



# Wetherby Real Estate launches in London targeting Africa's HNWIs

Specialising in investment opportunities for high-net-worth individuals from Africa, the launch of Wetherby Real Estate was recently announced. The company sources and acquires luxury serviced accommodation in Prime Central London on behalf of global investors.



Wetherby Real Estate has been launched by Barbara Chanakira, founder and CEO of Mayfair-based Eaton Property Consultants, another acquisition service but one which purchases a range of residential assets for HNWIs. Chanakira has almost 15 years' experience in the luxury residential sector, overseeing property portfolios for HNWIs globally.

Wetherby is registered in Gibraltar but will be operating out of its London headquarters. Investments are made through the company's affiliated wealth managers and an FCA-regulated custodian. Wetherby completes the real estate acquisitions through its UK-incorporated special purpose vehicle.

Chanakira will be joined by Simon Hall and Augustina Ogbemor who bring a combined total of over 35 years of experience in investment and advisory services and will be occupying the roles of non-executive director and head of investor relations, respectively.

Barbara Chanakira, CEO of Wetherby Real Estate Ltd, said: "London's serviced accommodation market has an extremely bright future ahead, which has been compounded by changes taking place in the economy and society more broadly. The ongoing influence of Covid-19 has meant that lower operating costs, better social distancing and self-catering benefits have enhanced its appeal, whilst the evolution of an increasingly transient workforce puts the sector in poll position to build upon its rapid growth of the last few years."

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