



THE WETHERELL GUIDE TO

SUCCESSFUL MARKETING IN MAYFAIR

THE DEFINITIVE GUIDE TO SUCCESSFUL PROPERTY MARKETING IN THE WORLD'S MOST PRESTIGIOUS ADDRESS

By Peter Wetherell



Written by Peter Wetherell, founder and CEO of Wetherell, this report provides a comprehensive insight into how a residential property in Mayfair should be presented and marketed to target audiences who principally are the potential buyer, professional investor or tenant; and alongside this key people who influence these principals such as bankers, search agents, interior designers, advertisers and journalists writing for important newspapers, magazines or online news portals.

Peter Wetherell has lived and worked in Mayfair for over 30 years. He is an Eminent Fellow of the Royal Institution of Chartered Surveyors (RICS), a board director of CLEA Ltd, which publishes the influential London Magazine, and a non-executive director of Lonres, provider of the most the up-to-date market intelligence on sales and values in the prime central London market. He is also Chairman of the Mount Street Association, which represents some of the biggest luxury brands in the world.

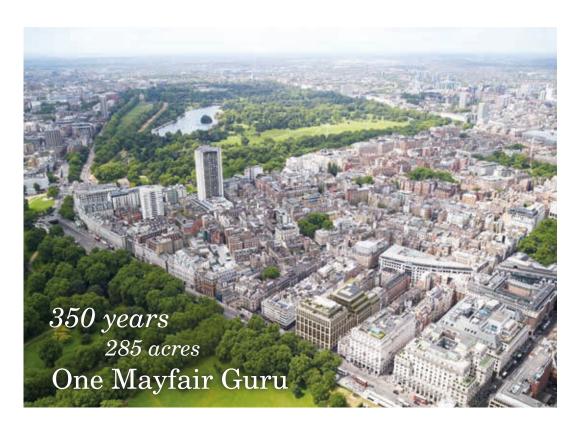


Limited Edition Mayfair Travel Poster by Charles Avalon for Pullman Editions

HAVING LIVED AND WORKED IN THE MAYFAIR PROPERTY MARKET MY ENTIRE CAREER, IT HAS ALWAYS BEEN MY CONTENTION THAT MAYFAIR AND ITS FINE HOMES FORM A LUXURY BRAND IN THEIR OWN RIGHT.

FOREWORD BY PETER WETHERELL FRICS





MAYFAIR

I believe that Mayfair is the world's finest city-village – a living, evolving destination that has become a globally recognised brand name in its own right, with homes that are recognised and coveted by discerning successful people from around the world.

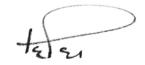
LEADING LUXURY MARKETEERS

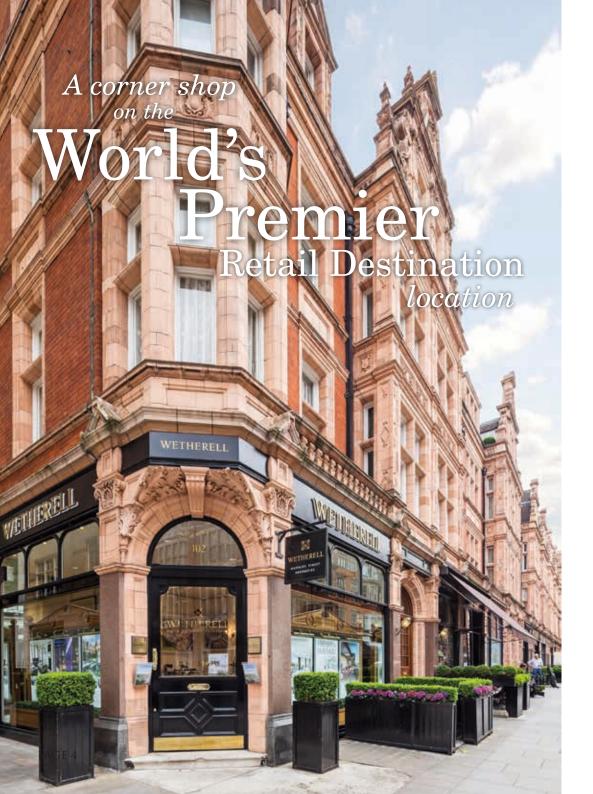
Wetherell is in the luxury marketing business. The agency exists and thrives to market one of London's most important luxury brands – homes in the global oasis that is Mayfair. People sometimes forget that a flat or house in Mayfair is the equivalent value of several Rolls Royces, a large yacht, a shop full of fine jewellery or a warehouse full of Rolex watches. If you purchase any of these goods – the brands will deliver exceptional quality, knowledge and service. This is what Wetherell is passionate about replicating.

