsequent lease renewal for the entire building.

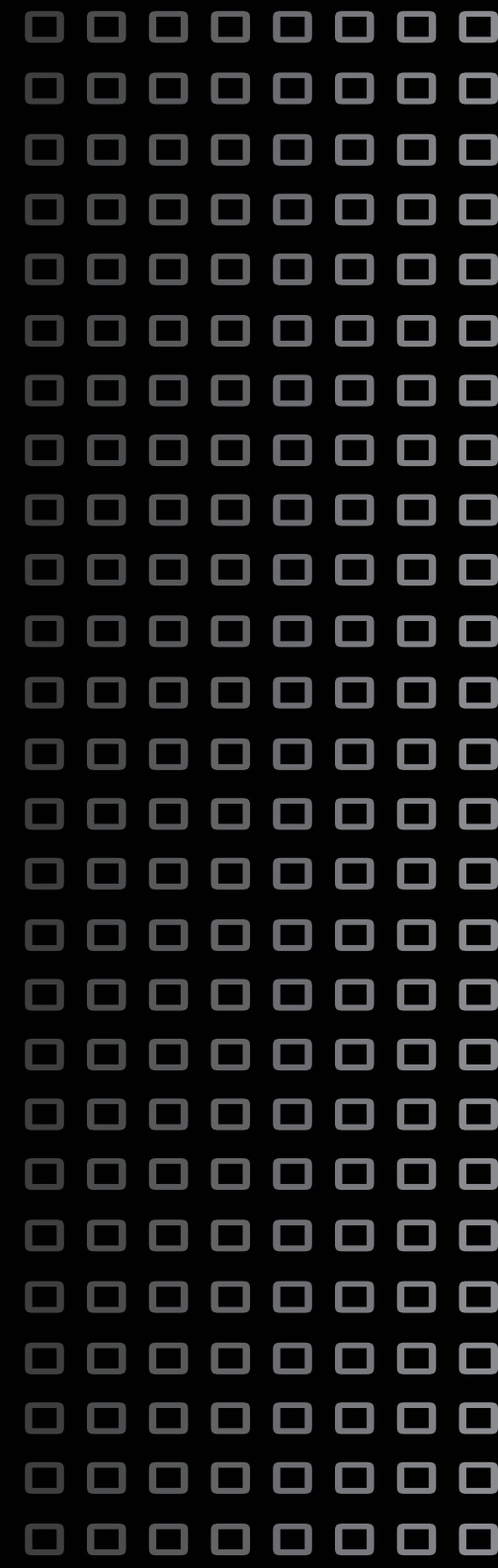


HEARST UK LTD

72 Broadwick Street, London W1

The task: Renew our client's lease on 54,000 sq.ft of offices in Soho.

The result: Renewal achieved on beneficial market terms.





DAMAZEIN

18a St James's Place, London SW1

The task: Find a freehold property with vacant possession in St James's: a seemingly impossible task, with limited freehold supply in the area and intense competition.

The result: Property found off-market, persuading the owner to sell to our client on terms that were much cheaper than the market norm.



CAPULA GLOBAL

8 Lancelot Place, London SW7

The task: Re-gear our client's leases on its 12,690 sq.ft of offices at Knightsbridge, in a market where supply is virtually 0.5%.

The result: Persuaded the landlord to deal with us on terms acceptable to the client and preventing the property coming on to the open market, subsequent to future lease expires.



NEW STAR ASSET MANAGEMENT PLC

1 Knightsbridge Green & 8 Lancelot Place,
Knightsbridge, London SW7

The task: Find new HQ leasehold premises of 47,000 sq.ft in Knightsbridge and then later secure the building next door of 36,000 sq.ft to accommodate future growth!

The result: 49,000 sq.ft offices acquired off-market on a pre-let basis at 1 Knightsbridge Green, with a further 36,000 sq.ft taken afterwards at 8 Lancelot Place allowing for future expansion, involving the sub-letting of various floors as incubation space and to provide a profit rent income for the client.

