

Find a London Office: An Overview

In a nutshell.....	2
Origins	2
Approach	2
Knowledge Resource	3
Our Clients	4
Key People	4
Michael Fraser	4
Ian Kitchener	5
Ben Neale	5
Contact Details	6

In a nutshell...

Find a London Office does what is says on the tin. We find prospective tenants the right office, in the right location, at the right rent. We make a complex business process very straightforward, not just saving our clients time and money, but freeing them from unnecessary stress.

Origins

Find a London Office was set up in 2007 after a meeting of minds between London property professionals and partners **Michael Fraser** and **Ian Kitchener** and web developer and online marketer **Ben Neale**.

Our team at **Find a London Office** have more than 25 years experience in the London office market. Apart from being exceptionally well-versed in navigating the commercial property minefield, we have built up an enviable list of contacts - essential to operate knowledgeably and speedily in a complex and fast-moving world.

The Internet has radically altered the expectations of prospective tenants, who are now used to instant gratification when sourcing information. **Find a London Office** was set up to meet that need - not just giving them the information they were looking for but more importantly connecting them with the expertise they require to use that information constructively, efficiently and effectively.

Approach

The **Find a London Office** website is - first and foremost - a **lead generator**, encouraging prospective business tenants to answer 3 questions:

1. Where in London do they want their office located?
2. How many people do they employ?
3. How long do they need the space for?

From their answers we can usually ascertain what they are looking for: short term, flexible offices or a traditional, longer term lease.

We specialise in all types of office space: **leased space**, **licenced serviced space**, **co-working space** and **freehold**. We can also help businesses with **virtual offices** and flexible **meeting room** hire.

Should we then be instructed to act for a prospective tenant, after taking a detailed brief, we will quickly find and present suitable options, arrange viewings and - importantly - negotiate the terms of the lease on our client's behalf, to get them the very best deal.

Knowledge Resource

But the website is much more than than a simple lead generator. It has become education resource.

During the pre-Internet age, we quickly discovered that many business people - some very experienced indeed - had little or no knowledge of how the London office market works. And why would they, you might ask? Nevertheless, they had been tasked with finding and acquiring office space for their businesses. To coin a phrase, *a little knowledge is a dangerous thing* and decisions made on this basis have inherent risks with often unintended - and potentially disastrous - consequences.

We regularly gave budgetary and general advice *free of charge* to prospective tenants during the research phase of their search. Many of these people came back to instruct us when they needed material help with the relocation of their business.

We took this educational ethos online, when we launched the first **Find a London Office** website in 2007, taking the opportunity to load the new site with extensive information and advice - freely available to any of our visitors. Over the years, we've continually updated the content of the site, ensuring it stays fresh, relevant and correct.

This high quality content is represented in **4 key areas** of the site:

1. [The Knowledge](#) section of our blog - with How To's, Checklists and a 5 Part Guide on Preparing to Find Office Space in London. New additions and updates to The Knowledge are emailed to our subscribers to ensure they are kept aware of changes and new developments.
2. The [Rental Guide](#) - broken down into rent, business rates and service charge and into 19 key London commercial districts. The guide is updated quarterly. We also provide an accompanying quarterly analysis of any changes in the market and medium-term predictions based on any identifiable trends. The Rental Guide is available as a graph, a table and a map. It covers both long-term leased space and flexible serviced space
3. The [Office Space Calculator](#) - allowing anyone to quickly calculate the size and cost estimates of their required space - as well as a cost comparison between a traditional leasehold office and a short-term serviced space.
4. [Location Guides](#) - Central London has **19 key commercial areas**. We have guides for each area - giving key information - average office rent, transport links, business information, leisure options as well as some cultural and historical background. We have video on these pages with Michael Fraser or Ian Kitchener talking about the area.

VIDEO: This year we have begun adding video content – both embedded on the site and on our [YouTube Channel](#).

Developing *high quality content* over a number of years has had **3 long term effects**:

1. It helps prospective tenants *navigate the minefield* and we gained a wider reputation for doing so.
2. It demonstrates that we clearly know what we are talking about which has *built our credibility and authority on the subject*.
3. It illustrates that *seeking professional assistance* is usually the best course of action, such is the subject's complexity - as was the case during the pre-Internet age.

Our Clients

We have represented businesses large and small from every sector.

Clients have included [Eurosport](#), [Afex](#), [Qdos Entertainment](#) and [Magus Private Wealth](#).

[A selection of client reviews can be seen here.](#)

Key People



Michael Fraser

Michael - founding partner of **Find a London Office** - started in the London property market in 1970. Michael has developed extensive knowledge of the locations, the owners, the rental values, and - most importantly - has developed very solid contacts with the other agents working in the hub of the conventional office market, giving him a considerable advantage both sourcing office space, and negotiating the best possible terms for the tenant.

One of his other great interests is his long-standing involvement with the charity [The Story of Christmas](#) which raises money for disadvantaged children in the Greater London area. Michael was an usher at the very first event 40 years ago, and in 2011 became one of the 8 Trustees.

Michael says "We raised £4,000 in the first year and felt successful, never anticipating that this would grow to £500,000 which was the sum raised in December 2017. The cumulative sum raised over 40 years has enabled the charity to make a real difference to so many children with problems"



Ian Kitchener

Ian graduated from Keele university with a degree in Philosophy, Politics and Economics and went on to obtain a Post Graduate diploma in Property Valuation and Law from City University London.

He has advised **Central London** office occupiers for over 20 years. He loves fighting their corner and making sure they get what they need - a great office on the best commercial terms available. Ian has a diverse client following and has always worked a lot with creative companies.

When not finding office space for Central London tenants, Ian finds time to advise a private property company on finding new uses for obsolete office buildings in urban regeneration areas, in the UK and Northern Ireland.

He lives in North London with his wife and three children. As the children get older his passion is going on ever more exciting holidays.



Ben Neale

Ben has been designing, building and promoting websites for 20 years. He is responsible for all of **Find a London Office's** online activity, which broadly falls into 2 areas: gaining new clients and retaining existing ones. The former involves attracting visitors to the website - coordinating all online marketing campaigns - and then converting them into new clients. The latter centres on building and improving the custom-built CRM (Client Relationship Management) system.

Find a London Office is building a library of tools and resources for new and existing business tenants - anyone looking for office space in London. Ben is in overall charge of our content strategy. He is the editor for the blog - managing our various contributors and authors. He also designs and builds our tools and resources, such as the [Office Space Calculator](#).

Ben was born and brought up in London and is both a keen champion of the capital's strengths as well as an observer of its many quirks, both in evidence in his blog posts!

Ben is married with two daughters and lives in Surrey. He is keen runner and ran the London Marathon in 2016 and the Paris Marathon in 2018 – the former raising money for [Woking and Sam Beare Hospices](#). His interests include politics and history, cricket, baking, playing the piano, photography and science fiction - in no particular order!

Contact Details

To contact any of the 3 founding partners:

Michael Fraser: michael@findalondonoffice.co.uk | [07770 980901](tel:07770980901)

Ian Kitchener: ian@findalondonoffice.co.uk | [07770 977909](tel:07770977909)

Ben Neale: ben@findalondonoffice.co.uk | [07841 104907](tel:07841104907)

For general media enquiries

please email: media@findalondonoffice.co.uk

On Twitter

please follow: [@followFALO](https://twitter.com/followFALO)