

Boutique agency seals £10.5mn deal in Little Venice

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Off-market transaction adds to firm's run on sought-after Randolph Road.

Boutique NW London firm Ian Green Residential has confirmed another super-prime deal in Little Venice, selling a house on Randolph Road off-market for £10.5mn.

The £2,900 per sq ft result is, according to the agency, a record for one of the road's white-stucco houses with direct access to the communal gardens.

It marks the fifth consecutive house sale on Randolph Road handled by the firm, and the tenth it has sold on the street in recent years.

The agency's recent sales have all been to UK buyers, according to founder Ian Green, with realistic pricing proving key; the Randolph Road house attracted a premium as a "best in class" proposition.



Ian Green told *PrimeResi*:

“The top end of the St John’s Wood and Little Venice market remains active, but buyers are highly selective and increasingly price conscious.

“The best houses in prime positions continue to attract interest, particularly those with gardens, parking and good space, but ambitious pricing is being firmly resisted.”





Randolph Road

The latest LonRes numbers (<https://primeresi.com/there-are-quiet-augusts-and-then-there-are-quiet-augusts-prime-london-sales-hit-18-year-low/>) suggest August was a quiet one in Prime London, with £5mn-plus transaction volumes down 18.8% year-on-year and new instructions falling 10.4%. There are signs of a busier spell ahead, however, with the number of £5mn-plus properties going under offer up 37.5% after two poor months.