



EUROPEAN
PROPERTY
AWARDS

★★★★★

5 TIMES
WINNER

PRESENTATION
OF THE LUXURY REAL
ESTATE AGENCY
WHITEWILL



In London we were awarded as
«The best real estate agency»
for both 2018-2019 and 2020-2021



★★★★★

5 TIMES
WINNER



THE DIVERSE WORLDWIDE TEAM

On this photo you can see part of Whitewill's dynamic London office team. Our talented programmers, designers, illustrators, copywriters & account managers work remotely from around the world, including Turkey, Miami, UAE & Oman. We confidently facilitate transactions with clients worldwide.



PEOPLE AND TECHNOLOGY – THE KEY TO BECOME N°1 IN THE MARKET

I founded Whitewill in the summer of 2016, with a focus on 2 core areas: people and technology.

In this presentation, I will outline our achievements in the real estate sector and introduce our residential and commercial leasing team in London.

Oleg Torbosov, Founder of Whitewill



PREMIERE REAL ESTATE SOLUTIONS

Whitewill London offers real estate services, specializing in the sale, purchase, and rental of new developments within central London. We provide comprehensive professional advice, partnering with top developers to ensure optimal solutions tailored to individual client needs.



WE FOCUS ON SALES OF NEW-BUILT DEVELOPMENTS, BUT THAT'S JUST THE TIP OF AN ICEBERG

Whitewill specializes in the global sale of high-end real estate properties. With a team of experienced professionals, the company provides expert services in property acquisition, sales, and leasing.

Their expertise extends to both residential and commercial real estate transactions, offering clients a comprehensive approach tailored to their specific needs.



EXCLUSIVE PROPERTY BROCHURES FOR OUR CLIENTS

Every quarter, we update our extensive Whitewill property brochure, featuring a curated selection of both under-construction and completed new developments.

This catalog actively distributed to private bank branches and is a key resource for brokers, available in both print and digital formats. It allows clients to seamlessly explore the 140 remarkable properties in the Whitewill portfolio, making the search for their dream home an enjoyable experience.





WELCOME TO OUR OFFICE IN LONDON

Welcome to our office in London

We have opened a Whitewill office at 42 Upper Berkeley Street in the Marylebone neighborhood. Our portfolio now includes 510 residential projects from local developers, and our broker team has tripled to 85 members. In 2024, total sales volume reached 1.4 billion pounds. The UK market poses a challenge for our team, driving innovation and growth.

Our portfolio consists of 310 premium residential projects, and our expert team delivers a full spectrum of services, from initial consultation to post-purchase support. Through a referral-based approach, we are committed to providing professional guidance, ensuring the highest standards for our clients in the London property market.



WHITEWILL OFFICE IN DUBAI

Whitewill has 2 offices in Dubai, located in The Greens near Palm Jumeirah. Recognised among the top 10 agencies for leading developers such as Emaar, DAMAC, and Sobha, Whitewill also ranks in the top 20 for Nakheel and Ellington.

The company's portfolio includes over 450 residential developments, supported by over 150 brokers.





ABU DHABI AND BEYOND

In Autumn 2023, we strategically expanded our operations within the UAE by establishing a new office in Abu Dhabi. Our team, consisting of highly skilled brokers, is dedicated to achieving significant sales and securing a leading position in the capital's real estate market.

This expansion helped Whitewill extend its reach beyond Abu Dhabi to key markets across the Middle East, with a particular focus on Muscat and Salalah in Oman. We have significantly broadened our portfolio, while maintaining strong partnerships with prominent developers such as Aldar, Imkan, and Nine Yards.





WISEWILL IN MIAMI: WHITEWILL MAKING ITS MARK IN THE U.S.

We've continued our global business expansion, with the next destination: the resort city of Miami.

At the end of 2023, we opened a stylish new office in Miami and obtained our brokerage licence. Our team consists of experienced brokers ready to assist you in finding residences for both living and investment on the sunny shores of Florida.



AWARD-WINNING AGENCY

Each year company achieves top rankings in sales with leading developers. We're committed to finding the best properties for our clients' needs and desires.

The company is recognized as one of the top 5 real estate agencies in Dubai, receiving awards from prime developers such as Sobha, Damac, and Emaar. This success reflects our dedication to delivering excellence and building strong partnerships in the world's most competitive and dynamic property markets.





WHITEWILL'S PARTNERSHIP NETWORK: 20+ TOP UK DEVELOPERS

Whitewill partners with over 20 leading UK developers, establishing our position as a premier name in luxury real estate. This strong alliance allows us to deliver an exceptional portfolio of the finest properties across the UK, ensuring our clients have access to the best offers on the market.



