

GRANT J BATES

— PROPERTY —

Press Pack

IN THE MEDIA

GJB

Grant J Bates
Director

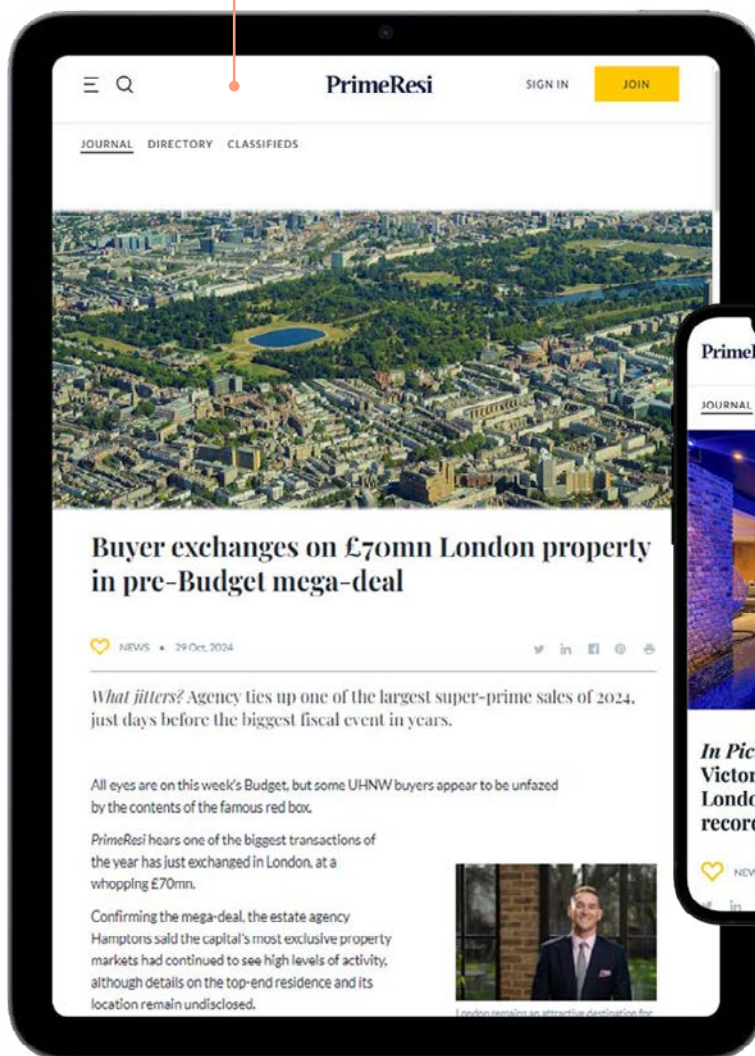
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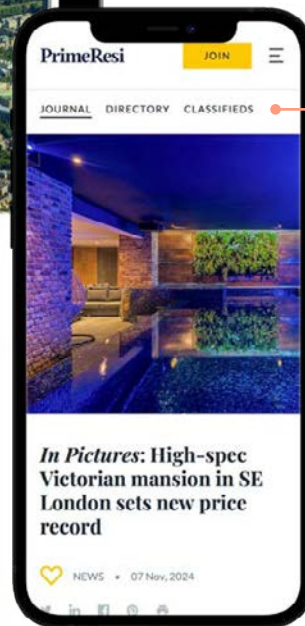


PRIME RESI

“Despite the uncertainty surrounding Rachel Reeves’ upcoming budget and its potential impact on the property market, we’ve continued to witness significant activity in the prime and super prime sectors of prime central London, this includes our recent exchange on one of the largest deals of the year in London valued at £70mn”



“Granville House has set a new benchmark for property sales in Blackheath...this sale highlights a growing trend amongst HNW and UHNW individuals open to explore options beyond PCL”



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EVENING STANDARD

“It’s very rare that it’s their only residence. I sold to a family in Holland Park recently who have six or seven houses within a quarter-mile radius.”

“You are only speaking about billionaire families at this level.”

The secrets of selling the capital’s £40m homes

Armed security, NDAs, a gold temple...inside the world of ultra high-end property deals

BY EMMA MAGNUS

Bucky Fatemi is used to matching clients — no matter how selective — with the perfect property. But in 2022, one tried something new: he would only buy a property if it had his dog’s approval. “The dog would come in, the dog would look around. If the dog liked it, he’d buy the house,” says Fatemi, executive partner at Sotheby’s International Realty. “They bought a house in St John’s Wood. The dog loved it.”