WELCOME TO A WORLD OF DETAIL

Anyone visiting one of the luxury boutiques in Mayfair's Mount Street or Bond Street, or the motorcar showrooms on Berkeley Square, will be immediately immersed in an elegant world of beautifully presented interiors, the history of a brand, exceptional customer care, beautifully designed marketing brochures, advanced digital marketing, and highly targeted advertisements and PR editorial in luxury publications.

It is Wetherell's belief that the same uncompromising quality, customer service, fine attention to detail and brand knowledge should be extended to Mayfair's most valuable brands — the apartments, penthouses and houses that sit alongside the shops of the district.





EVERYTHING ABOUT WETHERELL EPITOMISES PRESTIGE AND SUCCESS

Established in 1982 and led by CEO Peter Wetherell, supported by a senior team of highly experienced professionals, Wetherell specialises in Mayfair properties and truly are the local experts, with an unrivalled passion and knowledge of the local area and an extremely visible presence in the local community.

From an elegant corner shop on Mount Street, Mayfair's premier high street, to high

quality marketing material, authoritative and relevant research reports and an innovative command of all media including PR, web, television, Twitter, Facebook, iPhone App and blogs, Wetherell combines experience and proven sales techniques with the latest ways of communicating. The result is an agent that remains relevant, informed and focused on delivering results for clients.

BRAND VALUES

Wetherell has eight core values which form the brand and mirror the approach of the most successful luxury brands that Bond Street and Mount Street have to offer:

CORE VALUES

- Client focus
- Focus on Mayfair
- Product knowledge and positioning
- Reputation and integrity
- Ouality service
- Exceptional marketing
- Delivering what the customer wants
- Being a market leader



A REFINED APPROACH TO PROPERTY PRESENTATION & MARKETING

The eight values of Wetherell are used to guide strategy and the approach to how the agency presents and markets its client's homes and instructions. It is based on three core beliefs:

KNOWLEDGE: KNOW MORE

It is the core Wetherell belief that the agency should know more about a Mayfair property – its history, its features, its location – than anyone else. This enables Wetherell to become the leading advocates and ambassadors for both the property and Mayfair itself.

MARKETING: SAY MORE

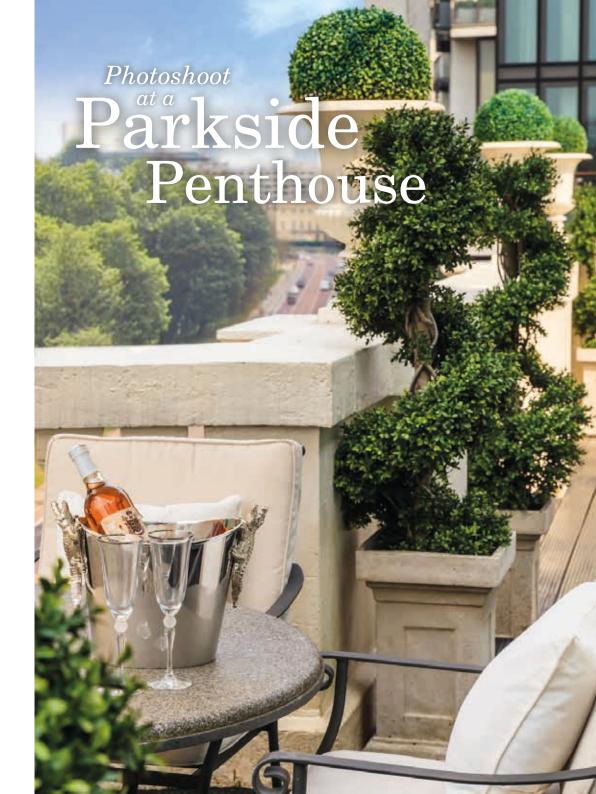
It is a core Wetherell opinion that marketing should be high quality, well researched and stylishly presented. Whether it's a brochure, an advertisement or PR (public relations) exercise. Wetherell's marketing work is the face and ambassador for a property and for its owner, the firm's client. By extension, it therefore needs to have a deep understanding of, and provide a perfect reflection and compliment of, the home being sold or let.

