



Primrose Hill studio with decked garden, £295 per week

# LEADING LADIES

The dynamic duo behind Property Divas aim to revitalise the property market with their made-to-measure service

In today's over-subscribed, almost hedonistic London property market, it is increasingly difficult for companies to offer a unique service that takes property dealings to a fresh level. However, this is exactly what the two women behind bespoke property service Property Divas have done.

Sharon Nachoom, an Oxford graduate fluent in five languages, has run a highly successful property management company in northwest London for 15 years and ex-building society manager Helen Duncan, a graduate of UCC and a professional singer in West End theatre, has ten years of estate agency experience.



Belsize Park three bed unfurnished mansion flat, £675 per week

Together these two divas (and divas they are in their field), have joined forces to create a formidable team. They formed their dynamic partnership in January 2006 and have used their first year together to combine skills and expertise, re-branding and launching under their new company logo in April 2007. Their website ([www.propertydivas.com](http://www.propertydivas.com)), which is stylish and easy to use, displays the spectrum of their services.

So what makes Property Divas so special? In essence, their approach is completely different. Their target market covers Landlords with single investment properties, through to those with portfolios of stock they wish to rent, have managed, add to or sell off. The lettings and sales stock they then market is a natural extension of this core business.

Whether you own one property or a portfolio of many, this company can offer a level of service tailored to your specific requirements. There are varying levels of commissions to suit the individual client, depending on whether you wish your property to be marketed for rent or you require a full management service. The additional bespoke management service, ranging from portfolio finance to legal services and property refurbishment to interiors, is truly unique.

Property Divas is 'a one stop property shop' for today's landlord. By bringing on board accredited solicitors firms, mortgage brokers, interior designers, building contractors and furniture suppliers to accommodate all budgets, they can assist with every aspect of your investment property.

Property Divas' bespoke sales service compliments their core business. They will actively source a suitable property for you through their wide spectrum of contacts, ranging from agents to developers and individual landlords to homeowners.

Their benchmark for success is not only a made-to-measure service, but also value for money, combining quality of service and expertise. The key is attention to detail, suggesting improvements to properties to optimise rental return.

Property Divas' stylish brand is eye-catching and easily remembered. After all, there aren't too many 'divas' in the property world – but it's the actual service behind the slick image that really matters... and these two have certainly got that right.

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