

MIDDLETON®

ADVISORS

Acting for private clients in
prime property markets

2023/24



"Our clients are, almost always, on the verge of a momentous decision."

Tom Hudson & Mark Parkinson
Co-Founders

We are a privately owned, independent business of 30+ property professionals, dedicated to helping our clients realise their property ambitions. Since 2008, we have been advising private clients on buying, selling and holding prime real estate in London, the South of England and internationally.



OUR SERVICES

Buy, sell and hold prime real estate

Whether it's the acquisition of a long-term family home, selling a property that hasn't been on the market in generations, acquiring a pied-à-terre, investing in a country estate, or the purchase of farmland for commercial purposes – it is in these moments that opportunity must be maximised, risk minimised and professional advice presented clearly and dispassionately.

Our advisors are remunerated on the basis of a set of Middleton values, and not by commission. We believe this model is unique in the property world and guarantees that client satisfaction is the sole motivator for any of our people.

£1.4bn

transactions
since 2008



"Of particular appeal to me was Middleton's independence – the fact they have no ties to any agency."

Robert Pollock

BUY

There is a series of critical processes in the acquisition of prime property – whether in London, the country or internationally – including brief-building, search, short-listing, negotiations and completion. Less tangible, but equally important, is a network of contacts with whom mutual trust has been established over many years.

SELL

Our experienced London sales advisors have spent their careers developing an unrivalled network of London buying agents, brokers and individual purchasers. This enables us to offer private clients a highly-personalised, strategic approach to marketing and selling London property.

HOLD

When you hold property over the medium to long-term, it's important to ensure you derive maximum enjoyment, value and returns. Our Estates & Special Projects department not only advises on the acquisition of estates and land, but also on how to optimise your holdings over an extended period.

LONDON BUYING

Premium residential property in the capital

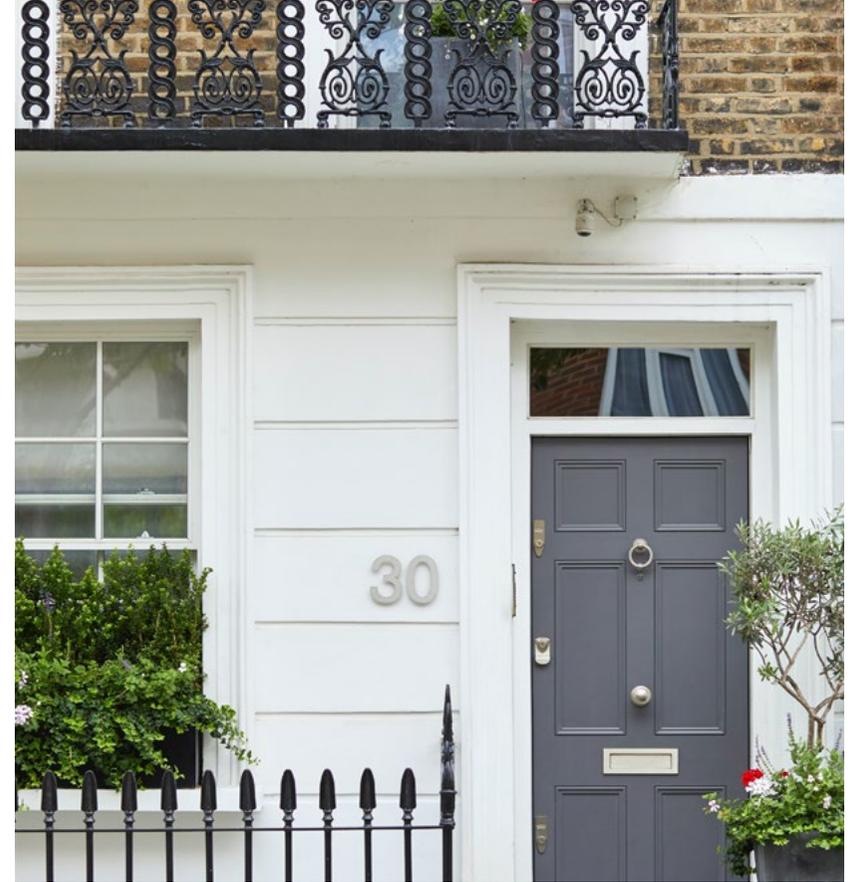
We specialise in acquiring residential property in London's most prestigious postcodes.