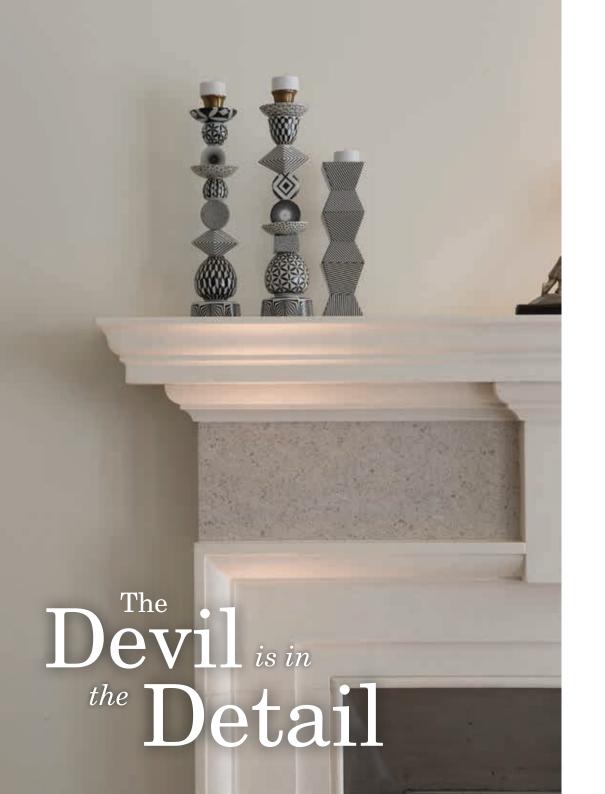
IMPLEMENTATION: Deliver more

Good knowledge and outstanding marketing are nothing unless the Wetherell team always go the extra mile for each client through attention to detail, hard work and successfully selling or letting an instruction.

This requires a passion for both property and Mayfair. There is a highly experienced and successful team at Wetherell. It's about finding, employing and developing the very best professional people and training, and empowering them to deliver the Wetherell brand values and approach.

Together these three core strategies coalesce to make Wetherell Mayfair's Triple 'A' estate agent. The Ambassadors, Aficionados and Advocates for Mayfair's finest properties, marketed by Mayfair's leading agents.





MARKETING A PROPERTY

In keeping with the finest traditions of Mayfair, the Wetherell service is professional, personal and focused on quality. As a long established private company, Wetherell is not constrained by corporate bureaucracy or shareholder cost-cutting. The firm's independent, entrepreneurial and client focused approach produces continued results for our clients and is the reason why each year Wetherell remains Mayfair's market leader.

Without a clear vision and strategy, a property cannot be successfully marketed and sold or let. From the start, Wetherell work with the client to advise them on the best route to market, presentation, messaging and methods of communication. At the start of an instruction, the client gets a detailed written report or letter outlining our strategy and how Wetherell will deliver.

IMMACULATE PRESENTATION

To sell or let successfully, a property in Mayfair should be dressed appropriately. It is also important to note the huge shifts in demographics and buyer profile that has taken place in Mayfair.

Almost 60% of the 5,118+ residents in Mayfair are now aged below 44, with almost 45% of residents aged between 25-44. Mayfair is now dominated by wealthy mid-20 to mid-30 something households.

Mayfair households are now typically young bachelors or bachelorettes (55% of private rented and 52% of owner occupier households consist of single people).

Modern Mayfair is also highly cosmopolitan. Whereas post-War the largest group of overseas residents were American, there are now residents from over 42 nationalities, with over 60% of Mayfair's residents now born overseas, up from 49% back in 2001.

Because of this, the 'interior design look' in Mayfair has changed dramatically. There are now a new generation of Mayfair homes with cool, contemporary interiors, bright colours and unusual furniture pieces. Instead of old masters, hunting scenes and watercolours, walls are adorned with contemporary artwork from places like Hoxton, or with 'posh selfies' – framed photographs of the owners – or prints of celebrities and rock stars.