DISCOVER WHY CLIENTS CONTINUE TO CHOOSE WHITEWILL AS THEIR TRUSTED PARTNER



We invite you to explore feedback from our clients. Their insights highlight our team's commitment to excellence and the exclusive opportunities available to you.



I had worked with 3 agencies before meeting Philipp, and none of them came close to delivering the results he achieved.

In just over a month, my penthouse in Cassini Tower was sold. His approach was seamless, and the outcome exceeded all my expectations.



My journey with Elena started when I downloaded a property catalogue from the web.

On Day 1, she got in touch. By Day 2, we had viewed 5 developments. Day 3 brought three more — and that's when I fell in love with the stunning Thames views at Riverscape.

By Day 4, the paperwork was done, and I was the proud owner of my dream apartment.



Coming from Dubai, I didn't know much about the London property market. But after a quick chat with Ferdous, she immediately understood what I was looking for. She guided me every step of the way, making the entire process effortless.

I ended up buying a stunning apartment at The Chimes, and it couldn't have been smoother.



WE HELP TO MAKE PROFITABLE INVESTMENTS

Whitewill works with investment-oriented clients and helps to increase their wealth. A notable illustration includes a client who acquired a premium residential property and, within 6 months, successfully divested it with a 10% return on investment.

This exemplifies the strategic and result-driven mindset that Whitewill supports.



THE APARTMENT IN CENTRAL PARK



Purchase
November 2021

Full purchase price
\$365,000

Full purchase price
\$73,000* +\$2,920 DLD

* 20% of the price



Sale
September 2022

Full purchase price
\$450,000

Profit
\$82,000

+108% in 10 months





THE APARTMENT IN GOLF VIEWS



Purchase
November 2017

Full purchase price
\$105,000

Full purchase price
\$31,300* +\$4,200 DLD

* 29,8% of the price



Sale
April 2023

Full purchase price
\$136,000

Profit
\$31,000

+100% in 5.5 years



LEGAL SUPPORT

With years of experience and a professional team, we offer clear and transparent guidance on rental matters and beyond.

Our expert lawyers have developed agreement templates refined over time, and in non-standard situations, we create addenda in the correct legal format. Our specialists are always available to provide consultation.



WE MAKE GIFTS TO OUR CLIENTS

At Whitewill, we place great emphasis on understanding our clients' needs to facilitate informed purchasing decisions. To this end, we have established a dedicated Quality Department, which ensures that feedback is collected from clients during property viewings, enabling us to address any concerns or discrepancies with client expectations at an early stage.

Upon completion of a transaction, brokers provide clients with a Whitewill gift box, and our Support Department takes responsibility for maintaining ongoing communication by sending monthly updates on the progress of their property's construction. For clients who have secured financing through Whitewill, we proactively offer refinancing options when interest rates decrease. Furthermore, we assist investors in selling properties purchased through us, providing tailored marketing and sales services for specific investment units.



THE DIVERSE TEAM SHAPING WHITEWILL'S LEGACY

Whitewill team comprises programmers, designers, illustrators, copywriters, accountants, legal professionals, and quality department staff, all operating remotely from various locations.

Our mission has always been to build the finest high-end real estate agency, supported by a diverse team that brings together various backgrounds and perspectives to deliver a range of innovative approaches.



TRAINED FOR EXCEPTIONAL CLIENT SERVICE

At Whitewill, brokers undergo a comprehensive 3-stage evaluation before joining our team. Those who succeed complete a 2-week training programme covering communication, ethics, client service, property viewings, and interactions with developers.

After completing the core training, brokers are certified and undergo project-specific training, followed by an assessment. This ensures they consistently meet the highest standards, earning the trust of clients and developers.



FROM RECORD-BREAKING SALES TO TEAM-BUILDING ADVENTURES

To maintain motivation among brokers, Whitewill has a gong in the office that resounds to announce each completed deal. When brokers achieve a new monthly sales record, they are rewarded with a company-funded trip. Once an ambitious goal, monthly sales of 1 billion have been surpassed, and the current target is now set 3 times higher.

These trips foster team spirit, and rejuvenated brokers return with renewed enthusiasm. The gong's deep tone continues to echo through the office, marking new achievements.

WHITEWILL
SENSATION



WHITEWILL SENSATION – THE PREMIER REAL ESTATE PARTY, INSPIRED BY FESTIVALS

Whitewill's exclusive annual event. Inspired by world-renowned festivals, we create an unparalleled atmosphere, ensuring every moment is unforgettable. Attendees include our partners, developers, architects, bankers, and the entire Whitewill team.



PREMIUM RETENTION SERVICE

At our agency, we understand that true service begins long before a deal is signed and extends well beyond it. That's why our Retention Service is designed as a full-cycle client management solution — ensuring that every client enjoys seamless, tailored support at every stage of their journey.



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