



HOUSEHUNTER

LOCATION: *Shepherd's Bush*

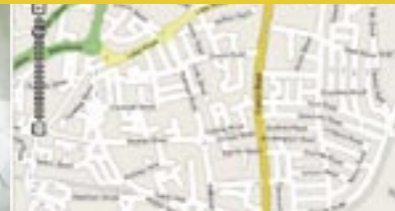
Our man headed to one of West London's shabbier neighbourhoods to see if he could pick up a swanky two-bedroom apartment for under £300,000 – ideally in one of the splendid Victorian houses that pepper much of the area.

ABOUT SHEPHERD'S BUSH

Although not exactly a blueprint for urban blight, Shepherd's Bush is certainly a scruffy, edgy place. The main thoroughfares are punctuated with pound shops, run down food stores and dreary looking pubs. Having said that, there are some very pleasant looking areas, plenty of green and the future's bright: next year sees the completion of the £1.6 billion Westfield centre – the largest shopping centre in Europe – and all the associated benefits of this mean Shepherd's Bush could prove a very sound investment indeed.

LEGAL DISCLAIMER: The comments of our mystery shopper are their genuinely held opinion. The impressions expressed are based purely on their subjective experience when visiting the offices specified. They should not be read as a judgement of the business or the persons involved but only as their opinion of what they have encountered.

The estate AGENTS



First Impressions

Follow-up

Market Knowledge

Information Provided

Guidance Given

Website

Overall Score

Amber Real Estate Ltd

Amber Real Estate Ltd.
406 Uxbridge Road,
Shepherd's Bush,
London, W12 0NR

Not the plushiest of offices, but I was greeted pleasantly enough. The place seemed overly quiet too, but I suppose that is symptomatic of the times.

3/5

A man who looked a little like a James Bond villain took my details, but, criminally, I haven't been contacted yet.

2/5

Not at all bad: handled all my questions about the current housing climate with considerable aplomb and was honest when it came to discussing the more run down parts of Shepherd's Bush.

3/5

Splendid really – in particular seemed keen to highlight the impact the Westfield centre would have on the area.

4/5

Was given the usual stuff – a card, some reasonable properties to take away and a handshake. Standard, yet comforting.

3/5

Surprisingly good for a – presumably – small, independent agent. Mostly well written and refreshingly free of hyperbole.

3/5

18/30

Winkworth

97 Uxbridge Road,
Shepherd's Bush,
London,
W12 8NL

Bustling, cramped offices with everyone there looking very busy. Were they pretending?

3/5

Suitable properties had plonked into my inbox by the time I got home. Impressive.

4/5

The lady I spoke with discussed the market in great deal and with palpable enthusiasm. She seemed to understand my reservations about living in a shabby area and showed me decent properties in keeping with this.

4/5

Had a good chat about all that's good and bad in Shepherd's Bush.

3/5

Missing the razzmatazz of her earlier work, but I got the standard card and printouts.

3/5

Regular readers will be aware that it is a rarity for me to yelp about websites and I'm not about to start now. Classy enough and the blue colour scheme is pleasing to the eye.

3/5

20/30

Tauntons

95 Uxbridge Road,
Shepherd's Bush,
London,
W12 8NR

Staggering. The door was locked and when the gentleman came to unlock it, he returned my smile with a scowl.

1/5

The man with the scowl actually worked in lettings rather than sales, but as my details were taken, I was assured that the right person would be in touch. They haven't been so far.

2/5

I played the role of a rube convincingly, but he seemed reluctant to talk about much.

2/5

I was given a listing of flats and houses – some of them pretty good, others nearly half a million pounds outside of my budget.

2/5

Not really setting the world on fire in this respect either. Perhaps I'm being a bit harsh after my first impressions, but there's a reason why they say they count.

2/5

Really liked the look of this, especially the sleek black colouring. Not sure what the slogan "Making it Possible" actually means though. I think we all know that buying or selling a house is possible.

4/5

13/30

Jorgensen Turner

234 Uxbridge Road,
Shepherd's Bush,
London,
W12 7JD

What a different a trip across the road makes: was greeted like a Lord.

4/5

My details were taken with zeal and I am expecting good things.

3/5

I have been doing this job for some time, and the way this chap talked about the market quite something: captivating, precise and honest. Full marks.

5/5

Again, this was also a bit special. I had done plenty of research into Shepherd's Bush before my trip down there and he pretty much echoed everything I had read. Ace.

4/5

After listening to my (fake) needs, I was furnished with a selection of wonderful properties, all within my budget.

4/5

Bit of a let down this – nothing wrong with the site as such, it's well written and clear enough, but I won't be shouting about it from the rooftops.

3/5

23/30

Faron Sutaria

1 Goldhawk Road,
Shepherd's Bush,
London,
W12 8QQ

The front door had a security lock on it that you had to press to enter. When I asked why this was I was told: "Because it's getting dark". Strange, and not terribly comforting. Was greeted very pleasantly though.

3/5

Not a sniff of my details being taken, so unfortunately no follow-up.

1/5

Everyone in the offices was clearly friendly, though no one seemed keen to discuss the market.

2/5

Well, if anything the opinion seemed to be that Shepherd's Bush wasn't the most desirable of places to live. I wouldn't advocate lying necessarily, but I've nothing against seducing the truth a little.

2/5

At the risk of sounding redundant, there wasn't a great deal in this regard either.

2/5

Snazzy, tasteful enough site, but although the words "Are Service Will Move You" are quite clever, they seem to be far from accurate as I found myself pretty unmoved.

3/5

13/30

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