

Luxury with distinction

With an *exceptional portfolio* of gilded new-build schemes such as Buxmead on The Bishops Avenue, The Bryanston Hyde Park and Northacre's The Broadway, *Rhodium* provides a *super-stellar* level of luxury property management across some of the most desirable postcodes in London

Rhodium, the rarest of valuable precious metals, is also known as the one of the most invisible resources on earth – which makes it the perfect name for a luxury property management company that specialises in an extraordinary level of discreet bespoke services to London's super-prime homes and prestigious new-build developments in Mayfair, Belgravia, Westminster, Knightsbridge, Kensington, Chelsea and Marylebone.

Rhodium's founder Dean Main intuitively understands the requirements of his burgeoning Ultra High Net Worth international client base. He speaks with pride of how the business he founded in 2011 now comprises a portfolio of £10billion, courtesy of its adherence to his core values of discretion, security, continuity and trust. Rhodium now oversees properties with an average value of £15million, from conceptual planning to full operation, across 40 developments, including Chiltern Place in Marylebone, Almacantar's The Bryanston, Hyde Park, Northacre's The Broadway and No. 1 Palace Street - opposite to Buckingham Palace.

"We align ourselves with these ambitious schemes, taking the vision of the developer and providing options of high-end luxury service," Main explains. "Most management companies focus on the communal areas, but we don't distinguish between those and each individual residence. We manage the building, and we have a comprehensive 360-degree management solution tailored to each apartment. Buyers at this level have a completely different set of expectations and don't want to arrive at their

London home and find a problem with the wifi or air con."

In terms of staff-to-resident ratio and 24/7 lifestyle facilitation, Rhodium organises the day-to-day running of these best-in-class properties with an attention to detail that is akin to service on a superyacht. "Every staff member is a Rhodium employee, recruited by our in-house specialist recruitment team 18 months in advance. Our staff are our ambassadors, whether they are security, valets, concierge, cleaners or spa/gym managers."

Within each scheme, the Rhodium team collaborates with developers at an early stage to consider the details inherent in communal layouts and the configuration of a property. The goal is to create a uniquely luxurious ambience suited to the residents' profile. "Everything is utterly bespoke, down to the unique fragrances we create for each development," Main says. "Luxury for the residents is knowing that nothing is impossible."

TOP RIGHT
An interior at Northacre's prestigious No.1 Palace Street development opposite Buckingham Palace, managed by Rhodium. Dean Main, **BOTTOM LEFT** A 10th floor terrace on Almacantar's The Bryanston, Hyde Park.

