

### Market update

Pent-up demand continues to build across prime property markets as buyers respond to price adjustments, though some remain hesitant due to political uncertainty. Knight Frank data shows that values in North Surrey fell by 2% annually over the year to June and by 10% over the last three years. Prospective buyers in North Surrey have responded to this, with a 3.1% increase in the number of prospective purchasers registering their interest in buying a home so far in 2019 compared with last year. Against this backdrop, however, stock levels across the market are low, underlining the potentially advantageous position for active and new vendors whose properties are priced to reflect market conditions.

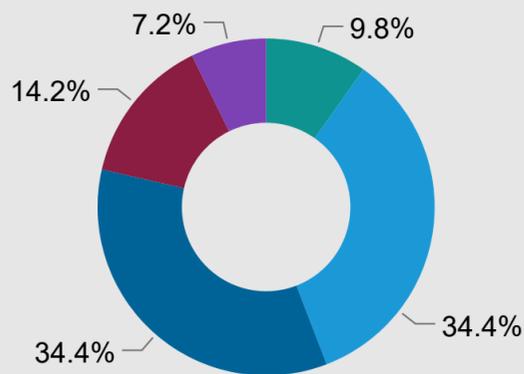
### Edward Shaw, Head of Knight Frank Ascot and Virginia Water

“There has been a renewed interest over the last several months in the higher value end of the market for properties priced above £5 million and sales volumes have increased accordingly. This has been driven by the price adjustments that have taken place, as well as the ongoing weakness of the pound relative to a number of other currencies. The market for homes valued up to £2 million has also been buoyant and, whilst buyers remain price sensitive, good schooling, fast transport links to London as well as the presence of internationally-renowned sporting venues, continue to act as a draw.”

