SPOTLIGHT
INVESTMENT FOCUS

Farebrother

DECEMBER 2025

FAREBROTHER THRIVES IN TOUGH PROPERTY MARKET WITH C.£20M OF PERIOD ASSETS RECENTLY BOUGHT AND SOLD

Despite a tough property market over the last few years, with occupier uncertainty, higher interest rates, a lack of property lending, high inflation, and overall a caution about office property ownership, Farebrother has kept up momentum, closing several period building transactions and showing there's still demand for well-located heritage assets.

Deals like these are challenging in any market environment, they can be capital hungry and are often listed too. This makes them difficult to sell and often take time. The buyers' need convincing about taking on a project that may need reasonable capital expenditure, perhaps planning and listed status hurdles, and all the other quirks that come with older buildings. This naturally narrows the pool of potential purchasers.

Farebrother are proud of these recent successes which showcases our persistence, our understanding of these unique buildings, and our ability to find the right buyers, even in a tough property market.

15 NEW BRIDGE STREET, EC4

Status: Completed November 2025
Client: Tower Pension Trustees Ltd
Size: 7,803 sq ft

This Grade II listed property has been vacant for a few years after the existing subleases fell away, and the building was surplus to the owners' needs. Farebrother acted for the Vendor and whilst the sale process did have some challenging phases, it did culminate with four keen parties trying to buy it. The building has great features but is tired inside and in need of an upgrade. The eventual buyer, a firm of solicitors, now have a blank canvas to tailor the asset to suit their operational needs.

The ongoing improvements and regeneration surrounding New Bridge Street such as the development of State Street Bank's new HQ at 100 New Bridge Street almost opposite, and a new hotel currently being developed to the rear, are likely to enhance the property's long-term value, making their acquisition particularly well-timed.

7-9 BREAM'S BUILDINGS, EC4

Status: Completed September 2025
Client: Jury O'Shea
Size: 7,009 sq ft

Nestled in a vibrant legal district, the property offered some short-term income, with the property having been purchased by Jury O'Shea, a firm of solicitors, for their own occupation. Farebrother's joint representation of the purchaser with Polar Green reflects the firm's collaborative approach and deep connections within the professional services sector.

2 BLOOMSBURY SQUARE, WC1

Status: Completed July 2025
Client: Hogarth Properties
Size: 6,241 sq ft

This striking, Grade II listed building of 6,241 sq ft, with its ornate facade, over generous floor to ceiling heights and F1 use, was sold in July 2025 with Farebrother acting for the Vendor.

There was a huge amount of interest in this property from a variety of different end users, however the property did have its challenges, particularly its F1 use class, lack of lift or DDA access leading to many prospective purchasers discounting it. It has been purchased by a private investor client of Crossland Otter Hunt. The buyer has already started works to restore and enhance some of its original features and creatively reposition the property. We understand they plan to open its doors as bespoke office/event space in early 2026.

4 BLOOMSBURY SQUARE, WC1

Status: Completed November 2025
Client: Hogarth Properties
Size: 11,146 sq ft

Set on one of London's most historic squares, this freehold property is currently home to a serviced office provider on a short-term lease. Inside the building the current layout and decor needs a complete rethink, yet the building's location and period style attracted another private investor to buy it. Farebrother acted for the Vendor with Crossland Otter Hunt acting for this Purchaser. We understand their plan will be to refurbish and reposition the property when the current tenant vacates.

Come and talk to us to explore how Farebrother can help you unlock your opportunities.

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