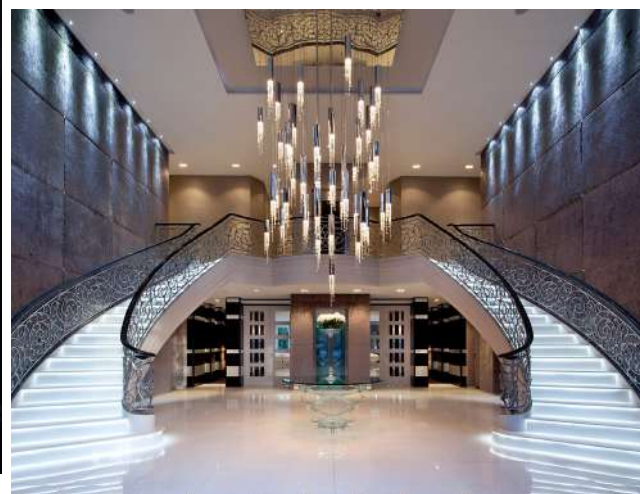


Luxury residence management

With a *starry portfolio* of projects such as Finchatton's Kingwood and Northacre's No 1 Palace Street, *Rhodium* works to realise the vision behind London's *most impressive new-build developments* in some of the most enviable postcodes across the capital



For more information, visit www.numberonepalacestreet.com



Speaking from his Mayfair office, Rhodium's founder Dean Main says he 'couldn't possibly have predicted' how well Rhodium has done. Indeed, the property management company has enjoyed a 'meteoric rise' since its founding seven years ago.

With a focus on new-build super-prime developments in desirable areas such as Mayfair, Chelsea and Belgravia, Rhodium is involved in some of the capital's most ambitious schemes, including No 1 Grosvenor Square, Chiltern Place and No 1 Palace Street. As Main unreservedly reveals, 'We turn away more business than we take on.' Working with developers from conception stage, Rhodium carefully sets out to realise their vision, starting by ensuring developments operate at the highest level both front and back of house, before examining the finer details – from the layout of a Pilates studio to the size of a parking space.

The company is part owned by the Monaco royal family and comprises a portfolio of £10 billion, with each apartment it manages worth on average £15 million, giving the company a unique client base of ultra-high-net-worth buyers from both the UK and abroad. As such, Rhodium undertakes 'lifestyle requests', servicing its

clients' every whim. 'If you're in your apartment and need tickets to the opera, or even just a restaurant booking, you simply call the concierge downstairs and they will look after you,' explains Main. The company also provides bespoke event services, from rustling up a pony for a children's birthday party to chartering a private jet, and has an additional team that deals with 'high level requests'. Always one step ahead, it has recently been introducing its clients to education consultants who can assist their children with getting into the country's top universities.

With continuity, security, discretion and trust at the heart of what Rhodium does, it is no surprise that the company is equally meticulous when it comes to staff. Such is the level of detail, it even has its own team of float concierges on hand, in plain branded suits, to cover holidays or absences. Most employees are from a hospitality or hotel background: 'We are targeting the finest talent not only throughout the UK but also around the world, recruiting individuals who have worked for five-star hotels and really understand the delivery of luxury service,' says Main. And from the security team to the cleaners, he has met every single one.

For more information, visit www.rh-45.com

TOP LEFT Rhodium founder Dean Main.
BOTTOM RIGHT A private residence managed by Rhodium