Some clients who seek Wetherell's advice on the Mayfair market are surprised when the agency advises on the need for homes to have a fresh, contemporary look. To be successful, the owners need to work with Wetherell to create stylish contemporary homes which appeal to the new younger generation of buyers.

ADVISING ON PRESENTATION

Part of the Wetherell consultancy service is providing clients with advice on:

- Layout
- Dressing
- Specification
- Interior design
- Presentation standards

There are various key points to consider. An analysis of the levels of natural illumination in the various living spaces is very important. Homes should have a bright and airy ambience. Ideally photos/ prints should be de-personalised and family/ personal photos minimised and replaced with more generic photos. There should ideally be generic/themed photo frames used throughout a property to ensure consistency of presentation.

Window dressing should be high quality, with the curtains/blinds of a simple chic style that has wide appeal. Garish colours or patterns should ideally be replaced.

Floors make a strong first impression on people. Feature rugs, good quality carpets or luxury hard flooring is very important. Frayed carpets or rugs or damaged/old hard flooring should be replaced.

It is very important that there is an agreed playlist for both video and music for the home entertainment system of a property. The music and chosen film/video should have broad appeal, with the volume set low so as not to be overbearing for visitors.









MAYFAIR'S FINEST BROCHURES

Wetherell prides itself on the quality and attention to detail of its property brochures and particulars. Good photography, research and understanding of the property are the essential ingredients. Whether it's a hard back, soft cover or electronic brochure, it is vital that the presentation and contents complement the property.

The brochure should know and convey the history or provenance of the property – key dates, anyone famous who has lived there, and any interesting history. The design of the brochure should complement the style, colours and character of the home.

The pages should contain and be focused around beautiful photography, with copy

kept concise, informative and easy to read. Floorplans, location map, area map and specification are all key details for the marketing piece. A good brochure becomes a powerful ambassador for a property.

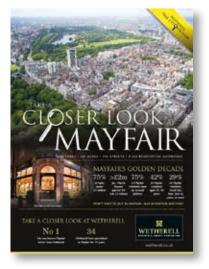
The company's most illustrious and expensive brochure was for an ambassadorial house in Upper Brook Street, which sold for £9 million in 1998.

The house was so historic that Wetherell bought the Survey of London for Mayfair, put a new cover on it and placed a marker in the section that mentioned the house. Buy the house, you buy the history. The price of a single brochure was £100.

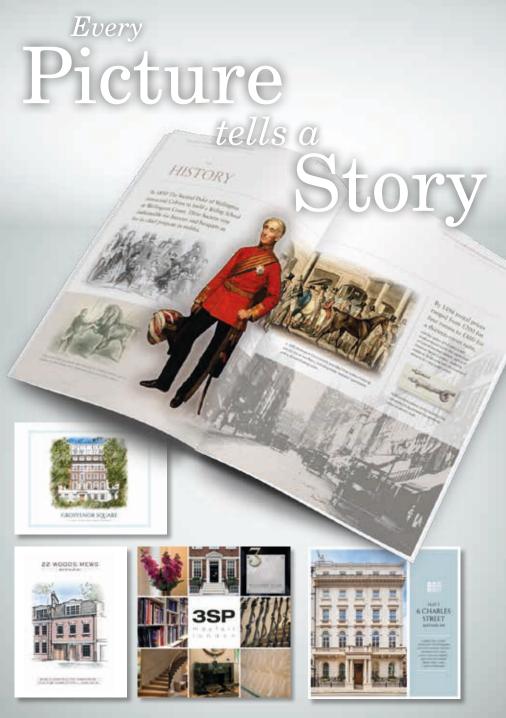
ADVERTISEMENTS

Wetherell believe that advertising is highly valuable, since the display of advertising in influential publications shows readers that the client and agency value, and are investing in, the property.

Wetherell advertising is a mixture of showcasing instructions, brand-led adverts and advertorials providing readers with data from the latest Wetherell reports, and market intelligence newsletters. Together, they keep audiences aware of Wetherell, the firm's clients and instructions being marketed by the agency.







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PUBLIC RELATIONS

Generating high quality editorial on a property in high profile, high quality newspapers, magazines and news portals in London, the wider UK and internationally, is a central part of the Wetherell marketing mix and offering.

Through the use of well written market research, property stories and briefings, and property tours for influential editors and journalists, Wetherell ensures that Mayfair and its properties are showcased in the media and on the Internet.

