


The Complete Property Investment Solution

“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”

Henry Ford



Welcome to your Complete  
Property Investment Solution



Lettings & Management



Eagle Eye London

Handover  
and Snagging  
Inspections

YOUR  
INVESTMENT



Sales and  
Acquisition

in:style  
DIRECT

Interior Design,  
Refurbishment and  
Furnishing



## Dedicated to your investment

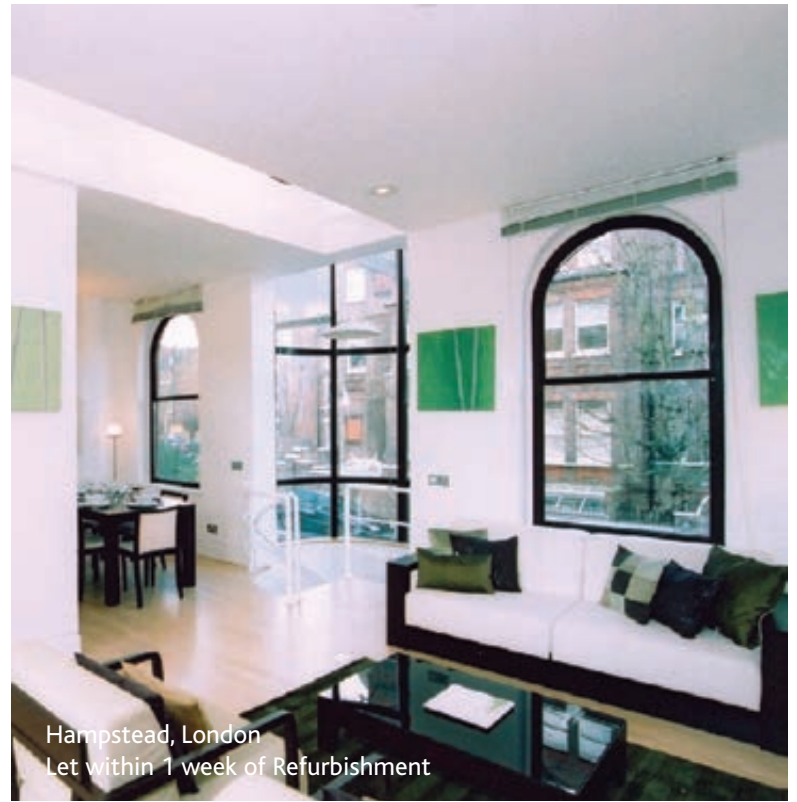
If you are thinking of investing in property, you will want to know that your investment is in safe hands. The combined strengths and expertise of our individual companies make us the first choice for many professional investors, offering a complete property investment service under one roof.

Our team of property experts can handle your entire portfolio, whether you are buying a single apartment or multiple units in a new development. Whatever your requirements, we will work together to take you seamlessly through the entire property investment process, from researching the right properties, through to furnishing and full property management.

**The Complete Property Investment Solution  
produces results - See our 'Success Portfolio'**



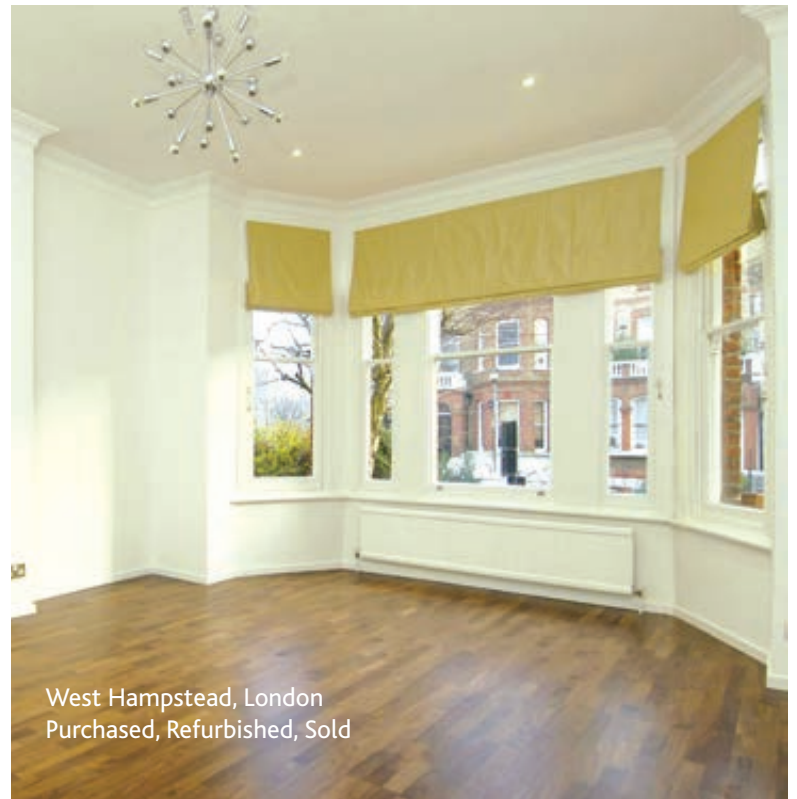
Swiss Cottage, London  
Purchased, Refurbished, Let & Sold