Typically, one in four London properties is bought off-market. For purchases above £2m the proportion is higher still.

This proliferation of private transactions makes it increasingly difficult for buyers in the capital's premium postcodes to gain a complete view of the

available properties. And it places a huge responsibility on your buying advisor to identify potential purchases, and to assess value.

Whether moving within London, or buying here for the first time, Middleton clients benefit from access to the best properties - both on and off-market.





We couple this with the highest levels of advice and service across the full journey – from short-listing, through negotiations and completion.

We specialise in acquiring family homes, apartments and pieds-à-terre across London's most desirable neighbourhoods. And we've made it our business to understand the character and the nature of each of these 'villages' because our clients' briefs – in terms of location, property-style and motivation – are as diverse as London itself.

Whether you are buying for life, for lifestyle or for investment, we bring an unrivalled knowledge and understanding of prime London residential property and a service ethic that puts our clients front and centre at all times.

"Exchanging contracts in just 12 hours could have been very unnerving if we hadn't had total faith in Middleton's skills."

Mark Brooks-Wadham

COUNTRY BUYING

Premium residential property across southern England

We'll stay with you, from the initial search, through offer, negotiations and completion.

England's most desirable, rural locations have one thing in common: demand is nearly always greater than supply. In this highly competitive environment, buyers need to refine their search, develop a clear buying strategy, stay abreast of available properties – even when off-market – and then judge how best to offer,

exchange and complete, in order to secure their ideal property. We have been supporting you on this journey since 2008.

We take time to understand your aspirations, concerns and priorities before supporting you throughout the buying process.





"It was a fantastic experience, and we would not have got the house without Middleton. We hadn't used a buying agent before, and I was sceptical as to how it would bring value, but we were completely converted."

Steve Gorman

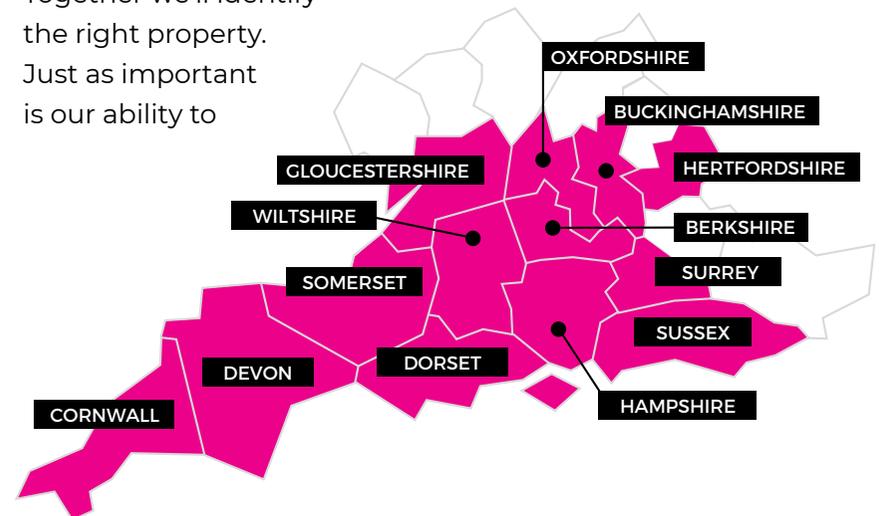
Middleton clients benefit from the local expertise, professional advice and exceptional service levels of our country buying advisors – all of whom are focused on successfully realising your property ambitions.

While prime residential countryside property can be characterised as a 'seller's market', we rarely advise clients to give in to the pressure to rush in. This places a premium on remaining patient, astute and decisive.



This is where our network of contacts and the unique levels of trust we've nurtured over many years and across many deals pay dividends. Together we'll identify the right property. Just as important is our ability to

strategise, negotiate to your benefit, and stay with you from your first offer through to completion and, in many cases, beyond.