If there is a news or property story about Mayfair in the media, Wetherell will either be at the heart of it, or will have contributed towards it. All of this keeps the Wetherell brand and its portfolio of client instructions in the media, ensuring a high profile with target audiences.

The firm's PR work is led personally by CEO Peter Wetherell, who knows the key editors and journalists, and regularly speaks, meets with and writes to them about important and interesting Mayfair properties. The firm has a monthly schedule of PR activities and reports media coverage to clients as editorial articles are published in key newspapers and magazines.

In addition to the leadership provided by Peter Wetherell, the estate agency employs two dedicated and highly experienced PR consultants – one focusing on traditional, broadcast and online editorial media, the other for social networking and other digital platforms.

This comprehensive approach ensures that Wetherell has become the most high profile and well respected estate agent for editorial comment and properties in Mayfair.



Spotlight on Mayfair

Perched above one of the nation's most famous restaurants in the heart of Mayfair – and costing a cool £5million. Is this...

Britain's tastiest flat

The Mail On Sunday

How Mayfair earned a monopoly on glamour

THE MOST EXPENSIVE GARAGE IN THE WORLD

£50m fixer-upper to suit DIY billionaire

The Daily Express

Now that's a cash cow! Newly built mansion on site of old Mayfair milking parlour goes on the market for £25 million

The Daily Mail

The £45million mega-mansion

The Metro

How the old Red Lion pub in Mayfair has roared back as a £25m superhouse

The Daily Express



MADE IN MAYFAIR

The Saturday Telegraph

Luxury Mayfair flat where 1950s diamond robbery which inspired The Pink Panther film took place put up for sale for £4.4 million

The Daily Mail Online

INSIDE LONDON'S SECRET PALACES

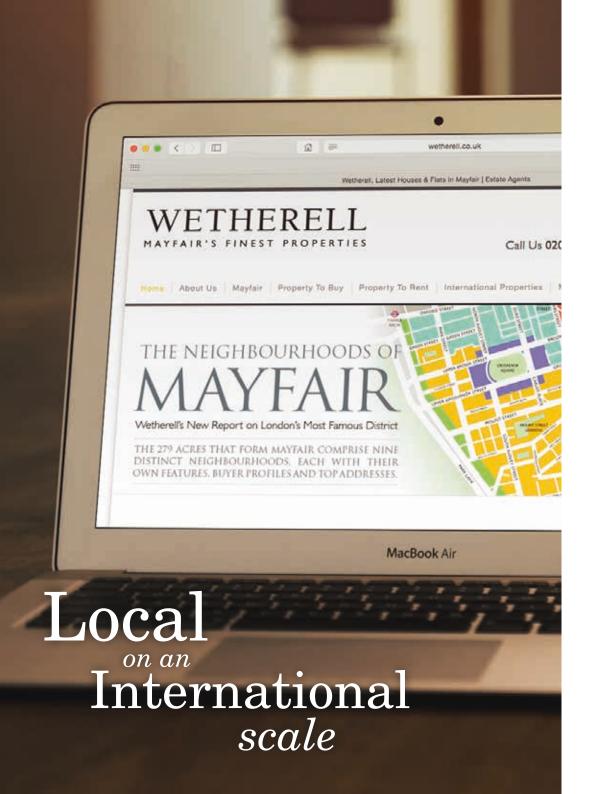
CITY OF WESTMINSTER
The Sunday Times

THE £3bn EMBASSY SELL-OFF BONANZA

The Standard

Mayfair mansion is yours... for £65,000 a month

The Financial Times



THE WORLD OF MAYFAIR ON THE WEB

The Wetherell website has been designed to showcase and inform visitors about Mayfair's finest properties. To make the website the portal of choice for people wanting to be informed about Mayfair, Wetherell has designed the website so that it provides readers with an ongoing narrative about key lifestyle, retail and cultural events happening in Mayfair. It also provides interesting market reports, historic stories and editorial updates on interesting properties.

The key aspect for Wetherell is for the website to be genuinely interesting to visit and explore. Wetherell's website has won an award for the quality and success of its content and the quality of how properties are presented.

