

FREEHOLD LUXURY SERVICED APARTMENT INVESTMENT



46 DRAYCOTT PLACE

CHELSEA, LONDON SW3



ROBERT IRVING BURNS



EXECUTIVE SUMMARY

- A rare opportunity to acquire a luxury C1 serviced apartment block in the heart of Chelsea, just moments from Sloane Square.
- Comprising 8 self-contained studio, one and two bedroom apartments, each fully furnished to a high contemporary standard.
- The building spans 4,682 sq ft (GIA) across lower ground, ground, and three upper floors.
- The property is fully let to Estage Group Limited on a term of 2 years 10 months from 31st December 2024 and is operated as a high-end serviced apartment asset. It generates a rental income £226,800 per annum until 30 November 2026, and rising further to £238,140 per annum until 30 November 2027.
- The lease includes annual mutual break clauses exercisable with three months' notice, allowing the purchaser to either continue benefiting from the existing income or owner operate.
- Located within immediate proximity to Knightsbridge, Sloane Square, Sloane Street, and King's Road – offering unrivalled access to London's most exclusive retail and lifestyle amenities.
- Price is £6,250,000 (Six Million Two Hundred And Fifty Thousand Pounds) reflecting a capital value of £1,334 per sq ft on the GIA for the Freehold interest.



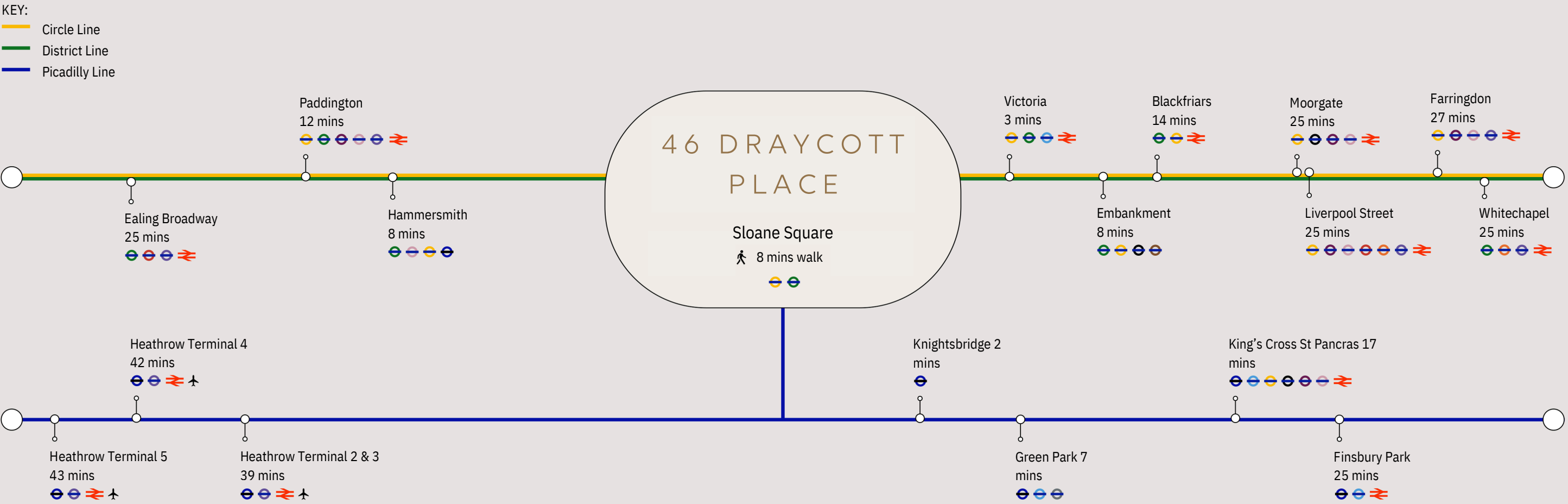
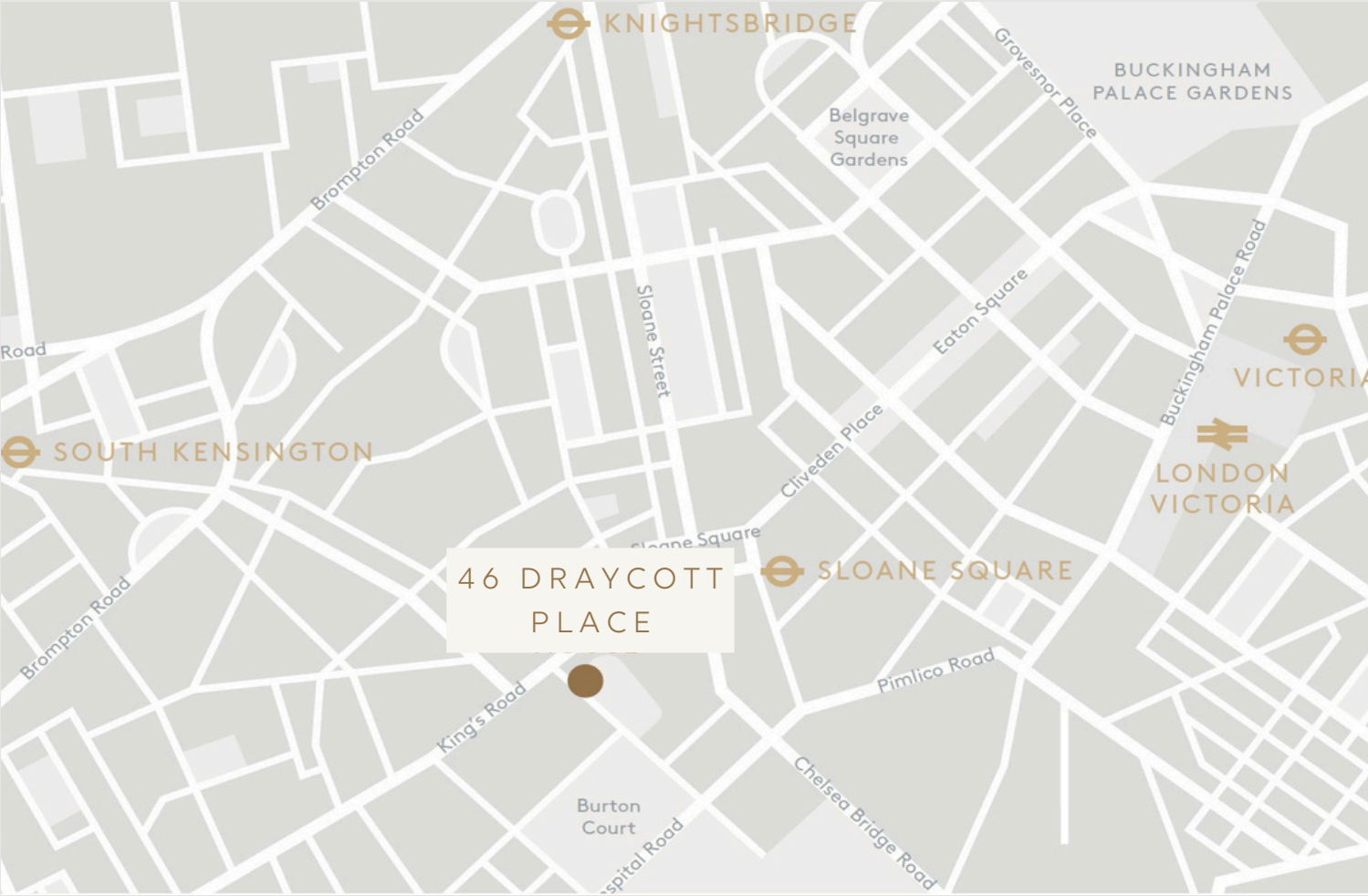
LOCATION

