

# PrimeResi

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## Property Vision moves into the North West market

37-year-old buying agency hires Strutt & Parker high-flyer to head up new division covering Cheshire, Shropshire, Lancashire & Staffordshire; reports 'unprecedented' year of activity in the country market.



Buying agency Property Vision has expanded its coverage of the UK's country market, launching a new arm in the North West of England headed up by former Strutt & Parker agent Edward Lucas.

The move, a response to an "unprecedented year of market activity in the country", sees the 37-year-old firm rolling out its services across Cheshire, Shropshire, Lancashire and Staffordshire – adding to the existing offering across London and the south.

"People are going further afield to get the best, uncompromised properties", according to the team, and the combination of high demand and low supply has made the finding of fine houses "increasingly difficult".

Lucas has been recruited after nearly a decade at Strutts, where he rose to associate partner level and focused on the prime country sector; his early career was spent at Knight Frank in Bath.



**Edward Lucas (pictured):** “I have worked alongside Property Vision for over a decade and have long admired them as a firm and their values. I am incredibly excited for the opportunity to join the team and expand this established brand in an area I know well and have deep roots. My property background is diverse, gaining huge experiences in the sale of Country Houses across England.”

**Philip Harvey, Senior Partner:** “Given the exceptionally high demand for country homes and yielding commercial investments we feel it is the ideal time to push into new geographical areas and the North West was an obvious choice. We have known Ed for many years as a rising star in the agency world, he comes with a wealth of experience and valuable knowledge and we very much look forward to welcoming him into our team.”

#### **Contact Book**

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