

PrimeResi

‘Ambassadorial’ St John’s Wood townhouse sells for £11.5mn

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A £3.25mn price cut did the trick for the Grade II listed pile on Hamilton Terrace.

A Grade II listed townhouse in St John’s Wood has sold after a multi-million pound price cut, *PrimeResi* hears.

The Victorian property on Hamilton Terrace was pitched as “possibly the best value home in the area” after £3.25mn was removed from its £14.75mn price tag a few weeks ago.

The 22% drop had the required effect, as we hear a deal has just been closed on the 8,200 sq ft pile at the new price of £11.5mn (a very competitive rate of £1,371 psf).



Particulars highlighted some grand reception rooms, a coach house, cinema room and gym, along with off-street parking and a garage – and scope to transform the “ambassadorial” Grade II listed residence into one of the neighbourhood’s finest.



Ian Green Residential (joint agents with Knight Frank) marshalled the deal as part of a trio of high-end sales completed by the locally based firm last week; the others were a garden flat on Randolph Avenue in Little Venice (asking £5.25mn) and a stucco-fronted villa on Clifton Villas (asking £6.875mn) – also in Little Venice, where IGR claims to have sold all the houses over £6mn since 2023.

Article amended on 04.11.25 to include additional detail