"I've been really impressed by the professionalism, care and attention to detail. They were diligent, creative in approaching our brief, and very respectful. They're obviously used to dealing with people who don't have huge amounts of time. They took responsibility, making decisions for us – which is a difficult thing to get right."

Simon Mottram

LONDON SALES

We specialise in private sales in premium postcodes

Our highly personalised, strategic approach ensures you will reach the right buyers.

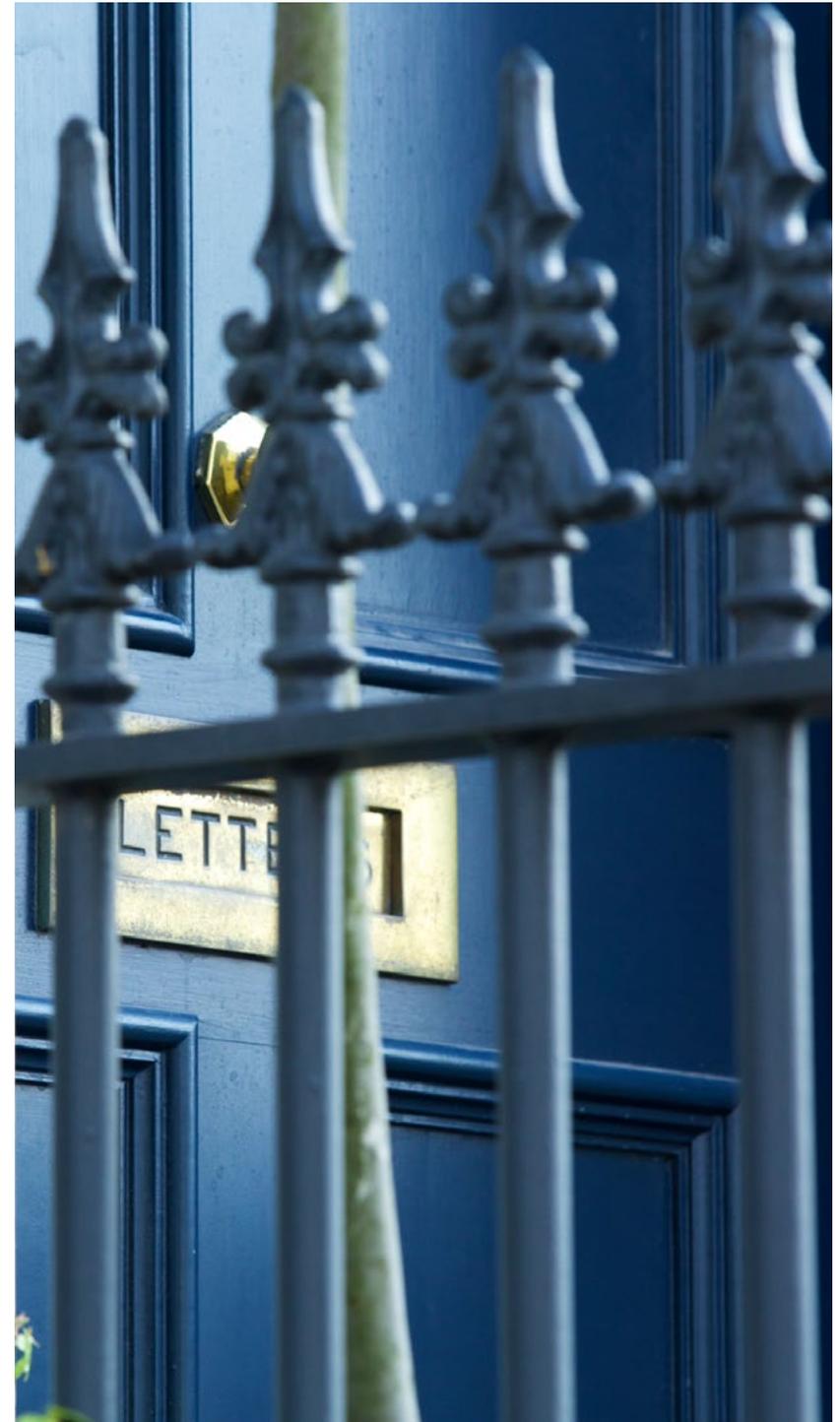
When you buy a property, even if it is your home, it is an investment. When you sell, you are realising that investment, and so you will always want to achieve the best possible price.

