



K I R E
KEEPING IT REAL ESTATE

Overview and Value Proposition



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ABOUT

KIRE is an independent estate agency focused on sales and buyer searches for prime and super prime residential homes worth £3M+ in the London postal code of NW3 including Hampstead, Belsize Park and parts of Primrose Hill.

We use our innovative marketing, analytics, and unique processes to give our client's an edge in clever and creative ways. Our service is underpinned by over 30 years of combined professional expertise and record setting performance in prime areas of London including Knightsbridge and Mayfair. As of October 2022, over 60% of our clients have been Forbes listed and our agents' average NW3 transaction price over the past 24 months was above £8,850,000.

KIRE's office is in the heart of Belsize village:
Penthouse, 26 Belsize Crescent, London NW3 5QT

THE FOUNDERS

The KIRE Team has experience leading the top residential super-prime sales teams in the UK and managing high-pressure strategy engagements for Executives at Global Fortune 100 Companies



Michael McHale
Co-founder & Head of Sales

Michael has 18 years experience in real estate, rising to #1 agent across leading London Estate Agencies and leading the Knight Frank Flagship Office in Knightsbridge to the top in the UK. An astute Harvard-trained negotiator with award-winning results and native Hampstead (NW3) knowledge, his skill is unrivalled for achieving maximum value for luxury properties in London.



Samuel Patterson
Co-founder & Head of Strategy & Ops

Sam co-founded KIRE after working as an Associate Partner at Accenture Strategy's in NYC and UK where he helped c-suite executives with business strategy & venture building. He holds an MBA from UCLA Anderson and a bachelor's degree in Mechanical Engineering - Aerospace Applications from Brown University.



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HOW DO WE WORK?

As a boutique agency focused on the sale of luxury property in Hampstead, we deal with no more than five properties at a time, therefore the team will be focused on providing the highest service levels while achieving the top price possible for your home.

1

Reach maximum buyers through our Network & Marketing approach

- Multi-channel marketing campaigns using both digital and direct channels
- Unrivalled ultra-high-net-worth advisor network allowing us to bring the wealthiest buyers
- Collaboratively work with other agents both nationally and internationally, offering a cross-agency commission from our fees in order to maximise buyer reach in the market for your property

2

Drive up the price with record-setting agent Michael McHale

- Top agent record across the largest real estate agencies in London
- Harvard-trained negotiating skills, over 12 years of experience in prime and super-prime real estate with intimate knowledge of NW3
- Dedicated agent showing your property 100% of the time (not the case when working with big agencies)

3

Improve chances of closing the deal with our innovative process

- Time kills deals, and improper handling of the sale from the point of showing buyers through to completion can lead to a multitude of issues ranging from losing good buyers and/or reduced value through expensive and/or drawn-out negotiations. KIRE's process is streamlined from the point of contracting to listing and conveyance, with pain points and blockers avoided through our re-engineered processes

4

Sales process underpinned by a solid foundation:

KIRE Partner Sam Patterson will run the engagement like his former strategy consulting projects with C-Suite executives at Fortune 100 companies, consolidating the touchpoints and information to make decisions and progress the sale effectively. This skillset and experience are unique to KIRE and is not found at other agencies.



EXPERIENCE

“He truly is in a different league vs other Estate Agents...he managed to delicately navigate very complex negotiations between the parties on both deals.”

- Allesandro Gren, Investment Professional

We are proud of the momentum we have carried into this year, and look forward to doing the same for your home

- ✓ **Just this week, agreed the sale of 4 Well Walk and 10 Lyndhurst Gardens (see campaign below)**
- ✓ **Received the biggest offer in Marylebone for a flat £25M**
- ✓ **Fielded the biggest offer in Hampstead (NW3) on a £17M property at £14.5M, 227% bigger than any other sale**
- ✓ **Agreed the biggest sale in St. John’s Wood (NW8) off-market this year for £7.95M, 265% larger than the next property**

Source: KIRE analysis, LONRES residential sales data as of 09 May 2023

Example of current property sales campaign:

We have just agreed the sale of 10 Lyndhurst Gardens, London NW3. Our multi-channel campaign for the property has included features on Conde Nast Property’s Instagram (254,000 followers), with our Reel outperforming their other Reels (43,900 views to date), targeted mailbox campaigns, and cross-agent incentives.



