



Welcome to Highfield Investments

We are a land, development and investment agency providing client-focused property consultancy throughout London and the South East.

About us

Through our knowledge and expertise, we strive to exceed our clients' expectations, maximising value and protecting their best interests.

Our experience and deep understanding of all property sectors means we deliver effective and streamlined solutions. We are honest and principled, and maintain the highest professional standards in everything we do. We pride ourselves on a friendly, open approach that's all about exceptional client service.



Sam Murphy

Managing Director

Sam's extensive property knowledge and technical expertise comes from many years of transactions across a range of sectors. He remains as passionate about the industry today as he was when he started over fifteen years ago. Sam works closely with new and existing clients on all aspects of acquisitions and disposals. His honesty and good humour, combined with exceptional deal-making skills makes doing business with Highfield a rewarding and enjoyable experience.

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Sam Bacon

Sales Executive

Sam is responsible for appraisals and disposals within Highfield's Investment and Development team. He launched his property career in residential agency, working closely with Countrywide Land and New Homes. After 3 years at Highfield, Sam has developed an excellent reputation for his professionalism and has proven to have a strong focus and creative approach to acquisitions.

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Michael Isaacs

Sales Executive

Michael joined Highfield following twelve years in the financial services industry. He is responsible for the acquisition and disposal of all development opportunities. Michael has quickly built up his reputation and success at Highfield with over £50m of transactions in 2017. His professional approach, attention to detail and strong negotiation skills ensure his clients get maximum value. A specific area of his expertise is securing unconditional and subject to planning deals for his new and existing clients.

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Lucy Murphy

Office Manager

Lucy joined Highfield from a background in the music industry and brings management and marketing expertise as well as a high level of professionalism and enthusiasm. Lucy deals with every aspect of running the company and is a valued member of the Highfield team.

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Lisa McGlynn

Personal Assistant to Director

Lisa joined Highfield Investments coming from an architectural background. Lisa co-ordinates all areas of the business to ensure everything runs smoothly, whilst ensuring our level of customer service remains high.

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Xena Aylott

Administration Assistant

As the Administration Assistant, Xena's role is to be the first point of contact for our clients and to provide valuable support to the sales team. She is also responsible for working with the team to source new development opportunities.

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Sectors

Our transactional experience helps us assist our clients to be ahead of the game in a broad range of sectors.

Development

From properties with potential to sites with planning, we tailor our advice to suit your needs and to produce the most viable result. Our services include:

- Valuation and site appraisals
- Planning advice
- Comparable and research analysis
- Disposal and marketing strategies

While our advice is tailored to each unique situation, the principle remains the same: whatever the scale and scope of the development, we first ensure we fully understand your needs, then work closely with you to maximise value.

If your property would benefit from a change of use, we can advise on the planning process and expected costs. We can then assemble the right team to help you achieve the best possible consent. If you don't have the resources or time to gain planning yourself, we can advise on the route of sale that will generate the highest price.

Investment

We provide valuations and appraisals for both residential and commercial investments. And with the current strength of the property market in London and the South East – especially with the influx of foreign investment – we are experiencing a high demand for properties in both sectors.

Our main expertise lies in the sale of unbroken freeholds, vacant or with tenants. These range from small commercial units with upper parts to large office buildings. We would welcome the opportunity to value your property and propose an appropriate marketing strategy.

Acquisition

From site identification through to purchase, we work with developers and investors to acquire opportunities on their behalf. Recent examples include an unconditional site in Watford, which is currently in the pre-application stage for a large mixed-use development for over 100 units. On a smaller scale, a house in Crystal Palace with adjoining land, which we then split, disposing of the land to a local developer and then acted as Joint Auctioneer to sell the existing house.

Commercial agency

Drawing on our strong brand and transactional skills, we provide commercial agency services to new and existing clients. If you have a vacant office or retail space and would like our opinion on achievable rental values and marketing strategy, we would love to hear from you.

Auction

Highfield have agreements in place with all of London's top auction houses and when it is appropriate to dispose in auction, our team can advise not only the most suitable auction but manage the process for you.

