

# Strutt & Parker buying trio go it alone to launch new advisory

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London

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Three key members of Strutt & Parker's acquisitions arm Private Property Search have left the fold to set up their own buying consultancy.

James Geddes, Deborah Walker and Hugh Dixon – all well-known names on the prime resi scene – have decided to go it alone as GWD Property Consultants. There's no website yet but the new offering will be catering for clients looking for top-notch stock across the best bits of the capital.

*Here's the pitch...*

“GWD Property Consultants is a new buying advisory business but with a long pedigree. Formed from the London office of Private Property Search, the in-house buying arm of Strutt & Parker, the three initials GWD refer to James Geddes, Deborah Walker and Hugh Dixon. Between them they have over 50 years' experience of the central London residential market place and have looked after clients of all nationalities; including senior members of overseas Royal families, celebrities and those who are looking for honest and concise advice with budgets from £850,000 to in excess of £100m. Their connections into the world of private wealth are on a par with the most established buying businesses but their tenacity when doing the best for their clients is shown in the collective experience.”

Deborah Walker signed up to PPS as an Associate Partner in January. She previously ran her own eponymous buying agency for over eight years, after starting out with a decade at prime central London stalwart agency Russell Simpson, handling sales and acquisitions across Kensington & Chelsea.

Geddes, a former Captain in the Grenadier Guards, started his buying career at Property Vision in 1999 and went on to join PPS in 2012.

Royal Ag-educated Dixon joined last year after spending two years at

Quintessentially Estates.

Jessica Simpson is now listed as the key PPS contact in London, while the Country team includes Lucy Winfield, Rupert Coles, Harriett Brownell and Victoria Hall.

*And here's the GWD team's take on the current climate in prime central London...*

“A select number of Estate Agency firms who were predicting an optimistic 20% rise in values over the next 5 years have recently scaled these numbers back. Whilst we believe that long term prices will increase we are somewhat more cautious in trying to predict where prices will end up.

What we can safely say is that prices in London for both new and existing stock have been held up due to the lack of availability and international buyers still seeing London as a safe haven. However, thanks to the Chancellor, the previously assumed certainty of a return on investment, unless as a long term view, has been made harder with the changes in SDLT, the imposition of ATED, CGT on overseas owners and most recently the additional SDLT surcharge that came into play at the beginning of the month.

With the BREXIT debate heating up, this is giving buyers the excuse to be even more cautious, as uncertainty gives rise to indecision which in turn means taking a step back to re-evaluate. This may well result in sellers drawing buyers out by reducing their asking prices even further.

What we do know from our experience in the market is those who are brave and perform ‘countercyclically’ do much better with their purchases than those that wait for the market to turn.

It is not all doom and gloom out there. We are seeing and being informed of some very large transactions taking place but the best of the best always trades, regardless of the market place, it just depends on the needs of the seller and buyer.

So where do we see the future; well that depends on five letters really, IN or OUT. Either way there will be winners and losers but London will remain London and if global strife continues then the UK and London will remain a safe haven.”

**Contact Book**

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