# Independent Estate Agency Enhances Residential Sales Services, Reinforcing Nearly Four Decades of Property Expertise

*March 23, 2026*

Looking at this address "53 Great Titchfield, 53 Great Titchfield", this appears to be incomplete and likely refers to Great Titchfield Street in London, England.

LONDON, UK - March 23, 2026 -
LDG, the independent estate agency established in 1987 and headquartered at 53 Great Titchfield Street in Fitzrovia, has announced a series of enhancements to its residential sales services. The improvements span the firm's work with individual sellers and buyers as well as its dedicated offering for developers bringing new residential schemes to market, reflecting a continued effort to address common pain points in one of the most competitive property markets in the United Kingdom.

The announcement comes at a time when buyers and sellers in central areas of the capital frequently report dissatisfaction with the level of service provided by estate agents. Industry research has consistently highlighted issues around poor communication, inflated pricing advice, and a transactional approach that prioritises volume over client outcomes. LDG, which has operated continuously from the same neighbourhood since its founding, has structured the latest service developments around what it describes as

a three-pillar philosophy intended to address those specific concerns.

The first pillar centres on understanding the client. For sellers, the agency's approach involves spending time learning the particular qualities of a property before it reaches the market. Rather than applying a standardised marketing template, the team works to identify the characteristics ? whether architectural detail, period features, or the specifics of the building and its location ? that are most likely to resonate with relevant buyer profiles. For those searching for a home, the method prioritises listening over listing. Agents work to understand not only the practical requirements of a buyer but also the lifestyle and neighbourhood preferences that often determine whether a property is the right fit.

The second pillar addresses communication, an area that property transaction data frequently identifies as a leading source of frustration. LDG has stated that the enhanced service includes strengthened protocols for maintaining clear and consistent dialogue among all parties involved in a transaction, including solicitors, surveyors, and mortgage advisers. The firm attributes much of its ability to manage complex transactions to its experienced team and established relationships with local professionals built over several decades of operation.

The third pillar involves a commitment to remaining involved throughout the full duration of a transaction. The agency maintains a database of contacts across related professions, including solicitors, surveyors, and energy assessors, and makes those connections available to clients as part of the process. That continuity of support is intended to reduce the burden on individuals navigating what can be an unfamiliar and high-pressure experience.

For sellers, the firm has reinforced its approach to pricing with a stated emphasis on honesty and market realism. LDG has acknowledged a common industry pattern in which agents inflate price expectations to secure instructions, resulting in extended time on the market and eventual reductions. The agency has indicated that its own pricing guidance is informed by local transaction data and market knowledge accumulated across nearly four decades of sales activity in its operating area.

The firm covers residential sales across a range of neighbourhoods including Fitzrovia, Marylebone, Bloomsbury, Soho, Covent Garden, Camden, Clerkenwell, Farringdon, and King's Cross. Property types handled by the agency range from period conversions, Georgian terraces, and Victorian mansion flats to contemporary new-build apartments. The price range of properties listed through the firm starts at approximately £250,000 and extends beyond £20 million, reflecting the diversity of housing stock across the areas served.

On the buyer side, the firm has expanded a bespoke search service managed by a dedicated residential consultant. The service is designed for individuals who have been unable to identify a suitable property

through standard market channels. According to the firm, the consultant draws on the agency's network and local contacts to identify opportunities, including properties not publicly listed, that match the buyer's stated requirements.

The firm's New Homes and Developments division has also undergone enhancements. LDG now provides an expanded advisory service for developers at the planning stage, offering market analysis, unit mix recommendations, and documentation to support financing applications. The service extends through branding, marketing strategy, and sales management. Developers retain the option of engaging the full service or selecting individual components based on their requirements.

Simon Chatfield, founder and director of LDG, provided comment on the developments. "The expectations of buyers and sellers have changed significantly over the years, and the standard of service across the industry has not always kept pace. These enhancements are a response to what clients have communicated consistently ? that expertise, straightforward advice, and genuine attentiveness throughout the process are fundamental requirements, not added extras. The agency's role is to make a complex process clearer and more manageable for every party involved."

The enhanced residential sales services are available to buyers, sellers, and developers across all neighbourhoods served by the agency. Further information can be obtained through the firm's offices at 53 Great Titchfield Street, London W1W 7PJ, by telephone at +44 (0)20 7580 1010, or by email at hello@ldg.co.uk.

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For more information about LDG, contact the company here:LDGLDG+4402075801010hello@ldg.co.uk53 Great Titchfield, 53 Great Titchfield

**LDG**

*Property People with over 100 years knowledge serving businesses and residents in Fitzrovia and neighbouring communities.*

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