Hampstead, London  
Let within 1 week of Refurbishment



Imperial Wharf, London  
Let within 24 hours of furnishing



West Hampstead, London  
Purchased, Refurbished, Sold

# Why we are The Complete Property Investment Solution



**London's largest, independent, lettings-only agency.** We specialise in finding corporate tenants from top multi-national organisations. And when we have found you a good tenant our property management service will take care of the day-to-day running of your property, whether it is collecting the rent or organising repairs.

- **Dedicated lettings service** • **Over 50 years' property experience**
- **Professionalism** • **Reliable tenants**

**Offices in Dubai, Hong Kong, India, London, Malaysia and Singapore**



**An independent property investment service.** We will help you establish your investment objectives and research suitable properties. We will negotiate the best price on your behalf and manage all the legal aspects of the purchase, right through to completion.

- **Independent, impartial advice** • **Over 50 years' property experience**
- **Full acquisitions service** • **Industry contacts** • **Specialist skills**

**Offices in Dubai, Hong Kong, India, London, Malaysia and Singapore**



**Design-led furnishing packages and refurbishment services.** Whether you are looking to replace a few items of furniture or need a full furniture pack, a single room decorated or a full refurbishment programme, our in-house team can handle it all.

- **Inspired design, refurbishment and furniture packs** • **85% of the properties let within a week** • **Specialists in maximising investment potential** • **Competitive cost**

**Offices in Hong Kong, India, London, Malaysia and Singapore**



**A professional pre-completion property handover and snagging service.** Knowing your property investment is in pristine condition before completion is key to securing a quick let. Eagle Eye have 25 years of property management experience and will ensure your property is ready for rental.

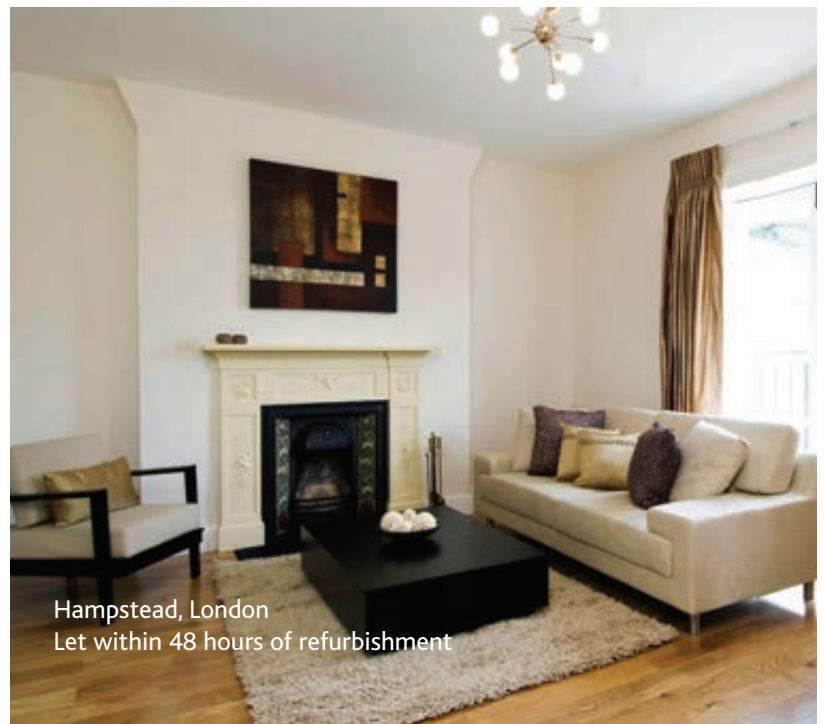
- **In-depth reporting** • **Liaising with developers to ensure work is done properly**
- **25 years experience**

**Offices in London**

# Our Clients

A list of some of our clients...