A handful of these super-prime deals are conducted every week in London. According to Knight Frank’s research, there were 147 sales above \$10 million (£7.9million) between January and September this year. Buyers flock towards the “Platinum Triangle” of Mayfair, Belgravia and Knightsbridge, as well as Holland Park, Hampstead and Highgate. Some come from overseas, some are born into family wealth, and there is an emerging breed of younger, tech start-up types. “It’s a mixed bag, but effectively you are only speaking about billionaire families at this sort of level,” says Grant Bates, head of private office at Hamptons. “It’s very rare that it’s their only residence. I sold to a family in Holland Park recently who have six or seven houses within a quarter-mile radius.” Despite the existence of

programmes like Selling Sunset and Buying London, it remains an elusive world where confidentiality is king — and where clients can ask for whatever they like.

“The main difference is the discretion,” says Hamish Egging, partner in Knight Frank’s prime central London developments team. Rather than listing on portals, agents take what Egging calls a “targeted approach”, curating a handful of billionaire buyers for each property. At Knight Frank, he says, they will track the movements of private equity firms, look at memberships of certain clubs, develop their networks and conduct thorough research into potential clients. “I know what [the client’s] dog’s called. I know his favourite champagne. I know where he skis, where he summers. It’s a relationship built up over years.”

Buyers are also vetted carefully, which may involve providing proof of funds, answering “touchpoint questions”, providing IDs and, occasionally, passport details. NDAs, says Egging, are common and would cover personal information about both parties and details about the property. On marketing materials, the floorplan is password protected, or not included at all. Bates, for example, is currently selling a property where “the only plans that are visible to anyone outside of me and the client are with Scotland Yard”.

Bates has also grown accustomed to high security at viewings: bodyguards, armed security, facial recognition (registered in

The Whiteley, W2 £25.85 million

Duplex penthouse with three bedrooms, a 360-degree terrace and Six Senses amenities.
knightfrank.com



60 Curzon, W1 £24.75 million

Four-bedroom apartment covering 4,237 sq ft over a single floor, with interiors designed by Elicyon.
savills.com



1 Mayfair, W1 £35 million upwards

Collection of 29 apartments, penthouses and townhouses developed by Caudwell, set for completion in 2026.
1mayfair.com



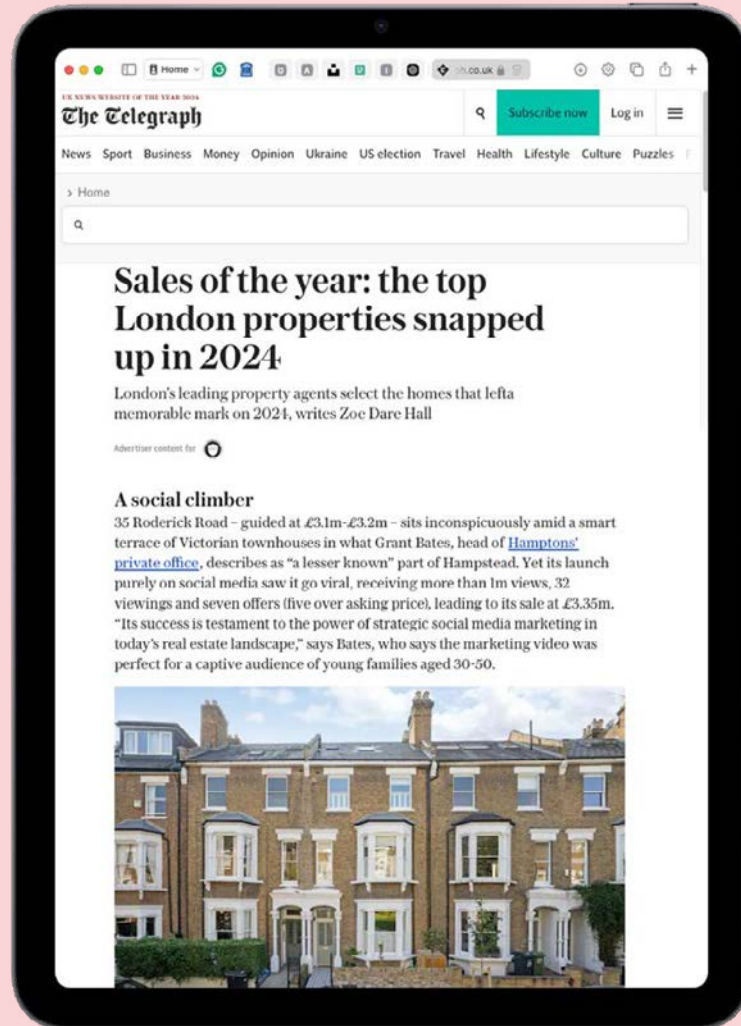
Garway Road, W2 £17.95 million

Six-bedroom, 10,000 sq ft new-build house with a Victorian façade.
hamptons.co.uk



HIGH STAKES
“You are only speaking about billionaire families at this level,” says Grant Bates of Hamptons.

