



**YOUNG GROUP**<sup>®</sup>  
Property Portfolio Managers

**PRESS INFORMATION**

4 August 2009

**Young London Dishes 'The LowDown' by Inviting Readers to Tweet their Best of the Capital**

**Estate agency, Young London, is making use of Twitter, not only to inform house-hunters about new properties, but also to encourage readers to share their London favourites in a newly launched online e-zine, *LowDown*.**

Readers are invited to Tweet their own London favourites to [www.twitter.com/younglondon](http://www.twitter.com/younglondon) (whether they be pubs, parks, cafes, bars, restaurants, galleries, boutique retailers etc) and share their insights with the world!



[www.younglondon.co.uk/lowdown](http://www.younglondon.co.uk/lowdown)

The LowDown crowdsourced e-zine brings another layer of interaction to Young London's website; LowDown is less about property and more about lifestyle. Neil Young, CEO of Young Group, explains; *"Understandably, when people are looking to move to a new part of town, they want to know as much as possible about the neighbourhood. By encouraging readers who are already in the know to share their favourites, people can get a real feel for new areas."*

But LowDown aims to be of interest and relevance to potential tenants and purchasers at any time, not just during their property search, with diverse content and regular features including 'Know London?', 'Can't Live Without' and 'Snapshots' into different London postcodes.

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**For more information, contact: Michael Oakes, Young Group**

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**About Young London** ([www.younglondon.co.uk](http://www.younglondon.co.uk))

Young London is the estate agency business of property portfolio managers Young Group. In the last year alone we have housed more than 500 tenants across London in 300 properties. Young London manages property assets worth in excess of £100million on behalf of our landlords.

**About Young Group** ([www.younggroup.co.uk](http://www.younggroup.co.uk))

Young Group delivers Property Portfolio Management services to institutional investors and high net worth private individuals with an interest in residential property.

The Group's activity spans the entire investment cycle from identifying opportunities and financing their acquisition, through to managing the asset (furnishing through Young Furnishing; tenanting through Young London; financing/refinancing through Young Finance), regularly reviewing the performance of the property holdings and advising on strategic direction, through to realising returns in the most tax efficient manner.

Young Group has advised on more than 1,700 property investment transactions and currently manages in excess of £100m of property assets on behalf of clients. Young Group also holds a substantial investment portfolio of its own.

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