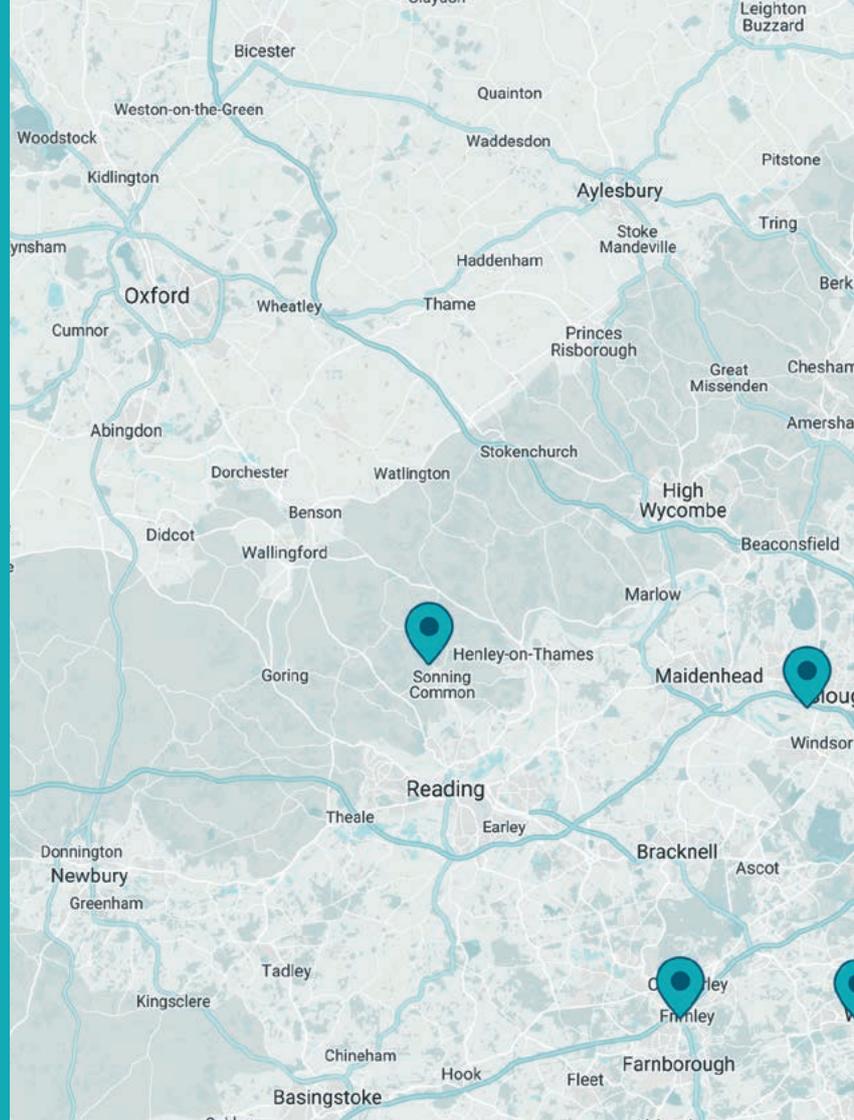
Housing Association

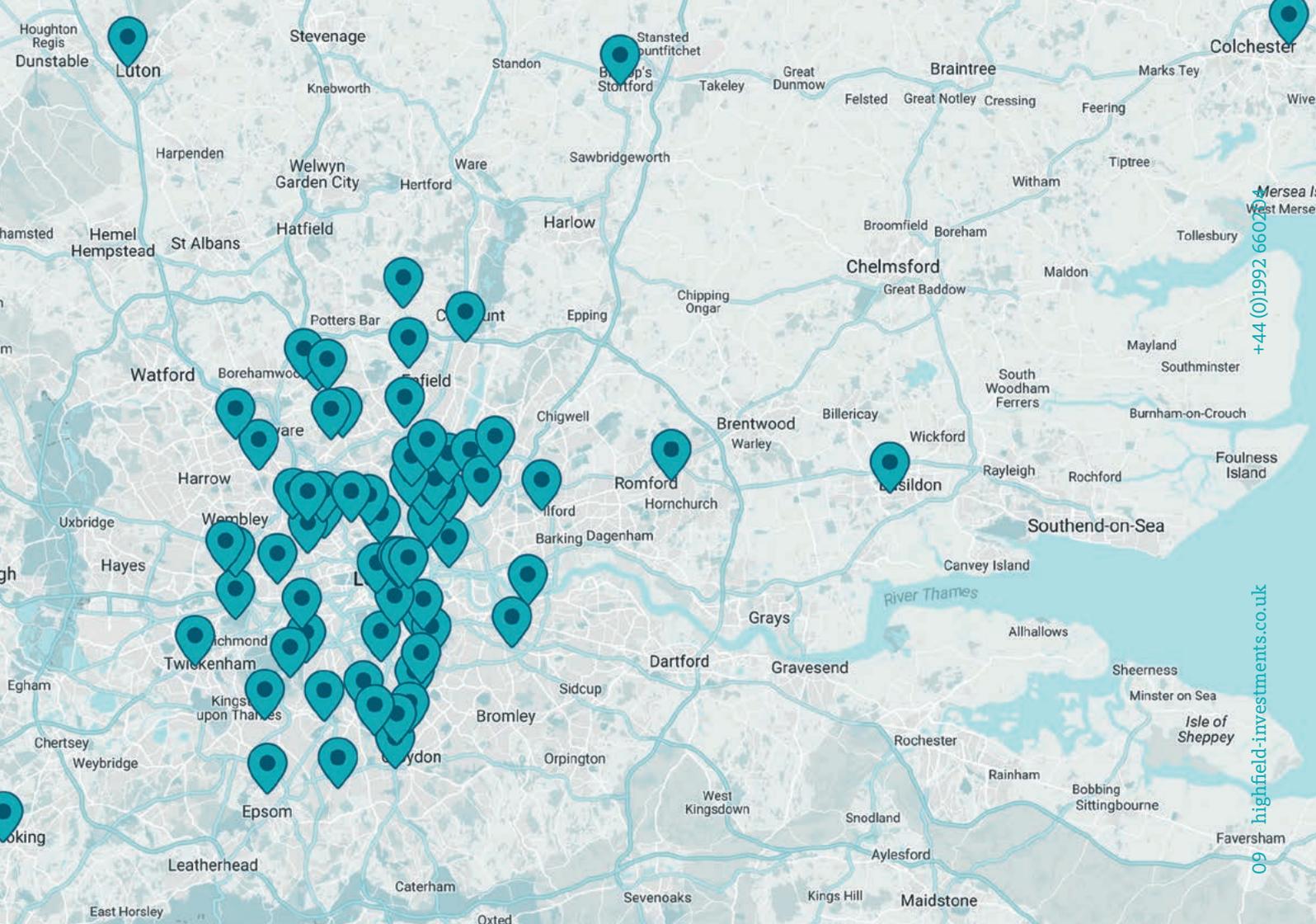
Affordable Housing is a constantly evolving sector of the residential market which, like all sectors, requires a thorough understanding of current trends, requirements and legislation. We work closely with the Housing Associations, Registered Providers (RP) developers and land owners in providing a range of services.

Established

We have now sold more than £150 million in land transactions with a combined gross development value of £250 million, ranging from unconditional small plots with potential to large consented schemes up to £7 million.

We are currently securing buyers for client properties at a rate of more than one a week. With over 150 transactions throughout London and across a wide range of sectors, we help our clients to be at the forefront of the market.





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Development & Investment

From properties with potential, to sites with planning, we tailor our advice to suit your needs and to produce the most viable results.

Highfield's professionalism and attention to detail was impeccable. The speed of the transaction was achieved beyond our expectations.

Elliott Dubey, Reichmann Group



Wilmer Place 193–201 Stoke Newington High Street, London N16 0LH

Sold for £3.5 million

-
- Significant re-development potential
 - 9,611 sq ft existing building
 - Ten existing residential units measuring 5,353 sq ft
 - Multiple triple A covenants interested in the retail space
 - Restaurant tenant pre-let in place subject to change of use
-

Following instructions from overseas clients and exchange of contracts late last year, we are pleased to confirm this site has now completed. The purchase price was £3.5 million and we are looking forward to the imminent application to see what the buyers are hoping to achieve on site.

Highfield's drive and passion is a refreshing change in an agency.

