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PROVIDING AN EXCLUSIVE PORTFOLIO OF BESPOKE PROPERTY AND LIFESTYLE MANAGEMENT SERVICES FOR PRIVATE CLIENTS.

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INTRODUCING ASCEND DEVELOPMENTS

As Ascend Developments approaches its 10-year anniversary, SWM has been given an exclusive insight into the brand behind some of the UK's most incredible properties.

Specialising in the management of private residential developments from concept to completion, Ascend delivers outstanding homes for high-profile clients whilst remaining respectful of their privacy and input.

In order to protect client privacy, the team at Ascend have chosen to stay attentively in the background for nearly a decade.

During that time Carl and his team have gained a remarkable reputation, overseeing new-build projects and refurbishments for some of the biggest names in world football.

SWM caught up with Carl Lemmer, owner of Ascend Developments, while he was on a short client trip to La Manga Club - an exclusive sports and leisure resort in Southern Spain.

We discussed the history of Ascend and his goals for the brand moving forward as he reflected fondly on how the business has grown over the last decade.

"It's always been about delivering an unparalleled service and getting the best of what you do," says Carl.

"I think that stems from the early days of my career when I spent 15 years in the Lemmer family businesses.

"Barwell was a brand famous in the Motorsport world and still is today. Back then I learned a lot about engineering and performance - specifically, how to get the best out of a car and its driver, how to be a part of a team and how to win.

"Our travel and events company was known for delivering tailor-made holidays and events to the most unique sports and leisure destinations around the world.

"As it happens, I first met John Terry here in La Manga Club when I was organising a press trip for the FA.



"Carl and his team at Ascend have supported me and my family for most of my Chelsea career. They take care of everything relating to our home and are always on hand 24/7"

- César Azpilicueta, Chelsea FC and Spain.

"Through the years Ascend has managed all of my family property developments as well as numerous other property investments. We have formed a great relationship and his team excel at everything they do for me, Toni and the family"

- John Terry, former Chelsea FC and England captain.

"We played golf and exchanged details and got in touch a few years later when John was keen to build a new house.

"The deal was done quickly with the developers I was working for at the time and John and I struck up a professional relationship."

In his previous role as sales and marketing director at one of the top residential developers in the UK, Carl worked behind the scenes on some of Surrey's most exclusive estates including Wentworth and the Crown Estate.



During that time, Carl was project managing another residential development in St. George's Hill for Danish businessman Jan Andersen, who is now the owner and chairman of Brøndby IF, overnight they became the first two clients within the Ascend portfolio.

"11 years on and we have completed numerous property developments for them both and also manage their current private residences on a day-to-day basis as part of the 'Ascend Prive' service," says Carl.

"We take care of all the daily property requirements, managing everything from garden and pool maintenance to security and systems management.

"The two arms of the business go hand in hand - our clients are busy people with busy lives and these are complicated houses with state-of-the-art systems that need maintenance and management.

"We understand this calibre of property and take great pride in getting to know the homes we design, build, refurbish and manage. Our team relies on a wealth of experience and knowledge obtained over years in the industry."

Since then, Ascend has established an enviable client list including the likes of John Terry, current Chelsea captain César Azpilicueta, Liverpool legends Fernando Torres and Stephen Gerrard, and Leicester's Ryan Bertrand.

"I'm so grateful for the relationships we have with our clients and the properties that we have designed, built and managed for them," says Carl.

"For Ascend, it's all about establishing long-standing clients and creating memories knowing that we've delivered and we'll always be there for our clients - to me, that is worth more than any financial goal.

"Carl and Ascend were recommended to us when we decided it was time to design and build our dream home. We enjoyed a close working relationship with Carl and his team who managed every part of the project for us from concept to completion"

- Steven Gerrard, former Liverpool captain and England International.

"We met Carl during our first big project in St. Georges Hill and I had a real need for their unique services. Ascend has managed our UK portfolio ever since and Carl is someone I can rely on and trust to deliver at this level"

- Jan Andersen, chairman and owner, Brøndby IF.



"The main reason for remaining in the background and never showcasing what we do, was out of pure respect and trust for my clients because without that we have nothing."

Touching on the key ethos behind the brand, Carl goes on to explain that after continued encouragement from his clients and colleagues he feels he can speak openly about the success of Ascend and the incredible projects that they have worked on.

With his time in Spain coming to an end, Carl made the short journey to Madrid to spend time with one of his most respected clients Fernando Torres.

"I've got some incredible memories from the journey we've been on, the relationships we've established and the amazing clients we've worked with," he says.

"To be sat in Atlético Madrid's stadium with Fernando, discussing business and sharing our passion for the game really is what it's all about."

In the next issue of SWM, we will be looking at Ascend's journey with some of their top clients like Fernando and discussing the service that is available to private clients.

Ascend takes pride in offering a discreet, specialised and bespoke service. For a direct introduction to Carl and Ascend, get in touch using the contact details below.



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