

# SilverDoor growth forces expansion



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SilverDoor has announced that after only 12 months in their new offices in Chiswick, the company already needs to expand again as a result of record business throughout 2008.



Having always been based in Chiswick, West London, SilverDoor moved into its current offices in Dukes Gate in January 2008 following six years in its previous offices around the corner on Chiswick High Road. The new offices were renovated, redesigned and refurbished by SilverDoor itself, providing a clean, efficient and modern image. The new offices have been thoughtfully planned with a fine attention to detail which reflects the corporate attitude of the company.

Marcus Angell, SilverDoor's founder and Managing Director said "Due to a staggering 2008, we need to employ more staff and in turn this means that we need more space. When we moved into 3 Dukes Gate we were a team of 14 and now a year on we have doubled in size with another recruitment drive currently taking place. We are already on 3 floors within our current Dukes Gate location and are looking at offices close by as additional space. I'm determined that the comfort and style of our current offices will continue into our new premises and therefore trying to find space close by is imperative. I have ensured that our Dukes Gate office is somewhere the team like to be and the office was designed with a staff recreation area for everyone to enjoy as well as a comfortable business environment allowing the team to be productive."

2008 has seen a 54% increase in sales revenue and with a busy year ahead expected. SilverDoor is already looking at recruiting for their 2009/10 student placement program that starts in June as well as currently recruiting corporate sales consultants, finance staff and a specific web developer to help launch their 360 degree tours and Google StreetView within the next few months.

SilverDoor came runner up in the Buying Business Travel Diamond Awards Best Serviced Apartment category in December and achieved finalist status in the prestigious Best Business Accommodation category at the Business Travel World Awards held in January. Both award ceremonies are highly respected and valued amongst the travel trade and represent the views of the most important industry clients.

Buying Business Travel first introduced a Best Serviced Apartment category in 2007 and 2009 was the first year that SilverDoor decided to launch a marketing campaign centred around their nomination in the awards. SilverDoor has also sponsored the Business Travel Personality of the Year award for the past two years and presented awards to Mike Platt in 2008 and Richard Lovell in 2009, both industry leaders.

As part of its rapid expansion, SilverDoor has recently added new [serviced apartments in Manchester](#), Cape Town, as well as [serviced apartments in Cardiff](#) and Cork as part of its international portfolio.

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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 such as RBS, HSBC, Cadburys Schweppes and MAN Group Plc.

SilverDoor offers apartments in over 160 locations globally such as Paris, New York, Abu Dhabi and Dubai, as well as UK locations, providing a wide selection of [London serviced apartments](#), [Manchester serviced apartments](#) and [serviced apartments in Edinburgh](#).

SilverDoor is based in Chiswick, West London.

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