



SEEING REDD

Luxury lifestyle is guaranteed with this Prime Central London operation, which undertakes direct investment, property development and management for private investors and clients

From sourcing and acquisition through to consultancy and architectural finesse, REDD (which stands for Real Estate, Design and Development) is a highly valuable one-stop provider of all property services in the Prime Central London residential market.

In a city where the level of expectation is sky-high, this is a company creating a buzz. Once, the prevailing belief was that you should avoid compiling too prescriptive a wish-list in planning your dream family home, but, thanks to REDD, there is now a unique operation in the capital to ensure that, yes, you can find the perfect site, in your desired location, in the ideal architectural style – complete with access to all the experts required to build, reconfigure, develop, refurbish and fit to exacting standards. “Our

services for private clients and investors range from initial site finding, managing the development process and exit strategies, as well as on-going portfolio and property management,” says managing director Russell Smithers.

An RIBA trained architect, Smithers brings design flair to every development project, focusing on the very components that can transform prime into super prime property. With a decade of experience in delivering private houses in London and Switzerland, he is also a master at negotiating the spider’s web of planning applications for high net worth property investments. Operating in Mayfair, St James’s, Belgravia, Knightsbridge, Chelsea, Kensington and Marylebone, this might involve Historic England, the land-owning Estates (Cadogan, Grosvenor and

Crown) and the building control departments of London boroughs.

What makes REDD truly valuable to private clients is the company’s focus on delivering on-going management services – for primary residences or a rental portfolio comprising luxury apartments, private houses and build-to-rent schemes. It’s a commitment marked by the launch of a mobile app that offers residents and tenants a range of members’ club services, from building maintenance to lifestyle offers in and around their property.

“Prime property management is more than simply running a property well, you need to deliver a certain lifestyle,” says Smithers.

For more information, please call: 020 3627 8594; visit redd-realestate.com; or email london@redd-realestate.com