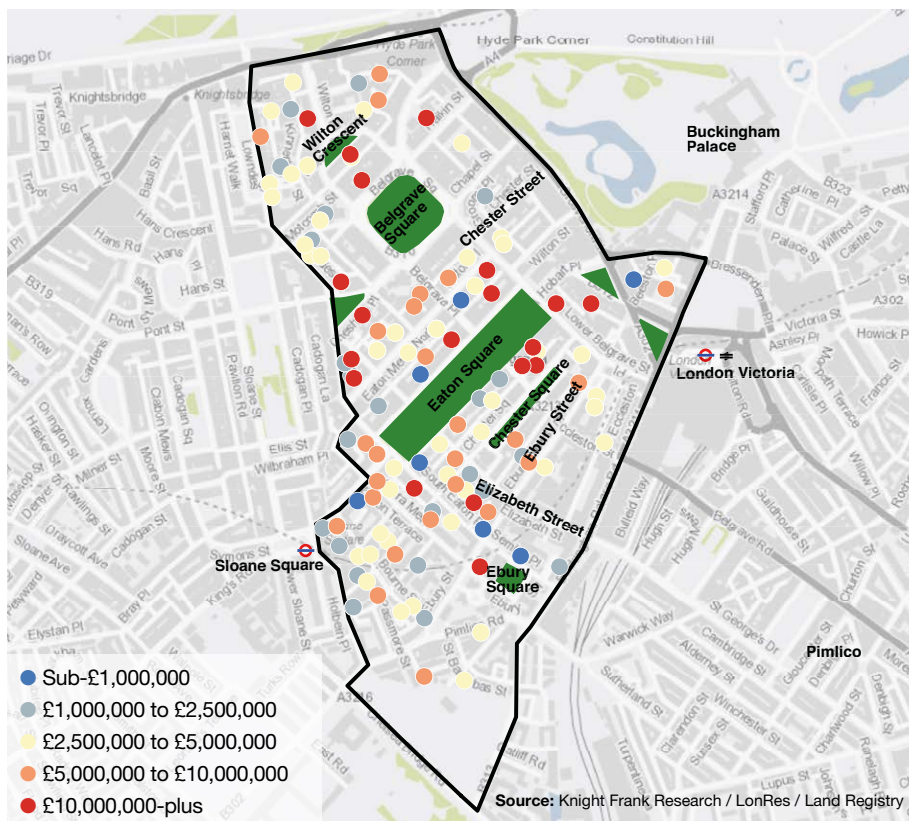


# BELGRAVIA SALES MARKET INSIGHT 2017

FIGURE 1  
Property prices in Belgravia

Achieved price, two years to September 2017



## Prime central London market update

There has been a steady recovery in transaction volumes in prime central London in 2017 as asking price reductions stimulate demand, a trend illustrated in figure 4. However, the process has not taken place in a uniform way across all markets and buyer sensitivity to price remains high. Two noteworthy figures underline the enduring nature of demand in Belgravia. First, there has been a 19% rise in the maximum price per square foot over the last two years (figure 2). Second, the average sale price in the first nine months of 2017 was 8% higher than the bull market conditions of 2014 (figure 5).

## Stuart Bailey, Belgravia Office Head

“Belgravia is underpinned by its quality of housing stock which continues to drive demand. Whilst all markets remain price sensitive, the increase in maximum pricing denotes the relative immunity for the very best quality. Price-sensitive buyers are heavily scrutinising the characteristics to ensure they are not overpaying. Accordingly, pragmatic sellers are reflecting on their asking prices and are setting levels which reflect the true value as opposed to historic hope. While this is a relatively binary test, it has never been more relevant. At the right price there is a trading market.”

FIGURE 2  
Belgravia fact sheet

Population: 6,892

### AVERAGE £PSF

Year to September 2017	£2,110
Year to September 2016	£2,310
Year to September 2015	£2,395

### MAXIMUM £PSF

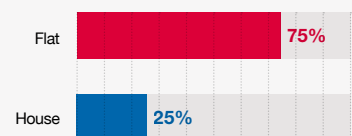
Year to September 2017	£5,445
Year to September 2016	£5,180
Year to September 2015	£4,585

Source: Knight Frank Research / LonRes

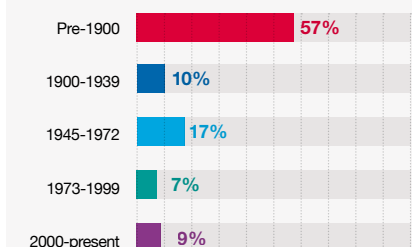
### BLUE PLAQUES

- Ian Fleming, author
- Felix Mendelssohn, composer
- Wolfgang Amadeus Mozart, composer
- Vivien Leigh, actress
- Mary Shelley, author
- Thomas Cubitt, master builder
- Lord Alfred Tennyson, poet