VIEW VIDEO

Other Notable transactions

- 13 Elsworthy Road £10,000,000 – (Record price for 4,000sqft house with off-street parking and south facing garden in NW3)
- Rosecroft Ave, Hampstead £8,000,000 (Record price)
- 21 Howitt Road £4,750,000 – Off-market sale (Record price)
- Lowndes Square, Knightsbridge £14,250,000 (Record price)

****Please see the appendix for customer testimonials and references.**

A dark, moody photograph of a room. In the foreground, a portion of a patterned rug is visible, transitioning into a solid dark red area. In the background, a lamp with a white shade sits on a wooden tripod stand. The wall behind the lamp features decorative architectural elements, possibly a fireplace mantel or a series of framed niches. The overall lighting is low, creating a sophisticated and intimate atmosphere.

TESTIMONIALS

CONTACT

Upon request

TESTIMONIAL

GARY MILES

STEELE'S ROAD



5/5

"I would never have ended up in this great home if it were not for Mike."

Mike transacted on my house on Steele's Road, NW3 and did a **phenomenal job throughout the process**. He took the time to really understand what was important to me. **I worked with the big three in Hampstead/Belsize over the years and Michael was a head above the rest**. He gives great advice throughout, which is why I have recommended him to several friends for their sales. **It is always tricky to transact such a sale and he was able to navigate both my needs and the seller's needs to get the deal across the line**. I would never have ended up in this great home if it were not for Mike.

GOOGLE REVIEWS

CONTACT

Upon request

TESTIMONIAL

SARAH BURNS

REDINGTON ROAD



5/5

"Not only does he offer an incredibly personal service, but he is responsive, full of energy and determined."

I would be **delighted to recommend Michael McHale** after he assisted us with the sale of our property. Not only does he offer an **incredibly personal service, but he is responsive, full of energy and determined**. Any issues that we encountered along the way, he helped resolve with little fuss. **He took away huge amounts of stress** that goes with selling/buying a home. Michael would be **my first choice** when buying or selling another property.

GOOGLE REVIEWS

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TESTIMONIAL

NIGEL ROGERS
CHELSEA BARRACKS



5/5

“Although I might have been prepared to accept the initial offer, he pressed for another £50k which sealed the deal and represented between 4.7% and 15% more than other agents had managed.”

I am pleased to recommend Michael McHale to prospective property sellers. He was recommended to me by The Head of The Property Department at one of London's Leading Solicitors, following an unsuccessful 3 months of marketing my property with two of the largest estate agents in London. There had been little traction and poor communication. At our initial meeting at my home, I was impressed with Michael's determination and energy and was confident of receiving a very personal service, which is why I chose to work with him. I was not disappointed.

GOOGLE REVIEWS

CONTACT

Upon request

TESTIMONIAL

CASSY DEVOS
ROSECROFT CLIENT



5/5

“Michael is extremely knowledgeable with both on-market and off-market properties. He has made great connections and friends all across the market, and it shows.”

I would highly recommend Michael McHale to anyone looking for an estate agent! **I have worked with many agents in the past, both in the UK and the US, and Michael is by far superior.** I was blown away by his knowledge of the area and history, which helped influence my choice to choose Hampstead over Highgate. We transacted on our house in the Crofts with Michael and he truly was our best advocate through the entire process. **The price we were able to achieve with Michael's negotiating and people skills was better than we had ever even hoped for.** He spent a lot of time and energy on making sure he achieved the best for us and we could not be happier.

GOOGLE REVIEWS

TESTIMONIAL

ALESSANDRO GREN

LOCAL CLIENT



5/5

"He managed to delicately navigate very complex negotiations between the parties on both deals, both of which took almost a year to exchange."

I loved working with Michael McHale on both our home sale and purchase. He truly is in a different league vs other Estate Agents. He has excellent energy, work ethic and **managed to delicately navigate very complex negotiations between the parties on both deals**, both of which took almost a year to exchange. We were first-time buyers and he assisted us throughout the whole process, also recommending solicitors and consultants. **Extremely hard-working, focused and dedicated, as well as truly extensive knowledge of the market and a deep understanding of negotiation dynamics.** I am proud to recommend him and the team at KIRE and am sure you won't be disappointed.

GOOGLE REVIEWS

CONTACT

Upon request

TESTIMONIAL

ELINA KOVALEVA

LOCAL CLIENT



5/5

"I have huge respect for hard work, and I know how difficult it is to find extraordinary professionals in any field. This is why I consider ourselves lucky to have found Michael for he is an 11/10 real estate agent, hands down."

We first met Michael as potential buyers when he showed us a flat on New Year's Eve and were impressed with his enthusiasm – he was always available, any time of day. We went on to instruct Michael on the sale of our property. At first, we were a little concerned that his agency may be too small, so we also instructed one of the larger chains as well. To our great surprise, throughout the marketing period, **Michael delivered significantly more viewings than the large agency.** His feedback was always timely and to the point. **We were not surprised that it was him who got us the offer that we accepted.**

GOOGLE REVIEWS

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