Donna Walker, Director, Milbank Property Development Partners Ltd



Land and garages at Dering Road, rear of 94–110 Southbrigde Road, Croydon

Sold for £1.05 million

-
- Planning permission to build 6 units measuring 498m² /5,360 sq ft
 - Four houses and two apartments
 - Located in South Croydon
 - 0.5m from South Croydon Station
-

Croydon is an extremely popular area for developers due to its significant regeneration as part of Croydon Vision 2020. Highfield were instructed to sell this row of lock-up garages in South Croydon with planning permission to build four houses and two flats. Various Housing Associations expressed an interest in the site and we quickly exchanged contracts at 10% over guide price.



We continue to be impressed by Highfield's professional and proactive approach.

Nick Kalms & Ben Radstone, Directors,
Hyjan Investment Holdings

Land adjacent to 56 Canmore Gardens, Streatham, London

Sold for £1.85 million

-
- Cleared plot of land measuring circa 0.56 acres
 - Located in Streatham
 - 5 minute walk from Streatham Common Station
 - Freehold
-

On instructions from existing clients, planning permission was imminent for this scheme of 7 houses. Highfield marketed this opportunity subject to application. Following a full and open market disposal, terms were agreed with a local developer with contract's exchanged within 5 working days. Completion was set for 6 weeks after the judicial review period and this allowed the incoming purchaser time to prepare for construction and subsequently make a strong offer. The site was sold 15% in excess of our guide price.



Costcutter

NEW CUISINES

OF LIME

PP

Prestige Capital Properties Ltd

GEORGES

BEAUTY

WINE

POST

HNE 923

PDP 440

BP07 BHM

BP07 BHM

BP07 BHM

317 Finchley Road, London NW3 6EP

Sold for £7 million

We instructed Highfield to assist with the acquisition of numerous parcels of land in association with a complex site assembly. Their persistence and expert negotiation skills proved invaluable in the transaction.

Gavin Sherman & Antony Stark, Directors, Linea Homes Ltd

-
- Planning permission to create a landmark mixed-use development
 - 20 luxury private residential apartments
 - 2 separately accessed social rented units
 - Retail space pre-let to Marks & Spencer at £125,000 per annum
 - Adjacent to Finchley Road & Frognal Station
 - Prime location between West Hampstead and Hampstead
 - Freehold
-

Working on behalf of existing clients Highfield gained instructions to market this residential-led development situated in Hampstead. The site benefited from permission for 22 apartments (2 social rented) and commercial unit pre-let to Marks & Spencer. The transaction was agreed as a Company sale and has now successfully completed. Highfield acted on this site from acquisition, through the planning process to successful marketing and completion.

Highfield gave us very solid and reasonable expectations and more than delivered on them. We would highly recommend them.

Alison Solnick (land owner)



Land to the rear of 87–93 Kingsgate Road, London

Sold for £780,000

-
- Freehold with planning permission to construct 1 × 3 bedroom family dwelling
 - Approximately 1463 sq ft house with courtyard garden
 - Desirable West Hampstead location
-

West Hampstead is an area Highfield understands intimately and once planning permission was granted we approached the land owners to act as agent. Following instructions, we undertook a brief marketing campaign and exchange and completion followed swiftly afterwards at over 10% above our guide price.



Land to the rear of 740–742 Fulham Road, London

Sold for £1.05 million

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- Freehold
 - Planning permission for two mews houses
 - Desirable SW London location
-

Highfield completed a highly complex sale for us achieving well above asking price in record time in difficult market conditions.

Domingo Cuadra, Director, Amber Properties, Gibraltar

On instructions of overseas clients Highfield undertook an open market disposal strategy and agreed terms within five working days. Contracts were exchanged within five working days thereafter and well in excess of our guide price and our client's expectations.

Acquisition

From site identification through to purchase, we work with developers and investors to acquire opportunities on their behalf.

16 Beardell Street, London and adjacent land

POA

-
- Existing house and adjacent land with lapsed planning
 - Approximately 1,730 sq ft Victorian house in need of modernisation
 - Lapsed planning permission to create four residential apartments
 - Two separate freehold titles
-

The property was on the open market through a national estate agent and we acquired the property on behalf of existing clients. We subsequently split the two elements, selling the land to a developer and the house at auction returning over 20% profit for our clients.



Highfield's experience was invaluable and the transaction went smoothly from start to finish.

Michael Berg & David Shafier, Directors,
London Regional Housing



69 Kenworthy Road, Hackney, London E9 5RB

POA

-
- Existing Victorian house with garages and warehouse to the rear with significant potential for re-development
 - Plot size measuring approximately 6,607 sq ft
 - Located in Hackney
 - Freehold
-

From initial contact to completion the Highfield team took out all of the stress that comes with this type of transaction – excellent and diligent work.