THE TELEGRAPH



A social climber

Yet its launch purely on social media saw it go viral, receiving more than 1m views, 32 viewings and seven offers (five over asking price), leading to its sale at £3.35m. ***"Its success is testament to the power of strategic social media marketing in today's real estate landscape,"*** says Bates, who says the marketing video was perfect for a captive audience of young families aged 30-50

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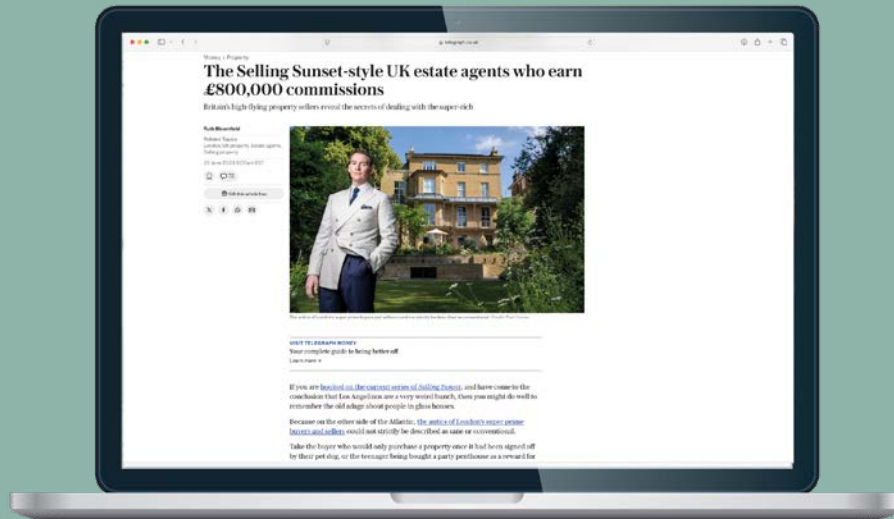
PCL PRICING IN THE SUBURBS



Introducing the most expensive house **EVER** to be sold in southeast London. Granville House, a Victorian mansion of 8,500 sq ft in Blackheath, sold in November for £10.5m – a price that’s unheard of for the area – to a buyer who discovered the property via our YouTube channel.

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THE TELEGRAPH



Selling has always been in Grant Bates' blood. As a schoolboy growing up in the distinctly un-prime west London neighbourhood of Greenford he supplemented his pocket money by selling sweets and CDs to his classmates. "I was a bit of a cheeky chappie type," he said.

Since then, however, Bates' career has flourished. He got a job with hip east London agent Urban Spaces and spent six years selling lofts and warehouses to City types, before joining Hamptons in 2012.

Bates, 36, is now head of the firm's private office, dealing with its most high-profile, high-rolling clients.

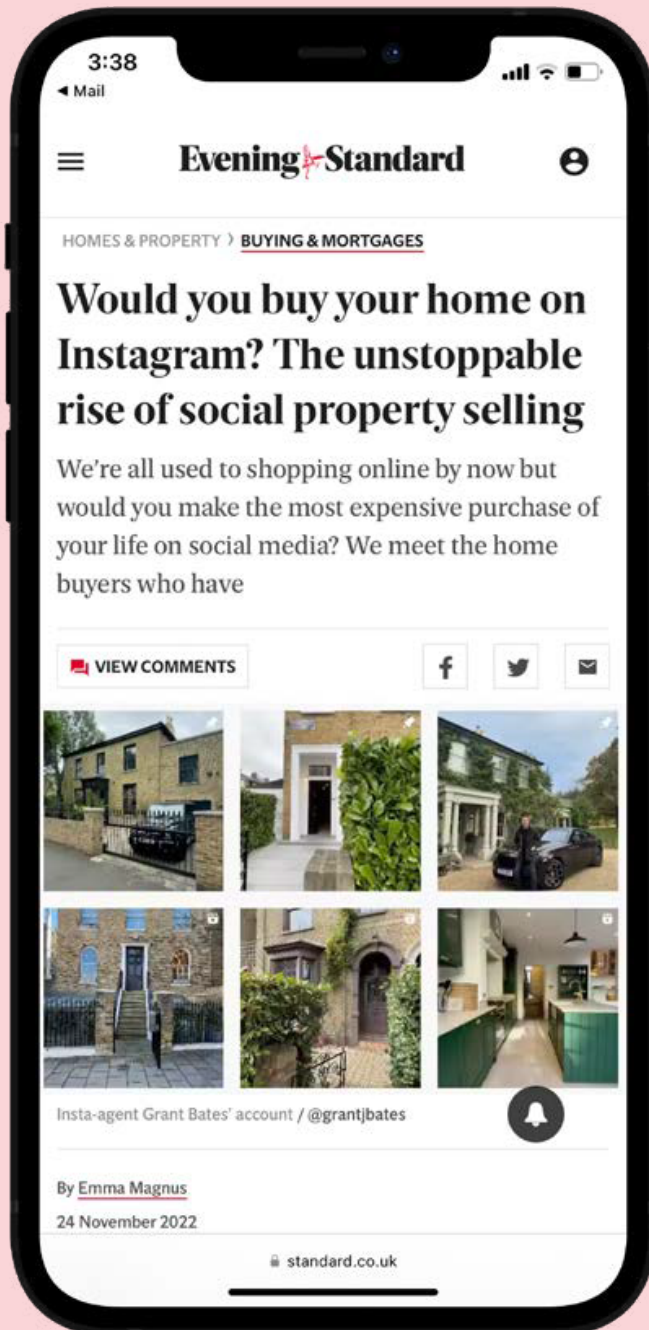
His particular niche is selling homes to and for musicians. Although Bates can neither confirm nor deny, he was linked to the sale of a six-bedroom £9.15m house in Hackney to the Canadian rapper Drake, and to American singer and rapper Chris Brown, who bought a property nearby.

