

Silverdoor Sees Increase In Business Due To Apartment Sales



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SilverDoor has revealed that, with many companies now selling serviced apartments bought for senior executives to stay in while working at other offices or working away from home, the serviced apartment business is experiencing a boost. Since property values began to fall some companies no longer consider owning serviced apartments as an investment.

Chris Gee, Sales Director at SilverDoor said: "Company apartments require a lot of administration due to the management of utility bills, landlords, cleaners and quality issues. As companies make cuts, this becomes added pressure for the staff trying to manage the company apartment. By selling, companies are able to release the equity tied up in this one-time investment at a time when banks are more and more reluctant to lend money."



A company apartment in London has always been a popular option with many companies having head offices in the capital while also having satellite offices and remote workers. Discovery Dock in Canary Wharf is a development of [London serviced apartments](#) which has proved a particularly popular choice for companies to invest in over recent months. One and two bedroom apartments are available in the area, with the two bedroom apartments being located in a separate tower and with complimentary access to the swimming pool

and the gym. Companies can continue to stay in this location by taking a serviced apartment for specific durations as required rather than having to pay continually.

[Serviced apartments in Edinburgh](#) have also been popular among companies and businesses. Edinburgh Quay serviced apartments are set over six floors within a modern apartment building, with the most central building overlooking the regenerated Edinburgh Quay canal basin. Each apartment is available in a variety of sizes and includes contemporary interiors and furniture, floor to ceiling windows and equipped kitchens.

This boost to the serviced apartment industry is great news for SilverDoor which has seen its business go from strength to strength and now represent almost thirty five thousand apartments worldwide.

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About

SilverDoor

SilverDoor international serviced apartments was incorporated as a limited company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Tokyo. SilverDoor has also just added to its portfolio with additional new serviced apartments in Dubai and a selection of [serviced apartments in Liverpool](#) as well as new [serviced apartments in Cheltenham](#).

SilverDoor is based in Chiswick, West London.

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