46 Draycott Place is located in the heart of Chelsea, just moments from Sloane Square and surrounded by some of London’s most prestigious addresses.

The area is renowned for its elegance, heritage architecture, attracting a discerning international audience. Famous for its retail elegance, Sloane Street, King’s Road, and Duke of York Square offer world-class shopping, dining, and cultural experiences, including luxury brands like Chanel, Dior, and Hermès, as well as renowned restaurants and galleries.

Excellent transport links are available via Sloane Square Underground Station (Circle & District lines), providing direct access to the West End and the City.

This is a unique opportunity to acquire a freehold within a prestigious postcode.





THE HOME
TO LUXURY
BRANDS

DRAYCOTTS OF CHELSEA

46 Draycott Place is an exceptional Boutique Apart Hotel, positioned on one of Chelsea’s most prestigious streets and within a short walk of Sloane Square.

Trading as Draycotts of Chelsea, the building has built a strong reputation for delivering elegant, design-led accommodation tailored to international clientele.

The building is classified as Use Class C1 and spans the lower ground, ground, and three upper floors, with a gross internal area (GIA) of 4,682 sq ft comprising eight luxury apartments.

Each of the eight self-contained units is air-conditioned and features bespoke interior design, generous living space, and modern amenities. The mix includes stylish studios and one-bedroom apartments, each carefully curated to deliver the comfort and sophistication expected in this exclusive postcode.

This is a unique opportunity offering secure income, long-standing operational history, and future potential for enhanced rental growth or alternative use, subject to planning.



