

# PINK & BLACK

PINK & BLACK LIVING - MAKING LIFE EASY

14 OAKTHORPE ROAD, SUMMERTOWN, OXFORD



When business partners Tracey Jefferies and Claire Moloney brain-stormed Pink & Black, they were determined to create a business that would offer a solution for all things property-related. Residential sales remain the core business and in a short space of time (Pink & Black launched in September 2006), they have made quite an impression in a much maligned profession for delivering good old fashioned customer service, something which impressed Laura Bolton enough to approach Pink & Black.

Laura has worked in Project Management and Relocation for the financial arm of Reuters (RVC) in London and San Francisco. At the time of RVC's spin off from Reuters, she moved RVC to new their premises in Mayfair, finding the appropriate building, the strip out and interior design of the new offices, from inception to completion. After leaving Reuters, her work shifted from commercial to residential clients as Bathroom Design Manager for Fired Earth in Wimbledon Village and High Wycombe. In Oxfordshire, her work has continued with residential clients as Interior Designer for Annie Sloan Interiors. Her own company, Laura B, was set up in 2008 and keen to seek out like-minded, client focused companies Laura approached Pink & Black:

"When you start a new business it's vital to find the right partner. I saw the potential that working with an estate agent would create and looked in the market for a suitable firm with which to discuss a strategic alliance. Pink & Black appeared to be the obvious candidate, and, once we had met and had our first discussion, it became strikingly clear that we were made for each other. We share the same values. With both companies having experience of the property and renovation market in London, our combined task is to bridge the gap between the London City and the Cotswolds. With a shared desire for excellent client service and thorough attention to detail, our ways of working are mutual and based on a philosophy of delivering for the customer. We both believe that the needs of our clients must drive our businesses and so the creation of Pink & Black Living was a natural fit.

Laura B and Pink & Black Living will strive to turn a property around in this potentially difficult market. Rather than lowering the price of your property, we will aim to reshape and invigorate your interior to a standard which sets your property above the rest, and makes it impossible for the purchaser to turn down.

As a professional interior designer I'm thrilled to be working with such an initiative, dynamic and professional firm as Pink & Black. The early signs are extremely positive and we both look forward to working with our clients achieve their goals, more quickly and easily with Pink & Black Living."

Director Tracey Jefferies added:

"Selling in the current market is a definitely a challenge and one that we absolutely relish. For us, going the extra is standard and this is definitely in line with Laura B's company ethos. Pink & Black Living will offer additional services to make clients lives so much easier. Clients of Pink & Black Living may not be selling or buying through us. Some people may want their home staged to ensure they achieve the best price and a quick sale, others may decide against moving and want a new scheme for their home. In London it is very usual for busy people to enlist in the services of an interior designer; they want a complete home or room with a 'wow' factor but don't have the time or perhaps the expertise to create one. Where London leads Oxford follows and more local people are learning that it can actually save you money in the long run to work with a trained professional. We are very excited about working with Laura B to offer our clients an even more comprehensive service."

Laura will be working from Pink & Black's Summertown office one day a week and is available for consultations by appointment.

#### COMPANY DETAILS

Owner: Pink & Black Property Consultants Ltd.

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