

HARROW PROPERTY BULLETIN

Harrow Edition



JULY/AUGUST 2025



A garden without plants is
like a book without words



Open House viewing



Rental values for
modern apartments



"A GARDEN WITHOUT PLANTS IS LIKE A BOOK WITHOUT WORDS – EMPTY AND LIFELESS"

We've found that many homeowners focus heavily on expensive interiors designer kitchens, unusual high-end tiles, and premium finishes. But when the time comes to sell, they expect top price simply because of what they've spent inside. The reality? Buyers may not share your taste.

If you are looking to change homes in about 10 years, instead of going all in on bold or luxury interior features, it's wiser to invest in neutral, mid-range quality products that appeal to a wider market.

However, one area where investment rarely goes to waste is your garden and kerb appeal. A beautiful garden never goes out of fashion. Well kept flower beds, trimmed bushes, and neat hedges don't just offer a sense of calm they add class and lasting value.

Just look at places like Chelsea, Mayfair, or Maida Vale in London. What keeps them timeless and sought after? Yes, the architecture plays a part but so does the greenery, the tree lined streets, and the well-maintained gardens. These areas feel good to be in, and that feeling translates into property value.

We encourage homeowners to care for your gardens. Teach your kids to plant small flowers, fruits, or vegetables. It's a healthier and more rewarding habit.

Gardening isn't just good for your home, it's good for your life.



COMMUNITY SERVICES BY EMPIRE CHASE IN JULY 2025

Riya's Summer Fair



Kenton Residents Association

Northwick Park Community Garden

FLOWERS BLOOM IN JULY/AUGUST 2025

Phenomenal
Lavender Plant



Tecoma



Becky Shasta Daisy



Verbena Purple
Homestead



Variegated Liriope



Echinacea Coneflowers



THE PROPERTY MARKET'S QUIET, DON'T PANIC, DON'T DROP YOUR PRICE, LET'S GET YOUR PROPERTY NOTICED

Instead of rushing to reduce your asking price, delaying your move, or compromising on presentation,

While most estate agents talk about marketing, we live and breathe it. Most agents simply list your property on Rightmove/Zoopla, then wait for the phone to ring or push the seller to reduce the price.

We're the opposite. We go all out with high-quality marketing. Here's what makes us different:

- ▶ 75,000+ combined followers across Facebook, Instagram & TikTok
- ▶ Engaging, modern lifestyle video tours that make your home stand out
- ▶ Paid social media advertising
- ▶ Premier & Featured listing on Rightmove for maximum exposure
- ▶ Google SEO campaigns to target serious buyers searching online
- ▶ Exposure in our property newsletter sent to active, engaged subscribers
- ▶ Overseas marketing in the US, Hong Kong and China

We don't just list your property, we market it with intent, creativity, and results in mind.

And our commission? You won't believe it how competitive it is.

Check out our website, scroll through our social media, and then give us a call. Let's show you what real marketing looks like and how it can make all the difference in today's market.

Give our sales team a call not just for a valuation, but for an honest, realistic selling strategy that works in today's market. We're here to guide you every step of the way.

Jessica@empirechase.co.uk / Justyna@empirechase.co.uk / naz@empirechase.co.uk

0208 4227722 / www.empirechase.co.uk

Search Empire Chase on Facebook, Instagram, TikTok and LinkedIn

RECENT 'OPEN HOUSE' VIEWING EVENT BY EMPIRE CHASE

We specialise in organising American-style Open House viewings to showcase properties in the most inviting and impactful way. With carefully selected food, drinks, and champagne, we create a relaxed and elegant atmosphere where invited, targeted buyers can truly experience the feel of a home. These events are best held on sunny days to show the property at its finest, generating genuine interest and emotional connection. Here are a few photos from a recent success story an approach that continues to deliver real results



DEAR LANDLORDS,



Your Estate Agent could be making more revenue from your property than you....

Hefty lettings fee, renewal fee, admin fee, deposit registration free, etc, etc, etc

We have No Hidden Fee here at Empire Chase. Just one simple Lettings commission and an award-winning service that speaks for itself

Be a smart landlord in 2025 and restructure your lettings finances,

RECENT RENTALS BY EMPIRE CHASE AND RENTAL VALUES FOR MODERN APARTMENTS IN HARROW

APARTMENT BLOCK (PURPOSE BUILT)	 ONE BED	 TWO BED
Bryant & Bond Apartments, HA1	£1,850	£2,500
Hartley Apartments, HA1	£1,850	£2,400
88 - 98 College Road, HA1	£1,750	£2,100
Bellow, Wallace & Chesterton House	£1,750	£2,300
Byron House, Moor House, HA1	£1,750	£2,250
Masters court, Lyon Road, HA1	£1,750	£2,300
Carnegie House, HA1	£1,600	£2,000
Baldwin House, HA1	£1,600	£1,950
Chasewood Park, HA1	N\A	£2,250
Rama Apartments, HA1	£1,600	£1,950
Niruma Apartments, HA1	N\A	£2,200
13 St John's Road, HA1	£1,700	N\A
Cottage Close, HA2	£1,600	£2,100
Bovis House, HA2	£1,550	£1,950

Contact us for a conversation

The Best Estate and Letting Agent in Harrow



Empire Chase

www.empirechase.co.uk | 0208 4227722 | 24 hour UK call centre

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