



Northacre recruits new sales head

Luxury property developer brings in JLL man as Head of Sales

by PrimeResi

May 23, 2017



Northacre has appointed a new Head of Sales as it prepares to launch its super-prime The Broadway scheme.

Simon Edwardson previously worked at Hamptons International for five years (becoming one of the firm's top three income generators), then joined JLL as Residential Development & Investments Manager, covering sales on over 50 off-plan new developments across London.

He joins Northacre to manage existing developments (including the 72-unit No.1 Palace Street, next-door to Buckingham Palace) and aid in preparations for the global launch of The Broadway in Westminster. **The 1.72-acre site, formerly known as New Scotland Yard, is due to complete in 2021;** there's no word on a confirmed launch date for resi sales yet.

Simon Edwardson: "I have long been an admirer of Northacre as the original pioneer of luxury residential developments in London, whose properties are synonymous with craftsmanship, heritage and innovation. I am particularly excited to work on two of London's most prestigious developments, No.1 Palace Street and The Broadway"

CEO of Northacre, Niccoló Barattieri di San Pietro: "We are thrilled to welcome Simon to our firm as Head of Sales. His breadth of knowledge and sectorial expertise is a welcome addition to the Northacre team in this exciting new chapter for the company".



Contact Book

Simon Edwardson
Head of Sales, Northacre
8 Hester Road
London SW11 4AX

Phone: 020 7349 8000

Email: simon@npropertyconsultants.com

LinkedIn: [simon-edwardson](#)

Web: northacre.com



Northacre's The Broadway is set for completion in 2021; read our interview with the site's owner Jassim Alseddiqi of ADFG, [here](#)

northacre.com