



The newest addition of a walk-in and browse property gallery to the lobby area displaying available rental and sales properties.

Divine DIVAS

HAMPSTEAD-BASED PROPERTY DIVAS ARE SET TO CELEBRATE A HUGE SUCCESSFUL FOUR YEARS IN BUSINESS THIS SUMMER AND IT'S EASY TO SEE WHY

In August 2007 directors Sharron Nachoom and Helen Duncan joined forces and combined twenty years of industry experience to launch their bespoke property company covering North West London. The result is Property Divas, a boutique style agency offering a comprehensive range of lettings, sales and bespoke property management services in Hampstead and the surrounding area.

The motivation for the two founders was clear, in that they wanted to provide exemplary service to customers and offer a full range of services across the property spectrum.

Diversification is one aspect which has set the business apart from its competitors. Property Divas work closely with acclaimed, local, interior designers, architects, builders and both legal and financial advisors, creating a convenient professional portal for landlords and vendors alike.

However, while its broad expertise certainly gives the company distinction in the marketplace, the agency welcomes being instructed as joint or sole agents with many long-standing corporate competitors. Helen Duncan agrees: "We have focused on building a solid reputation based on sound, quality advice, not supposition, and are being considered alongside those who have been around for more than 30 years, which is a great compliment for a young company like ours."

Both Sharron and Helen are adamant that their team are pivotal to such success and regard a thriving company as a natural by-product of exemplary service. In their open-plan office, effective communication and interaction between departments is crucial and the experienced staff are encouraged to input on company strategy. Treating customers with honesty and integrity is key, and staff are well-equipped to provide impartial consultation throughout each property process.

This close relationship with customers is expressed in various ways. "The staff we have brought on board have a wealth of knowledge to impart," says Helen.

"We can assist both vendors' pre-sale and landlords pre-let by suggesting improvements to optimise sales and rental yields with access, should they wish, to our established contractor database. The success of what we have achieved to date means our client base grows, as people come back to us time and time again".

Property Divas not only spends time cultivating a loyal clientele in person, but is equally committed to developing their online presence with the sales and lettings stock available through nine major portals, thereby constantly raising brand awareness and ensuring the properties are widely accessible to customers.

From a user's perspective, the website is intended to be as helpful as possible. Continual investment ensures that new tools are integrated into the system with data updated daily ensuring a super efficient service. A rolling carousel of properties not only showcases available options but serves as an illustration of the diversity of quality negotiations Property Divas is involved with. In essence, it is their belief that there is a customer for every property regardless of price and stature, so long as it is compliant and duly 'suited and booted'!

Having such a strong online presence is entirely deliberate and a key aspect of the business. "The real asset is that our website is not a standard sales or lettings package. In essence it is an evolving platform that we continue to mould as our customer requirements change and as we grow and diversify."

Such foresight certainly seems admirable, and when you ask the directors how Property Divas has endured throughout complex economic times the response is quite simple: "There is a place for any organisation - regardless of the climate in which it operates - which offers something different for the consumer. We set ourselves apart by the personal service we strive to offer every day." ■

For further information call: 020 7431 8000 or visit www.propertydivas.com