Allen & Overy  
American Express  
Barclays Capital  
British Airways  
BP  
Chelsea Football Club  
Citibank  
Clifford Chance  
Deutsche Bank  
GlaxoSmithKline  
Goldman Sachs  
HSBC  
Morgan Stanley  
Santander  
Shell  
Standard Chartered  
UBS  
U.S. Embassy  
Slaughter & May







## What our clients say

"Thank you very much – once again – to you and everyone for managing to find a new tenant for the flat with the minimum void and with the minimum amount of work and fuss. Your skill and hard work are much appreciated". Mr Paul Hopkins, UK

"I would like to thank the team at In:Style Direct for your advice and tastefully furnishing my two apartments. This resulted in them being let by Benham and Reeves within 3 days. With such soft market conditions and lots of other properties available in the block at the same time, I am particularly impressed and appreciative of the fact that you found professional tenants so quickly at such good rentals. The furnishing package was competitive, the service was prompt and very efficient and the apartments are looking immaculate. I am satisfied that my property portfolio is handled by professionals whom I can trust and have faith in and would have no hesitation at all to recommend you to any investor. I say this with all my 9 properties being let and managed by Benham & Reeves". Mr D Sandhu, Brunei

"My wife and I would like to express our sincere thanks for your professional services in the renovation, furnishing and management of our apartment in London. Your expedient and timely market knowledge and your wide networks resulted in the immediate renting of our apartment upon completion of the furnishing works. Benham and Reeves Residential Lettings and sister company In:Style Direct have been a great team, working hand-in-glove to give us excellent service and we would definitely recommend the team to our colleagues and friends".  
YEW Ah Lek & LAM Sou Ying, Singapore

"With your staff we have felt that you are on our side. There has been no instance when we felt that you were pushing the agenda. We are looking forward to investing more in London, particularly given the softening of capital values and will certainly be using your group services again"  
Mr A Sanghi



## The Board of Directors



### **Anita Mehra, Managing Director**

Over the last 30 years Anita has built Benham and Reeves Residential Lettings into London's largest, independent lettings and property management company.

As Managing Director of all companies within the Group, Anita's vision is to bring together a full range of property investment services under one roof, providing a one-stop resource for individual investors and portfolio managers. The Group's companies operate out of prime London locations and overseas in Dubai, Hong Kong, India, Malaysia and Singapore.

With a substantial global portfolio of investment properties herself, Anita is extremely experienced in advising investors and regularly holds investment seminars for clients throughout South East Asia.



### **Marc von Grundherr, Director**

After graduating in Economics and Politics, Marc began his career in banking, working in London, Paris, Amsterdam and Japan for several years before returning to London to pursue a career in the property investment sector.

Joining Benham and Reeves Residential Lettings in 1996, Marc has helped with the rapid expansion of the business and is now responsible for the main rentals operation and assists developers and professional investors on their portfolio strategies.

Marc is closely involved all the companies within TCPIS, helping source investment opportunities for Hollyton clients (many of which are off market) and advising major clients on furnishing solutions for In:Style Direct.



**Simran Prasad, Director of Property Management**

After completing a degree in Law in 2001, Simran joined City law firm Richards Butler. On qualification in 2004, she spent two years specialising in commercial real estate.

Simran joined Benham and Reeves Residential Lettings in 2006 and has expanded the management department considerably. Simran and her team provide a full range of property management services to clients, particularly the company's growing number of overseas clients. Her role also involves recruitment and staff training across the Group.



**Mansi Mehra**

Mansi studied international business at the University of Westminster and joined In:Style Direct in 2010, becoming Design Director in 2012. She heads a team of talented designers, managing a variety of interiors projects. These range from creating bespoke interiors for prestigious central London homes to managing major refurbishment projects, furnishing investment properties and putting together the company's trademark furnishing packs which are used by leading property developers and investor landlords.

Mansi liaises extensively with overseas clients, personally overseeing every project to ensure that each property is finished to an extremely high standard.



**Vidhur Mehra, Finance Director**

After gaining a BSc (Hons) degree in Management Science, Vidhur joined BDO Stoy Hayward and qualified as a chartered accountant. He joined Benham and Reeves Residential Lettings as Finance Director in 2004.

Vidhur manages the Group's accounts centre and, together with his team, provides a full range of cutting edge financial management services to both UK and overseas clients. He recently introduced an ATED (Annual Tax on Enveloped Dwellings) return service for clients, making it easier for overseas clients to comply with new tax regulations introduced by the UK government.



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