TENANCY SCHEDULE

Name	Term	Rent (pa)	Notes
Estage Group Limited T/A Draycotts Of Chelsea	31/12/2024 - 30/11/2027	Year 1 - £216,000	Annual mutual break clause with 3 months notice
		Year 2 - £226,800	
		Year 3 - £238,140	



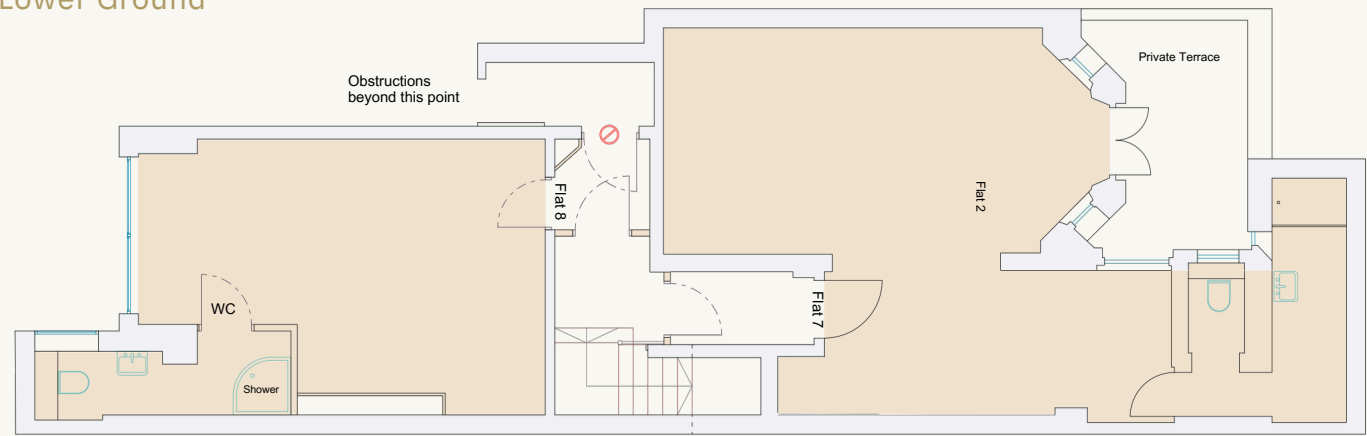
ACCOMMODATION SCHEDULE

Floor	Room	Description	NET (m²)	NET (ft²)	GIA (m²)	GIA (ft²)
Ground	Flat 1	Studio, 1 bathroom	28.8	310	85.4	919
	Flat 2	Studio, 1 bathroom	24.7	266		
First	Flat 3	1 bedroom, 1 bathroom	65.7	707	84.1	905
Second	Flat 4	2 bedrooms, 2 bathrooms	62.6	674	83.3	897
	WC	Communal WC			1.3	15
Third	Flat 5	Studio, 1 bathroom	32	344	71.6	771
	Flat 6	Studio, 1 bathroom	30	323		
	Laundry Room	Communal Laundry Room				
Lower Ground	Flat 7	Studio, 1 bathroom	52.5 (inc. Terrace)	564 (inc. Terrace)	90.1	970
	Flat 8	Studio, 1 bathroom	27.5	296		
	Storage	Communal Storage Room				
Total			323.8	3484	435	4682