At the same time, the process must be professional, respectful and efficient.

You want your advisor in your corner, protecting your interests at all times, shielding you from onerous admin.

80%

off market
transactions
over £5m





"Middleton showed the depth of their knowledge. We had a pretty granular discussion of the market in a way that other agents just weren't able to do."

Ruben Bhagobati

We will also keep you fully informed about relevant developments.

Part of this process – as an advisor – is to nurture positive working relationships with all potential buyers and the professional advisors of all parties.



It's also our experience that achieving the highest or best price depends not on flattery, but on strategy. So we won't give you an appealing valuation to win your business, we'll give you a carefully considered recommendation of where we will open, and where we expect to close.

With more than three-quarters of London's £5m+ transactions conducted off-market, sellers are asking themselves a simple question: how can I be certain of realising full value for my property when it may never be tested on the open market?

Our highly experienced London Sales team have spent their careers developing relationships with London's buying agents, brokers and individual purchasers – collectively, an unrivalled network representing the 'buy side' of the premium residential market.

This enables us to offer Middleton clients a highly-personalised, strategic approach that reaches the right buyers and delivers a discreet, timely sale and confidence that you will achieve full value.

ESTATES & SPECIAL PROJECTS

Sourcing and optimising estates, land and lifestyle

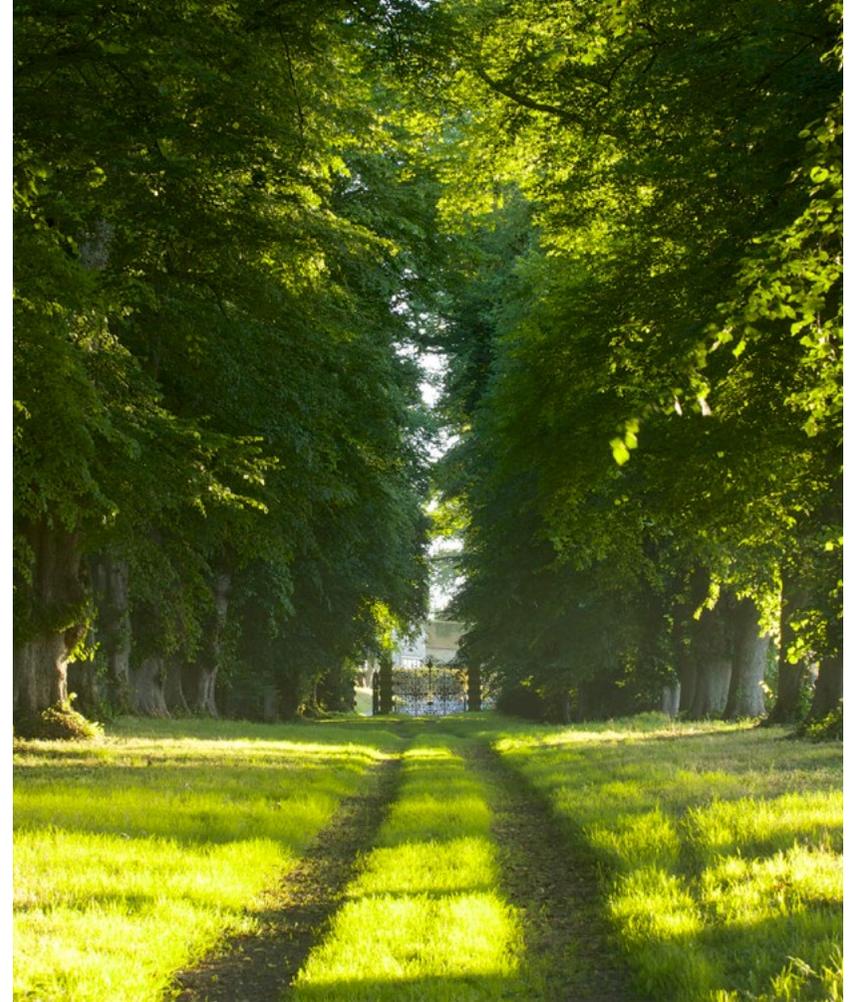
For clients whose requirements fall outside the remit of our Buying and Sales departments.

