



Across the Pond

Welcome

Welcome to the early 2016 edition of Across the Pond, designed to keep you up to date with what is happening in your London office and with your other Mayfair International associated firms across the globe. 2016 promises to be a challenging year for the international real estate market. While many economies like the US and the UK continue to perform well other parts of the world struggle. Many of the EuroZone countries are suffering from financial woes and the effects of political upheaval in the Middle East. China's economic slowdown and the effect of low global oil prices are impacting on real estate investment by overseas buyers. But notwithstanding all this the luxury real estate market continues to flourish in all our main areas, sustained by the demand from people to enjoy their success and to invest well in safe and dynamic real estate markets.

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New Arrivals

We are delighted to highlight some wonderful new members of Mayfair International Realty over the past year. Our membership in the US has grown steadily with the addition of several important firms, [Brigham Real Estate](#) in Austin, Texas, [Palladium Properties](#) in Aspen, Colorado (many US members will remember [Krista Klees](#) from her many years with Joshua & Co in Aspen before their sale to Douglas Elliman), [Orlando Vacation Realty](#) in Orlando, Florida and [Virginia Cook Realtors](#) in Dallas and Fort Worth.

Closer to home our European network has expanded well in the southern part of the continent. In Spain we have been joined by [Boon Villas](#) in Granada and the Costa Tropical in Southern Spain, [Estela Exclusive Homes](#) covering Madrid and Ibiza and [CT Private Property Consulting](#) covering Majorca. In Italy, we can introduce [Italimmobili srl](#) in Rome and [Immobil-Service](#), covering Sardinia. Finally, in Portugal we are proud to now represent [Signature Properties Solutions](#) in the Algarve and [DSP Properties – Silver Coast Real Estate](#) on the Silver Coast in Central Portugal.



All the Fun of the Fair

Once again we had a great stand at the Hurlingham Luxury Real Estate show in London in November. This provided you all with a great listing tool. Our now tried and tested [show magazine](#) was also a huge hit.

But we are pleased to announce that from this year the event will be held at a new and very exciting location. We will be sorry not to be in the beautiful surroundings of the Hurlingham Club but will be delighted to be in one of the busiest and most high profile locations in the West End - [Victoria House](#) in Bloomsbury Square, WCI so close to well known landmarks like the British Museum.

Victoria House is a stunning neoclassical building in one of the capital's most historical areas. It is certainly much easier to get to than the Hurlingham Club so we can expect more visitors than ever, and unlike previous years the event will be held on Friday and Saturday – enabling even more visitors to attend.

As in previous years we have booked the central and most prominent position in the show so if there's anywhere properties are going to be seen first it will be on the Mayfair International stand!

The dates of the show are 14th – 15th October 2016.

Mayfair Visits

The airways were again busy last year in both directions. Nick and Annette clocked up thousands of miles over five transatlantic trips to meet many of you. These included California, Nevada, New York, New Jersey, Connecticut, Rhode Island, Massachusetts, South Carolina, Georgia, Texas and of course the big Florida 'road trip' in October. Once again these not only provided us with a great opportunity to meet agents but also to learn more about local markets, visit listings and meet sellers, prospective sellers and even the press.

But this activity was by no means one way. During the year we were visited here in London by numerous agents and brokers from the USA, Canada and Europe. These visits are important as they give personnel a window to London and something to really use back home as a talking point.



Collection Magazine

[Collection](#) our fabulous printed magazine - with online version - has been a wonderful success and copies are now gracing the coffee tables of members' offices all over North America and Europe. Produced twice annually, Collection is a showcase of superb properties on both sides of the Atlantic and is a powerful way to show sellers the international reach you have through your London office and by working with the best independent brokers in the business.

The next edition will be published in the spring so look out for emails in February.

Press Editorial

Once again we can report an enormous amount of valuable press editorial in the UK's – and therefore some of the international communities - top magazines and newspapers. It is always great to have your listings featured in the leading titles in the overseas press and it certainly impresses sellers.

In 2015 Mayfair International achieved editorial coverage worth a staggering **£1.8 million (US \$2.9 million)**. This was amassed through 949 separate in-print property mentions, plus countless on-line ones. On average this worked out to nearly three editorial mentions every day! In PR terms that's worth over **£9 million (US\$ 14.5 million)** in print editorial value alone.

London Letters

London letters continue apace - if not in even greater numbers. Even so there may be agents missing out on making a big statement and missing a great listing, so this is the perfect opportunity to give you all a gentle reminder. Use London Letters – they really can make all the difference! For more information email annette@mayfairinternationalrealty.com



Featured Property

If you are a fan of Midsomer Murders or an avid follower of the Royal Family this [gorgeous thatched cottage](#) could be yours for just £685,000 from [Singleton & Daughter](#). It's just a couple of miles down the road from the village where Kate – the Duchess of Cambridge - grew up (and her parents still live) and right in the heart of the glorious Berkshire countryside where Midsomer Murders is filmed.