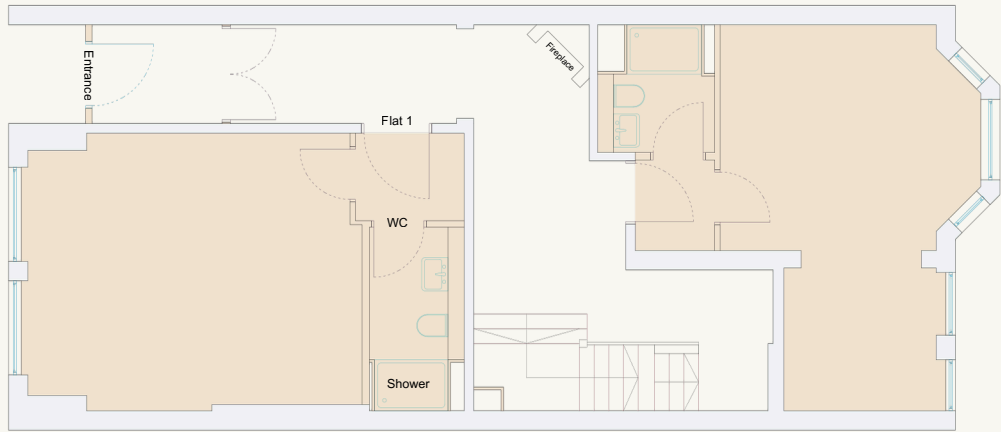
FLOOR PLANS

Not to scale. For indicative purposes only

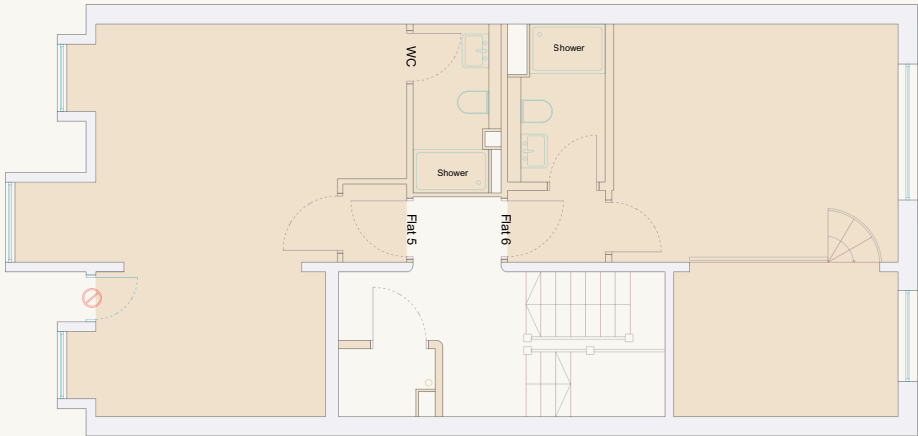
Lower Ground



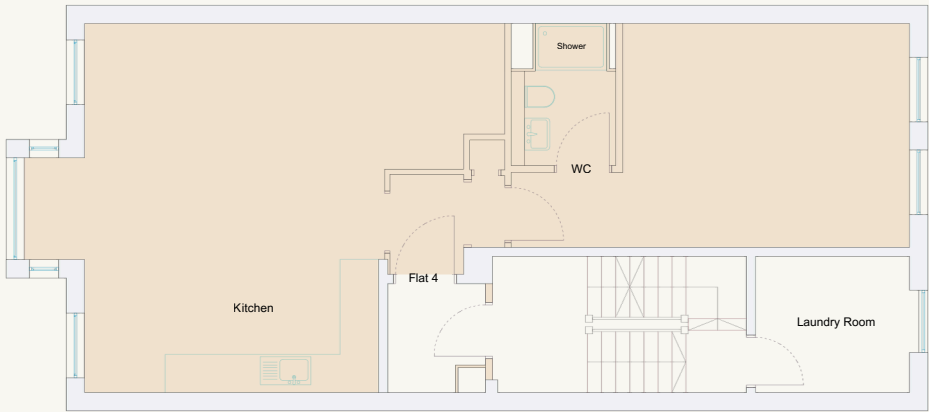
Ground Level



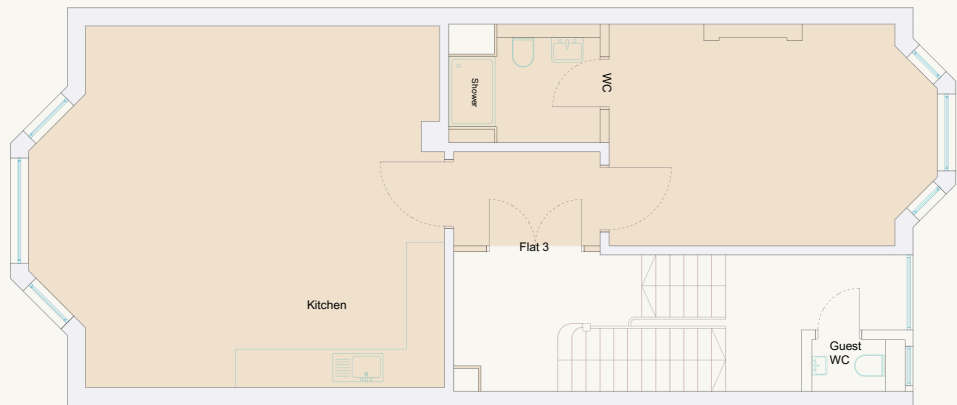
Third Level



Second Level



First Level



FURTHER INFORMATION

PRICE

Price is £6,250,000 (Six Million Two Hundred And Fifty Thousand Pounds), reflecting a capital value of £1,334 per sq ft on the GIA for the Freehold interest

TENURE

Freehold under the number BGL38683

Anti-Money Laundering Regulations

In line with the regulatory Anti-Money Laundering requirements tenants and any beneficial owners with more than 25% vested interest will be asked to provide ID documents and Proof of Address. Further to this evidence of proof/ source of funds, showing how the transaction is going to be funded may be required.

Misrepresentation Act 1967.

These particulars are intended only to give a fair description of the property and do not form the basis of a contract or any part thereof. These descriptions and all other information are believed to be correct, but their accuracy is in no way guaranteed.
June 2025.

CONTACT US

Damien Field

07956 125 543

Damien@rib.co.uk

Tino Antoniou

07943 744 534

Tino@rib.co.uk

Charlie Boyce

07990 045 479

Charles.b@rib.co.uk

RIB

ROBERT IRVING BURNS