DIGITAL & E-MARKETING

Twitter, Facebook, Instagram and LinkedIn have become useful digital communication platforms for promoting Mayfair, Wetherell and its activities. The Wetherell brand is a tireless advocate for all things Mayfair on social media, and CEO Peter Wetherell takes a personal involvement in these activities with his 'Mayfair Guru' Twitter portal, which has a large following including journalists, figures in the local Mayfair community, property investors, local Mayfair businesses, luxury brands, retailers, restaurateurs and leading interior designers.

Wetherell has a monthly e-newsletter which advises readers of key activities in Mayfair and Wetherell instructions. Printed copies of newsletters, alongside reports and market research documents are sent to Wetherell clients, contacts and Mayfair addresses on a regular basis. The aim of these activities is to demonstrate that no-one knows Mayfair property better than Wetherell.

A LEADER IN THE LOCAL COMMUNITY

At Wetherell, our client advice is based on our 33 years of business in Mayfair, which provides us with a deep knowledge of both Mayfair, and a library of sales and lettings records of individual properties across Mayfair.

This is because in the estate agency business it is crucial to remain relevant, deliver results, and integrate past experience with the latest technology and ways of communicating.

Wetherell is known throughout Mayfair because the firm and its staff are very engaged with the local Mayfair community. We have worked with the local church to raise funds for the belltower, supported the local school and organised various annual events to promote Mayfair through the Mount Street Association.

So deep runs the firm's local knowledge and engagement, that Peter Wetherell was hailed with the title of 'The Mayfair Guru' in a profile of Wetherell published in Country Life magazine. It has now been repeated many times by newspapers and other publications in both the UK and overseas.

What Country Life magazine was trying to convey, was the fact that thanks to over 30 years in the Mayfair property business, Wetherell have got to know not just our customers, but also our neighbouring local businesses, celebrities, hoteliers, overseas investors, politicians, planners and landowners.

Therefore when Wetherell is instructed to sell, acquire or let a Mayfair property, we are able to draw on an unrivalled network of business colleagues, friends and contacts and ensure that our client's aims are met. Wetherell can 'put the word out' both locally and globally, often to a very private and closed circle of high-net-worth individuals, which makes all the difference and consistently delivers results.

MAYFAIR

Mayfair is the No. I location in the world for luxury homes, offices, luxury retail, cultural and leisure industries. Two thirds of all the world's premier luxury brands are within walking distance of Mayfair's 3,800 five star hotel rooms. Mayfair has over 5,500 residents and 80,000 workers who can use the services of 26 Michelin starred restaurants.

Mayfair is also a balanced community. Nearly 25% of the housing is social accommodation, and its squares and surrounding parks are open to all. All these features make Mayfair a very special and interesting place to live, enjoy leisure time, and work. At Wetherell, we encourage everyone to come and take a closer look at Mayfair.



Over the last 12 months Wetherell has been privileged to sell and let some of the finest properties in Mayfair. Below is a small selection of our favourites



MAYFAIR MANSION £45,000,000



NEW BOND STREET £30,000,000+



GROSVENOR SQUARE £10,000,000



MOUNT STREET £3,750,000

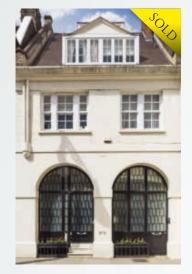


DUKE STREET £1,295,000

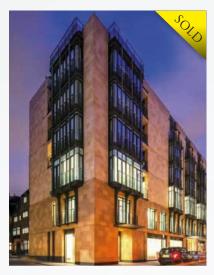


CHARLES STREET £1,250,000

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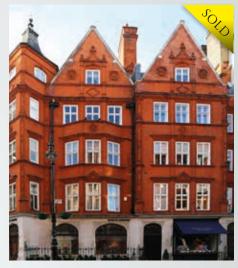
BALFOUR MEWS £7,250,000



DAVIES STREET £5,350,000



SOUTH AUDLEY STREET £4,500,000



MOUNT STREET £4,250,000



AVERY ROW £995,000



UPPER BROOK STREET £30,000 PER WEEK



FOUNTAIN HOUSE 5 UNITS FROM £2,300 PER WEEK











350 YEARS • 285 ACRES • 144 STREETS • 4,363 RESIDENTIAL ADDRESSES • 5,200 RESIDENTS 3,800 FIVE STAR HOTEL ROOMS • 26 MICHELIN STAR RESTAURANTS

ONE MAYFAIR GURU



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