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HARRODS ESTATES
LUXURY PROPERTY AGENTS

Established 1897

Simon Barry

BA, Head of New Developments

Summary

Simon has worked in central London New Developments during most of his career in agency. After working at Hamptons International and with European Land at Paddington Basin, Simon moved to Knight Frank for 10 years where he was a Partner in Residential Development at 55 Baker Street. Amongst his major clients were Argent at King's Cross, Qatari Diar at Grosvenor Waterside and Sellar Property for the Shard. Simon specializes in providing development consultancy for developers on large-scale mixed-use projects as well as exclusive, high value prime central London developments. Simon has extensive experience of working alongside developers' professional teams to take projects 'cradle to grave' through the design process from planning to sales and marketing.

Simon joined Harrods Estates three years ago to start a dedicated New Developments department, an area of expertise where Harrods Estates has traditionally been strong. Outside the office, Simon is interested in architecture and design and is a keen painter and gardener.

Experience

- Account Manager at Knight Frank for Argent and King's Cross for 900 private residential units.
- Responsible for sales and marketing of Cornwall Terrace, London most expensive ever development of town houses - £300M GDV.
- Advisor to Harrods Group on land and property acquisition and investment
- Leading pitches for new instructions and promoting inter-departmental business generation.
- Liaising with Harrods Estates' external PR agency to provide on-going market commentary and analysis.

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Education Bachelor of Fine Art, New College Oxford.

Specialist skills Marketing strategy for New Developments.

International New Homes project marketing in China and South East Asia.

Development consultancy for residential and mixed-use schemes.

Development marketing, branding and PR.

Expertise in land and site acquisition.

Additional information Member of the Mayfair and St James Association