### STOCK BY PROPERTY TYPE



### AGE OF HOUSING STOCK

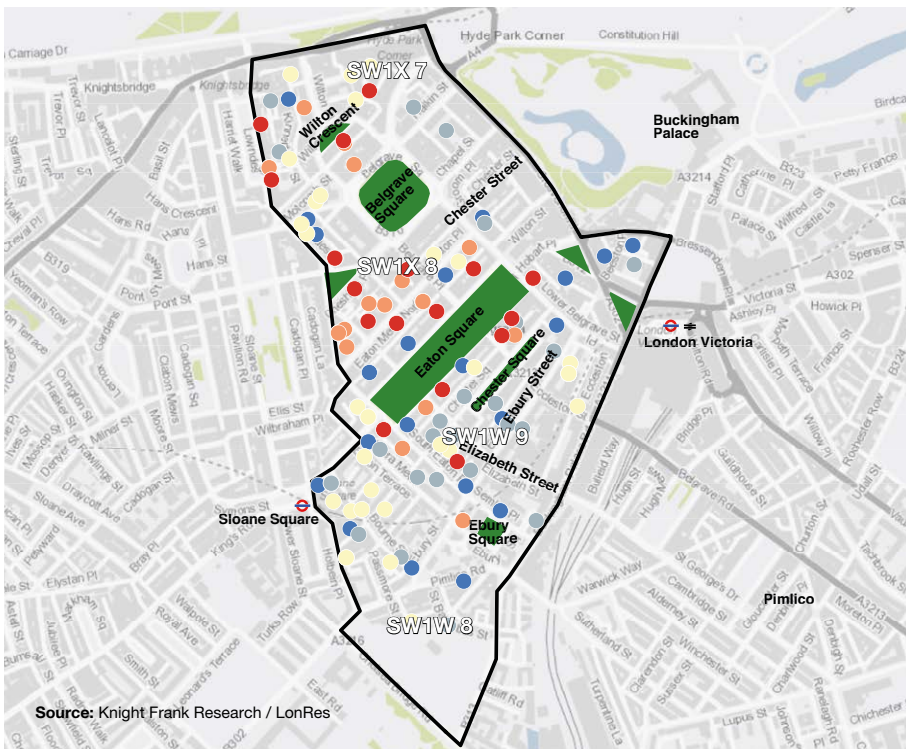


Source: Knight Frank Research / Valuation Office Agency

# BELGRAVIA SALES MARKET INSIGHT 2017

FIGURE 3 **EPSF map of Belgravia**

Achieved prices, two years to September 2017



● Sub-£1,500 ● £1,500 to £2,000 ● £2,000 to £2,500 ● £2,500 to £3,000 ● £3,000-plus

FIGURE 4 **Sales volumes by neighbourhood**

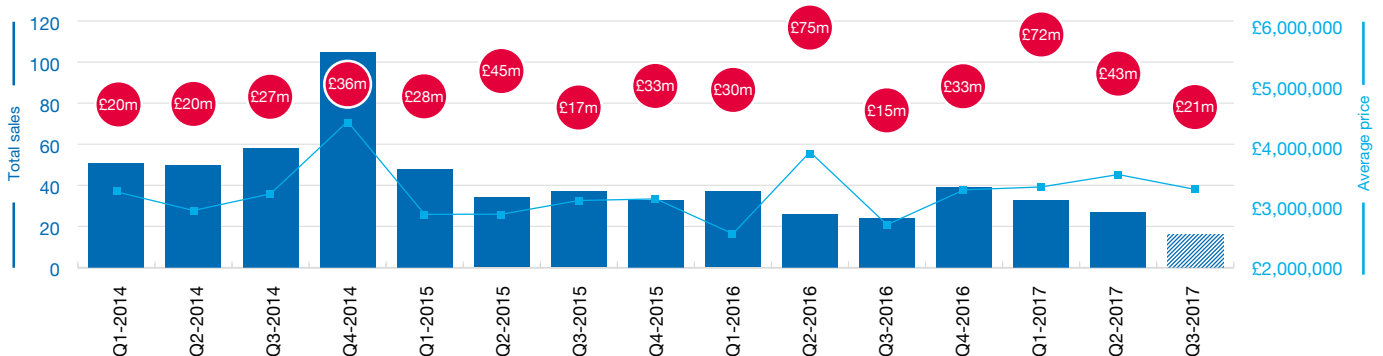
● Year to September 2015 ● Year to September 2016 ● Year to September 2017



Source: Knight Frank Research / LonRes

FIGURE 5 **Transaction volumes and pricing data**

■ Total sales ■ Total sales (incomplete) ■ Average price ● Maximum price



Source: Knight Frank Research / Land Registry / LonRes

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