

## Super-prime lettings

As demand for rentals increases, while people wait for the right opportunity to invest given the uncertain sales market, so too has the development of *ultra-luxurious new-build apartments*. London's Mr Super Prime, *Mark Tunstall*, only deals in the best in London's most exclusive addresses



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*Some of the super-luxurious prime London properties available to rent through Mark Tunstall, pictured inset with his colleague Murdi van Hien*

Dealing in only the most exceptional properties in London's most desirable postcodes, Mark Tunstall offers super-prime lettings to tenants from all over the world. In the wake of Brexit, as sales have slowed given the uncertainty following the EU referendum and increased stamp-duty levies, more and more people are looking to rent while waiting for the right moment to invest. The number of rental transactions above £5,000 per week in central London increased by over 41 per cent in 2017.

This demand has coincided with the completion of new-build, turnkey lateral apartments with a range of amenities (concierge, underground valet parking and health and leisure facilities) especially sought after by overseas clients used to this way of living back home. As

tenants become increasingly global, spending less time in just one place, they demand homes serviced by 24-hour concierge and security when they are away. This is evident as, while the number of houses rented over the last two years has increased by 22 per cent, apartment lettings have increased by 57 per cent.

Exclusive areas such as Mayfair, until recently largely untouched by new residential developments, have been at the heart of these changes. 'Over time, Mayfair had become old hat and quality here lagged behind that available in neighbouring Knightsbridge,' says Mark. 'However, the residential scene is really starting to change.' Burlington Gate, the vision of Rogers Stirk Harbour, the firm behind One Hyde Park, is one of the exciting developments just completed in the area. 'Lateral living is highly coveted, as it allows open-plan spaces that London's terrace houses just can't offer,' says Mark. Another forthcoming scheme is Twenty Grosvenor Square, comprising 37 private residences, set to complete in 2018.

As Mark explains, the demand for top properties above £20,000 per week has also soared – there were seven transactions at this level just in the last year. With quality higher than ever before and an unparalleled range to suit all tastes and lifestyles, it's no surprise that demand is booming. 'People come to us knowing we have these aspirational properties, and the network of contacts to showcase the very best.'

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