

# The Seven Most Expensive Mistakes London Property Buyers Make

---

You do not want to make the same mistakes most overseas' buyers make, i.e. failing to see the best properties and over-paying because you do not really under-stand the prime London property market.

The majority of international buyers rely on the internet because they assume that the property portals have all the properties...or worse, they fall for the glossy sales brochures and marketing roadshows held by the developers.

Of course, you know that following what the majority do is rarely a good strategy. That is why sophisticated property buyers do not rely on websites or estate agents because they know that the market is rigged against buyers. How?

1. Estate agents work in direct conflict to you the buyer – they are legally obliged to achieve the highest price possible for their clients, the sellers. You are not their client.
2. You are not their priority – their focus is not to find you your ideal home but to sell one of their clients' homes to you or any buyer at a high price.
3. Each agency only has access to a small percentage of properties available. The market is highly fragmented as there are over 232 agents in prime central London

Of course this last point is why so many turn to the websites because it would seem the obvious solution, but there is no one site that has all the agents' properties. More importantly a large percentage of the best properties never reach the open market or websites, so most buyers actually fail to even see the best properties.

There is then the problem of valuations. How can you tell if you are making an astute decision? Unbelievably, buyers are often guided on the price by the estate agents. This is clearly not wise and



obviously you need a better source of information, not to mention advice on how to achieve the lowest price in the negotiations.

However, there are simple solutions to these problems if you understand the market. So if you are planning to acquire a property in London and wish to acquire your ideal home or investment on the best terms possible, simply request a complimentary copy of ***The Seven Most Expensive Mistakes London Property Buyers Make & How To Avoid Them.***

Written by London's leading expert on acquiring property in central London, Jeremy McGivern, the guide shows you how to gain access to off-market properties and the simple but effective negotiation strategies he uses to help his clients acquire their ideal homes and investments while avoiding all the wasted money, time and stress suffered by the typical property buyer.

To request the report email [veronika@mercuryhomesearch.com](mailto:veronika@mercuryhomesearch.com) quoting Economic Focus, call +44 (0)8003 894280 or visit [www.7MostExpensiveMistakes.com](http://www.7MostExpensiveMistakes.com)