When you hold property over the medium to long-term, it's important to ensure that you derive maximum enjoyment, value and returns.

Our Estates & Special Projects department delivers with absolute discretion and independence a range of services for those clients looking to acquire larger estates, expand internationally or manage a growing portfolio.

97%

private
transactions
advised on
since 2020





“Middleton earned every penny investigating and analysing the property and recommending other advisors who we needed. They were very professional throughout and it was a real reassurance having Middleton on board.”

Marianne Black

We regularly advise on:

- Acquisition of landed estates and farms in the UK
- Specialist property purchases, in the UK and internationally
- Long-term, strategic plans for holding and managing property
- Optimising property value and lifestyle benefits
- Developing a tailored, professional support network

Estate searches and projects of this nature require different data points and highly specialised experience and insight. Our leads in this team – Tom Hudson and Mark Parkinson – each have more than 20 years’ experience in this specific field, providing long-term, strategic advice on the broadest range of property-related matters.

We recognise that becoming the custodian of a rural house and estate is often just the starting point of a significant journey that encompasses wide-ranging interests and aspirations relating to your family, your business and your legacy. Our aim is to help you – not just with the acquisition of estates and land – but with the broadest possible perspective.

THE MIDDLETON WAY

Trust. Diligence. Local Expertise.

TRUST

The greatest compliment you can pay any organisation is to recommend it to your own contacts and friends. Since opening our doors in 2008, 90 percent of our new business has come from referrals and continued relationships.

DILIGENCE

Not just due diligence that uncovers a local planning application or a disputed boundary. The sort of diligence that gives us access to off-market business. The tireless attention to detail to ensure every potential buyer or seller is treated as an individual. The sort of diligence that you might not think you need...until you experience it.

LOCAL EXPERTISE

Over the last 15 years, Middleton's advisors have acquired an encyclopaedic knowledge of prime residential property. Our instincts for value, opportunity and lifestyle-fit are supported, always, by the certainty that comes from exhaustive research and in-depth experience.

"We are not only satisfied clients, but delighted clients. Trust is so important, and Middleton delivered on everything they told us they would do."

Bob & Mindy Rich

90%

of our
business
is by
referral

OUR PEOPLE

Professional advice and outstanding service

Each of our advisors is an expert in their own right – on property as a profession but also in the specific geographic area they cover.

Working in teams ensures that we have every angle covered – years of experience, extensive networks, the ability to unearth off-market properties and private sales, finely-tuned negotiating skills, and scalable bandwidth to meet the inevitable pressure-points of complex property transactions.

We want you to feel you aren't over-reliant on an individual, and can rely on the complementary skills, experience and resources of a team.

It's the Middleton way.

"Their expertise, local knowledge of the market, agents and our opposition was astounding."
Jeremy Trinder

MEET THE TEAM



Country
Buying



London
Sales



London
Buying



Estates
& Special
Projects



OUR LOCATIONS



LONDON OFFICE

50 Sloane Avenue
London, SW3 3DD

London Buying: +44 20 7370 4242

London Sales: +44 20 7404 9442

COUNTRY OFFICE

Bee House, 140 Eastern Avenue
Milton Park, Oxfordshire, OX14 4SB

Country Buying: +44 1235 436 270

Estates & Special Projects:

+44 1235 436 270



"Middleton were outstanding right from the first conversation we had until we'd finished the process – very professional and with great integrity to the extent that it restored my faith in the real estate business."

Chris Townsend



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middletonadvisors.com