Bates believes the real secret of his success is the ability to click with the rich and famous by treating them like trusted mates. "They go by gut instinct, it is more about if they like you and think they can trust you than about track record," he said.

"I am good at forgetting about my commission and focusing on the client, even if it means not doing a deal. In our industry, because of the connotations, just behaving like that is a huge USP to have. It is that simple."

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EVENING STANDARD



Now he uses his account, full of videos of aspirational, aesthetic houses, to market and sell properties.

“Last year, he estimates that 20 per cent of his earnings came through social media.”

One of Bates' most prominent successes on Instagram has been the sale of East Villa, a £10 million mansion on Navarino Road in Hackney. The property was sold off-market after being advertised on Bates' page alone. It was added to Hamptons' website and Rightmove only after the sale was completed.

Its seller, Camden Town Brewery owner Marc Francis-Baum, initially had no intention of parting with his property.

Bates, who had sold Francis-Baum's last house, came to visit the property and asked to post a video of it on his Instagram. It was a 60-second house tour, paired with a more detailed guided commentary on IGTV. It went viral, attracting millions of viewers – and an offer to buy the house, despite not being advertised for sale.

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COUTTS & CO

Keynote Speaker at Entrepreneurs Town Hall



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“LONDON’S COOLEST ESTATE AGENT”

LIVINGETC



SPEAR'S 500



Grant Bates rapidly climbed the ranks at Hamptons to become head of private office in London in fewer than 10 years.

“‘It’s been a bit of a whirlwind’, he says of his career progression and the rate at which enquiries flow in.”

Bates is particularly skilled at off-market transactions, which he says can be as much as a third of the stock. There is effectively no place to hide in terms of performance, he says. ‘It gives vendors confidence that you’re ahead of competitors.’

Bates’s on-market strategy involves Instagram. ‘It allows you to portray your personality – your life outside work – and it enables you to reach potential clients when they’re also in that downtime.’

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THE TELEGRAPH

“A lot of UK buyers think they can just do it themselves, but there’s definitely a lot of advantages to having a buying agent on your side.”

In his role at Hamptons, Bates – the most followed corporate UK agent on Instagram (@grantjbates) – works as both a selling agent and a buying agent, a lesser-known service most popular with US and European clients, “because they’re more familiar with the service and they see its value. A lot of UK buyers think they can just do it themselves, but there’s definitely a lot of advantages to having a buying agent on your side.” The main one is his confidence in negotiating at least 2 per cent of a ticket price, which covers the cost of the service itself. A buying agent will do the donkey work of whittling down prospective properties, carrying out due diligence, and supplying area information such as schools. The service isn’t reserved for oligarchs: with Hamptons, it typically involves a retainer of between £2,000 and £5,000, recurring every six months, which is offset against the final fee (usually 2 per cent).



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“SUPERSTAR AGENT”

FINANCIAL TIMES



Career deals in excess of
£10,000,000,000

The most followed agent in
europe on social media

500,000+ FOLLOWERS
3 MILLION PROFILE VISITS
PER MONTH

2023 & 2024 Press mentions
reached an audience of
44 MILLION READERS

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