LDG Announces Enhancements to Residential Property Sales Service

April 27, 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 - April 27, 2026 -
LDG, the independent estate agency based at 53 Great Titchfield Street, has introduced a revised residential property sales service covering Fitzrovia, Marylebone, Clerkenwell and neighbouring central London districts. The updated offering includes expanded search functionality, broader local coverage and a refined advisory framework for buyers and vendors operating in the capital's core postcodes.

The announcement follows a period of observed change in central London's residential market, where buyer enquiries have increasingly referenced neighbourhood character, building heritage and proximity to cultural amenities. LDG has operated from the same Fitzrovia office since 1987 and has structured the new service to reflect those priorities while retaining the advisor-led model that the agency has used since its formation.

Under the updated structure, clients searching for residential property in Fitzrovia and adjoining areas have access to a more detailed listing experience, including information on period features, floor layouts, tenure

and building history. The search platform has been calibrated to reflect the range of central London stock, covering Georgian townhouses, mansion block apartments, contemporary conversions and purpose-built developments. A matching process pairs buyers with properties based on lifestyle requirements, work location and longer-term plans rather than a narrow set of filter criteria.

The geographic scope of the residential sales department now covers Fitzrovia, Marylebone, Clerkenwell, Bloomsbury, Soho and the western edges of the City. Each district has a senior point of contact with knowledge of local transaction history, price movements and planning considerations. The structure is intended to provide buyers and vendors with insight drawn from day-to-day activity on the ground rather than broader market commentary alone.

Central London's residential landscape has continued to evolve over the past twelve months, with activity from both domestic purchasers relocating within the capital and international buyers seeking a permanent London base. Fitzrovia has recorded consistent interest due to its combination of literary and architectural heritage, independent restaurants, proximity to the West End and transport links through Tottenham Court Road and Warren Street stations. Marylebone and Clerkenwell have followed similar trajectories, with buyers citing village-style high streets, garden squares and walkable daily routines.

The updated service places additional focus on pre-marketing preparation for vendors. Properties brought to market through the agency now pass through a structured review covering presentation, professional photography, floor planning and written description. The process is intended to support accurate pricing and reduce the time required to reach an agreed sale. Vendors receive briefings on market comparables drawn from LDG's own transaction records, alongside wider central London data, giving a realistic view of probable outcomes before any instruction is confirmed.

LDG, commented on the announcement. "The residential sales market across Fitzrovia and the wider central London belt has changed significantly over recent years, and clients are right to expect more from their agent than a listing on a portal," he said. "The revisions being introduced reflect conversations held with buyers, vendors and landlords over a sustained period. They place local knowledge, transparent advice and a structured matching process at the centre of how properties are brought to market and how buyers are guided through a purchase. The agency has been advising clients from the same Fitzrovia office since 1987, and the aim is to ensure that continuity of service evolves in step with how people now live, work and move within the capital."

Alongside updates to search and advisory capability, LDG has adjusted how it communicates with registered buyers. Applicants receive updates calibrated to their specific interests, with early notice of new instructions in target postcodes and briefings on properties due to be released more widely. The early-notice approach is particularly relevant in Fitzrovia and Marylebone, where a share of transactions complete without wide public

listing.

The updated residential sales service operates alongside LDG's existing lettings, property management and commercial departments, all of which work from the same Fitzrovia base. The integrated structure allows clients with multiple requirements, for example investors letting one property while searching for a primary residence, to deal with a single point of contact across related matters. Residential sales remains a core focus of the business, and the changes indicate the agency's continuing work in the discipline.

LDG has established its central London presence through long-term advisor relationships, repeat instructions and referral business. The team continues to act for families, professionals, downsizers, investors and international buyers, including those looking at properties in conservation areas, period buildings and mixed-use developments. The updated residential sales service is now live, with property listings across Fitzrovia and surrounding areas updated daily. LDG is an independent estate agency based at 53 Great Titchfield Street in Fitzrovia, operating since 1987, providing residential sales, lettings, property management and commercial services across central London, with particular coverage in Fitzrovia, Marylebone, Clerkenwell and neighbouring districts. For media enquiries, LDG can be contacted at its Fitzrovia office, with additional information available at ldg.co.uk.

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LDG

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

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