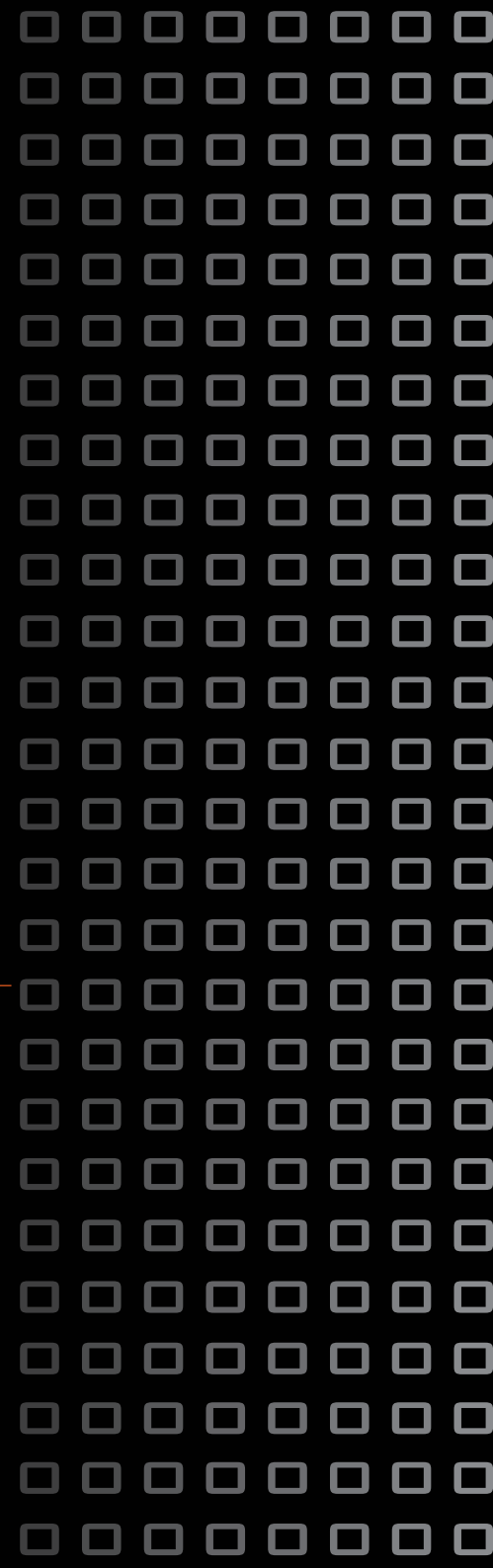


HEARST UK LTD

25 St Anne's Court, Soho W1

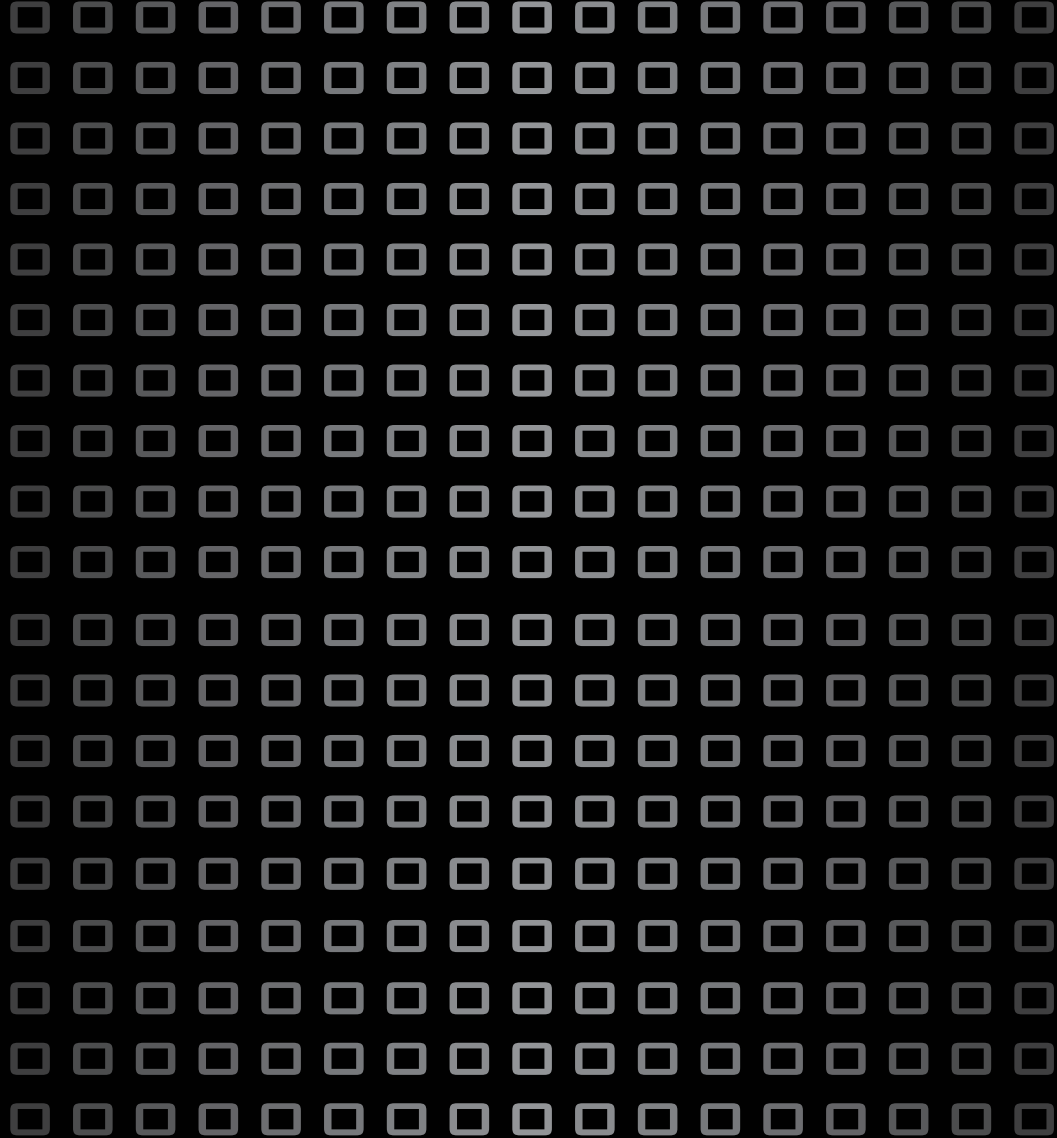
The task: Find 4,500 sq.ft of space with ground floor frontage in Soho on behalf of one of Hearst UK's major publications, The Good Housekeeping Institute. Other agents said such a property didn't exist.

The result: We found it! Lease deal negotiated on beneficial terms to the client on a pre-let basis, fending off all competition.



CLIENTS

ABILITY UK
ALLFUNDS BANK
ALPCOT CAPITAL MANAGEMENT
AMADEUS CAPITAL PARTNERS
AMWAY EUROPE
ARTECH BOOK COMPANY LTD
BELTONE FINANCIAL
BGB WESTON
BLEVINS FRANKS
BROMPTON ASSET MANAGEMENT
CAPULA INVESTMENT MANAGEMENT LLP
CDR CAPITAL LLP
CITY ATHLETIC
THE COLLEGE OF NATUROPATHIC MEDICINE
CRESCENT PETROLEUM
DAMAZEIN
DORRINGTON PROPERTIES
DSP GLOBAL
EF TOURS
ENAGIC
ETOA (EUROPEAN TOURISM ASSOCIATION)
FLOAT
FXCM UK
GLOBAL STRATEGIES GROUP
THE GREAT BRITAIN SASAKAWA FOUNDATION
HEARST UK LTD
HORIZON HOUSE PUBLICATIONS LTD
INNOPRISE (EUROPE) LTD
THE INTERNATIONAL LEAD ASSOCIATION
JAC STRATTONS
THE JAPAN FOUNDATION
THE JAPAN NATIONAL TOURISM ORGANISATION
JAPAN SPORT
JUPITER ASSET MANAGEMENT
KEENE PUBLIC AFFAIRS CONSULTANTS LTD
LONDON EXECUTIVE OFFICE GROUP
LINEAL SERVICES
MITANI UK
MJ ASSOCIATES
OCTO TELEMATICS
PEARL MEYER
THE PILGRIM TRUST
ROBSON ASSOCIATES
RYDER REID
SAMVO GROUP
STELLAN PROPERTIES
SUMISHO COMPUTERS
SWAN TURTON
TURNBULL RIPLEY
VEDANTA RESOURCES



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