

Property notes

PHOTOS: GROUP ONE

# Mill Hill site sets off-plan record



The Pinnacle apartments by Group One all sold off-plan at prices from £1.5 million to £2.2 million. Agent, Debbie Ingram

**L**uxury boutique developer, Group One, has sold all nine apartments at The Pinnacle, in Mill Hill, north west London, achieving a total gross development value of around £17 million. Ranging from £1.5 million to £2.2 million, the prime apartments were sold completely off-plan, setting a new price record for the area, achieving up to £1,055 per sq. ft.

Lee Espinoza, development manager at Group One, says: "The Pinnacle in Mill Hill represents one of our finest projects to date, so to completely sell out, more than six months before practical completions, and at a record price point, is a fantastic achievement. The majority of purchasers have been downsizers coming from various parts of north west London and were attracted by the level of quality of the scheme, as well as the amenities on offer."

Sole agent, Debbie Ingram, adds: "We are delighted to work with such a professional developer as Group One. They listened to all of our advice and produced the perfect development in a fantastic location. There was no advertising from the signage. Our buyers found the concept and we held their hands through the whole process,



Palatial living space at The Pinnacle

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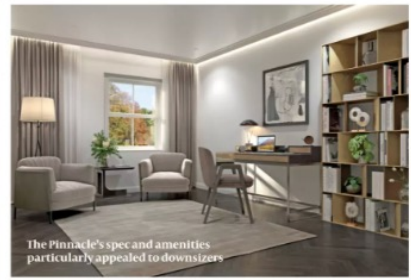
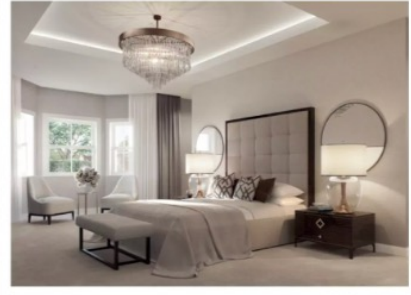
Shaka Studio, a specialist marketing firm, was responsible for creating a logo, e-brochure and CGIs that positioned The Pinnacle as the most exclusive development in the area, which supported the sales team in securing a full off-plan sell out.

The Pinnacle in Mill Hill comprises nine palatial three-bedroom apartments, with large open-plan living spaces and views on to the extensive greenery of the surrounding area. Each home comes with pri-

ivate outside space as well as access to communal landscaped gardens, plus secure underground parking, a dedicated storage room and a fully equipped residents' gym.

Following a succession of record achievements over the past 12 months, Group One is focusing on expanding its portfolio and searching for and securing new sites. The high-end developer is looking to acquire sites with and without planning that would deliver boutique schemes in well-located areas to continue its current growth.

For further information on Group One and its search for new development sites, call 020 7794 1661 or see [www.groupone.co.uk](http://www.groupone.co.uk)



The Pinnacle's spec and amenities particularly appealed to downsizers

56 PROPERTY THEJIC.COM THE JEWISH CHRONICLE

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