

## **Saffronart launches Prime London - a Comprehensive Property Guide for Indians**

In conjunction with the guide, Saffronart also introduces a London-based property finding and management service to help Indians through the process of buying and managing their property. The guide demystifies the buying process in London, explains the intricacies, oddities and terminologies of the London market, gives an overview of the architectural choices in London and explains the legalities and taxes applicable to Indians

Saffronart Prime London is the first London real estate guide to be targeted at Indians. With the launch of Prime London, Saffronart expands its real estate platform to international markets.

Saffronart, India's leading auction house for art and collectibles, and favoured source for some of the finest city and holiday homes in the country, presents Saffronart Prime London - a complete guide and service for Indians buying property in London. Leveraging Saffronart's online presence and global reach, the Saffronart Prime London guide offers Indians a comprehensive manual for acquiring exclusive properties in London.

The guide demystifies the buying process in London by clarifying the stages of property purchase, conventions and terminology prevalent in the London market, assessment and valuation process, legal aspects of property ownership, implications of recent tax changes in the UK and foreign exchange remittance regulations applicable to Indians.

The guide also highlights major trends in the central London property market with objective data and prices, points out the benefits and costs of purchasing in certain areas versus others, and offers an overview of the city's major architectural styles such as apartments, detached

houses, duplexes, maisonettes, mews houses, penthouses, terraced homes, and studios.

Saffronart Prime London also includes a bespoke property finding and management service for Indians. In conjunction with a network of experienced UK lawyers, mortgage specialists, surveyors, property managers and maintenance and service companies, Saffronart has introduced an end to end service to help Indians buy and manage their London home.

Saffronart Prime London covers some of the most desirable locations in London such as Mayfair, Marylebone, Chelsea, Kensington, Knightsbridge, St. John's Wood, Hyde Park, Bayswater and Belgravia, as well as lesser known but equally charming parts of London.

Speaking about Prime London, Nish Bhutani, Chief Operating Officer, Saffronart, said, "Buying in a foreign market can feel intimidating if one is not armed with the proper information and guided by professionals with local knowledge. Saffronart has partnered with London property professionals who have been active in the market for decades- and combined it with expertise specific to Indians - to help Indian buyers hit the ground running on their London property hunt."

The 'London Property Buying Guide' is priced at Rs.200 and may be ordered online at [www.saffronart.com](http://www.saffronart.com). It will also be available at high-end bookstores and airport lounges from 10 May, 2012.