

# The blossoming south east

Brendan Cassidy of No-Flies on why south east London is really taking off

## In what way has the local market changed in the last year?

We operate principally in the SE22, SE5 and SE15 postcodes. It is fair to say that SE22, and particularly Lordship Lane and its adjacent streets, had led the way in terms of attracting buyers to the area over recent years. In the last 12 months however, the SE15 areas we cover have become increasingly popular due to the continued gentrification of Bellenden Road, and the introduction of the London Overground at Peckham Rye. The line has opened the area up as a feasible commute to, among other places, Canary Wharf, and that has had a major, positive effect on the market.

Also, the south Camberwell area around Denmark Hill station has seen significant interest and price rises as a result of Camberwell Grove featuring on the BBC series *The Secret History of our Streets*, and also the introduction of the London Overground at Denmark Hill. It's beginning to feel now that all three areas are equally attractive to buyers.

## What is the special appeal of your area?

What I like most is the variety of property on offer. One day you can be looking at a gorgeous Georgian townhouse and the next at a live/work space tucked away in a mews or former

industrial development – there is something for everybody.

## What achievement are you most proud of?

I think I have to say setting up No-Flies. I have worked in the industry for more than a decade and 12 months ago I took some time off as I was no longer enjoying things. During the time off, when I wasn't perfecting my knowledge of chianti, I came to the conclusion that I wanted to return to estate agency, but to do it in my own way. I came up with the idea of No-Flies with my partner, who has a legal background. We have tried to look at estate agency through the eyes both of somebody within the industry and somebody with experience in other areas. I am very

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This three-bedroom apartment on the highly desirable Camberwell Grove, SE5, was on the market for £625,000 but is currently under offer



Photo: Joe Lord

proud of what we have achieved thus far. It is very early days but we are very excited about it.

## Do you have a favourite style of property?

I don't. There are maybe some eras that appeal to me slightly more than others, but property and suburban architecture, when they are done well, delight me no matter what the style or when it was created. I guess that is why a year off confirmed in me the view that estate agency was, after all, the right industry for me.

## What is your favourite holiday destination?

I like lots of different types of holidays although I am not much of a sun worshipper. For many years I have been going regularly to Italy and, in particular, Tuscany. It is hard to beat in terms of the climate, scenery and, most importantly, the food and wine! Setting up No-Flies means, I suspect, that I will see less of it this year than perhaps I have in previous years.

## Who is your idol?

Gareth Bale – and if you are reading this Gareth, give us at least another year. Come on you Spurs!

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