Luca Bertali, Director, Lea Bridge Developments Ltd

After identifying a site suitable for redevelopment, Highfield engaged with the land owner and delivered the site to an East London based developer on an unconditional basis, providing a mutually beneficial outcome. Terms were agreed and contracts were exchanged in a timely fashion.

Highfield were persistent throughout, what proved to be, a complicated transaction and reinforced the value of having a good agent acting on our behalf.

Josh Gordon & Ben Spencer, Directors,
GS8 Developments Ltd



47–149 St Albans Road, Watford WD24 5BB

POA

-
- Commercial investment with development potential
 - Plot size measuring approximately 6,178 sq ft
 - Watford Junction location
 - Approximately £60,000 income per annum
 - Freehold
-

Our most common request at Highfield is to supply clients with quality unconditional sites. This particular area of Watford has been highlighted by the local Council for regeneration. Sam Bacon took this upon himself to visit the area to source prospective sites. Following contact with the land owner, the time was right for the vendor to sell, having owned the property for over 50 years. Terms were agreed and contracts were exchanged in a timely fashion.

Auction

With agreements in place with London's top auction houses, our team can advise not only the most suitable auction, but manage the process for you.

Land to the rear of 123 Whitchurch Lane, Edgware

Sold for £660,000

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- Freehold with implemented consent for six bungalows in a gated development
 - 55-plus scheme
 - No CIL or 106 contributions
 - Offers in excess of £600,000
-

On behalf of existing clients Highfield gained instructions as joint auctioneers with Savills. Due to the site having permission for an age-exclusive development and to gain maximum exposure, the decision was made to auction. Following a successful marketing campaign a buyer was secured in the room for £660,000.



Highfield have a great knowledge of the London market and best route of disposal, we will continue to use and recommend their services.

Mark Smith, Director, London & District Housing

Highfield bring a drive and professionalism that instilled confidence in the sales process.

Amit Kumar Kundra Bsc CeMap Amima, Kundra Group



51–53 Canonbie Road, London

Sold for £1.15 million

-
- Land for sale with planning permission for two detached contemporary houses
 - Stunning views across London
 - Freehold
-

The site had been marketed poorly by previous agents and the decision was made with our new clients to use the auction process to focus the buyer's minds and give a certainty of sale. Along with our colleagues at Savills we undertook a joint marketing campaign and we secured a buyer prior to auction at £1,150,000. Exchange was secured on an auction contract with completion following quickly afterwards.



Enthusiastic and professional,
Highfield are always a pleasure
to work with.

Chris Coleman Smith, Director Auctioneer, Savills

35 High Street, Chalvey, Slough

Sold For £900,000

-
- Freehold with planning permission to create eight houses
 - Cleared site in readiness for development
 - Further development potential (subject to gaining the necessary consents)
 - Crossrail station
-

On joint instructions with Savills, we undertook a joint marketing campaign to secure a buyer for existing clients. The site was extremely popular and following a large number of legal pack downloads the decision was made with our client to let the property go to the room. The hammer went down at £900,000.

Affordable housing

We have a deep
understanding of the
constantly evolving
affordable housing market.

The Highfield team achieved the best possible outcome and delivered well within our agreed programme.

Jonathon Curtis, Partner of IDM Properties LLP



315–317 Camberwell New Road, London SE5 OTF

Sold for £2.2 million

-
- The purchase will need to be a registered provider of Social Housing for Southwark Council
 - 8 units (4 Social Rent and 4 Shared Ownership)
 - 1 x 1, 3 x 2 and 4 x 3 bedroom apartments
 - Stunning development
 - South East London location
-

In the ever changing and demanding affordable housing sector, we were instructed by existing clients to sell-on 4 shared ownership and 4 social rented units, set within this completed development of 2 commercial units and 31 luxury apartments. After a brief marketing campaign contracts were exchanged with Amicus Horizon with completion following soon after.

Looking to sell?

We would welcome the opportunity to discuss your property. If you would like to have an initial conversation, either at the property or our offices, please get in touch with any member of the Highfield team. Absolute discretion is guaranteed.

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