### Age of properties

As a percentage of total housing stock

- Pre 1900
- 1900 to 1939
- 1945 to 1972
- 1973 to 1999
- 2000 to present

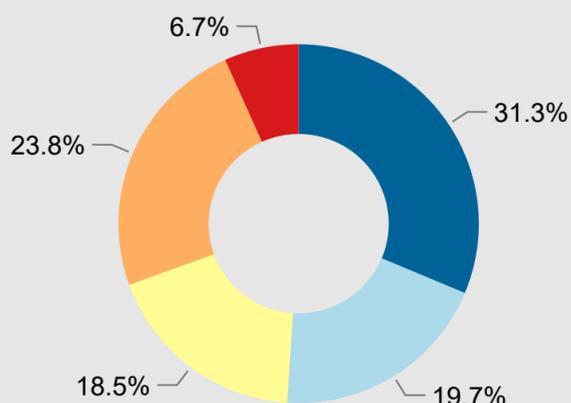


Source: Knight Frank Research / VOA

### Supply by price band

Listings breakdowns 12 months to July 2019

- £400k to £500k
- £500k to £600k
- £600k to £750k
- £750k to £1.5m
- Over £1.5m

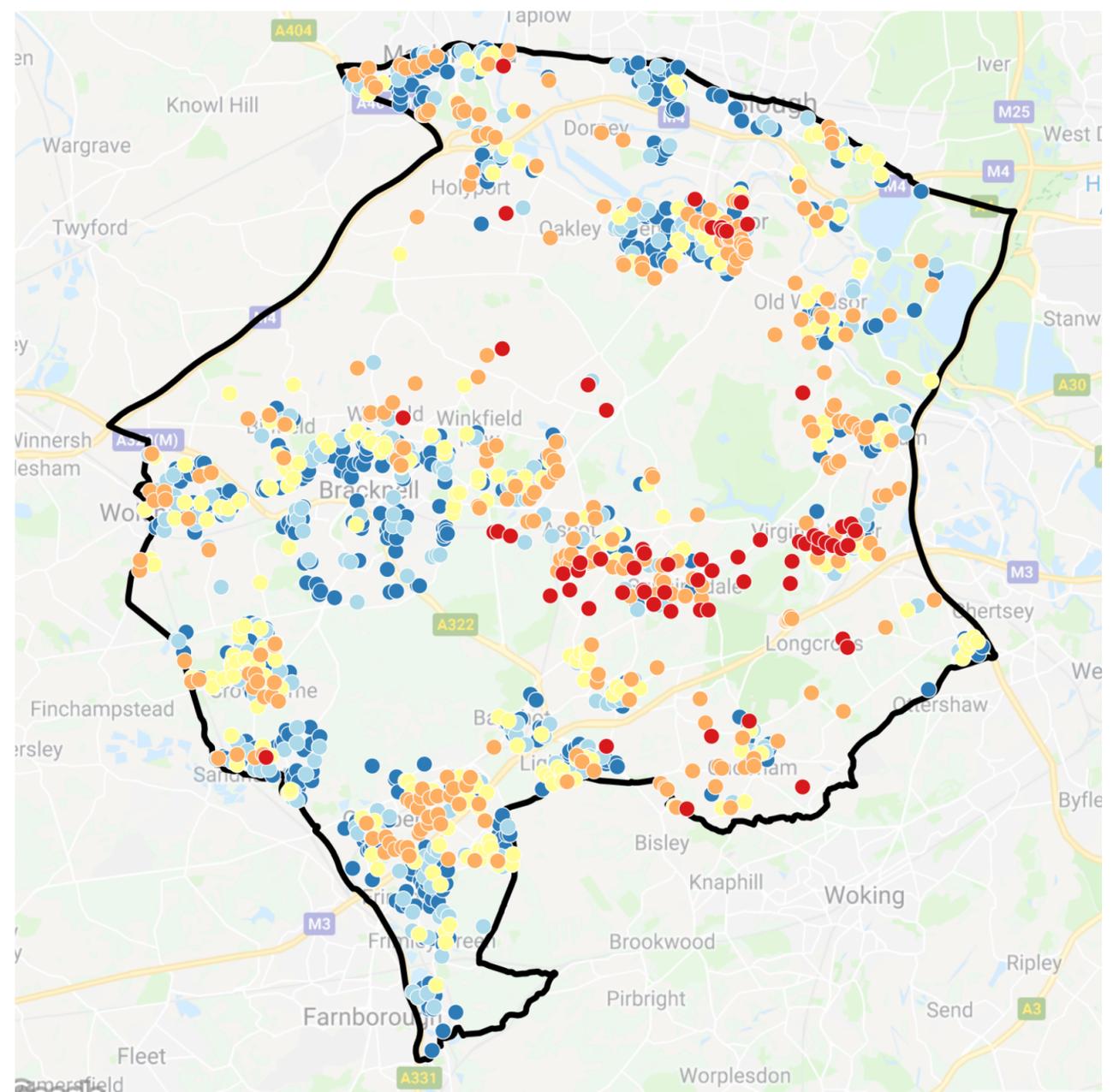


Source: Knight Frank Research / Rightmove

### Property Prices

Achieved prices in the last 12 months to July 2019, circles can represent multiple sales in the same postcode in which case highest value is displayed

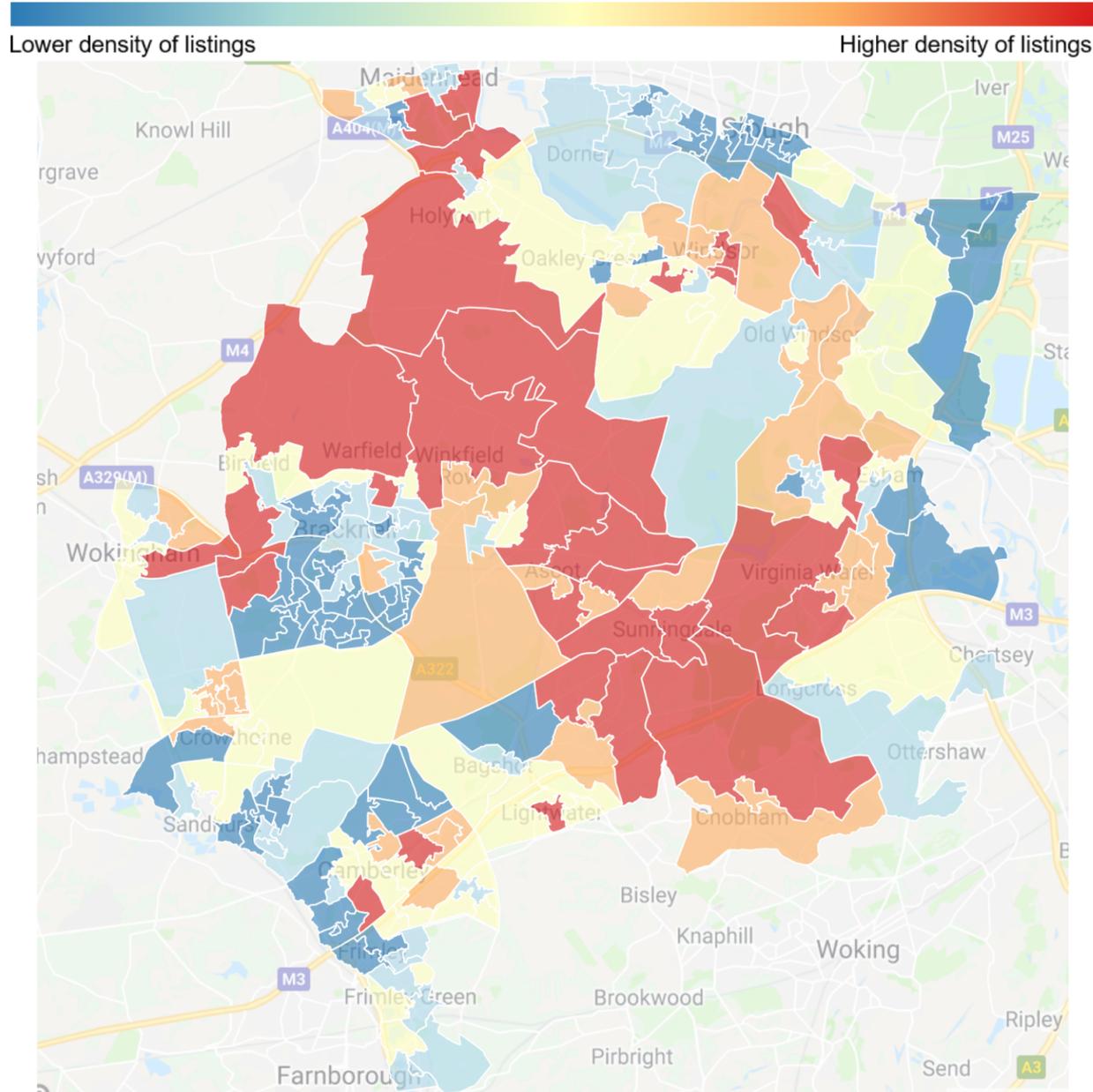
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# ASCOT & VIRGINIA WATER MARKET INSIGHT 2019

## Where are properties most commonly available?

Density of listings above £400k over the last 12 months



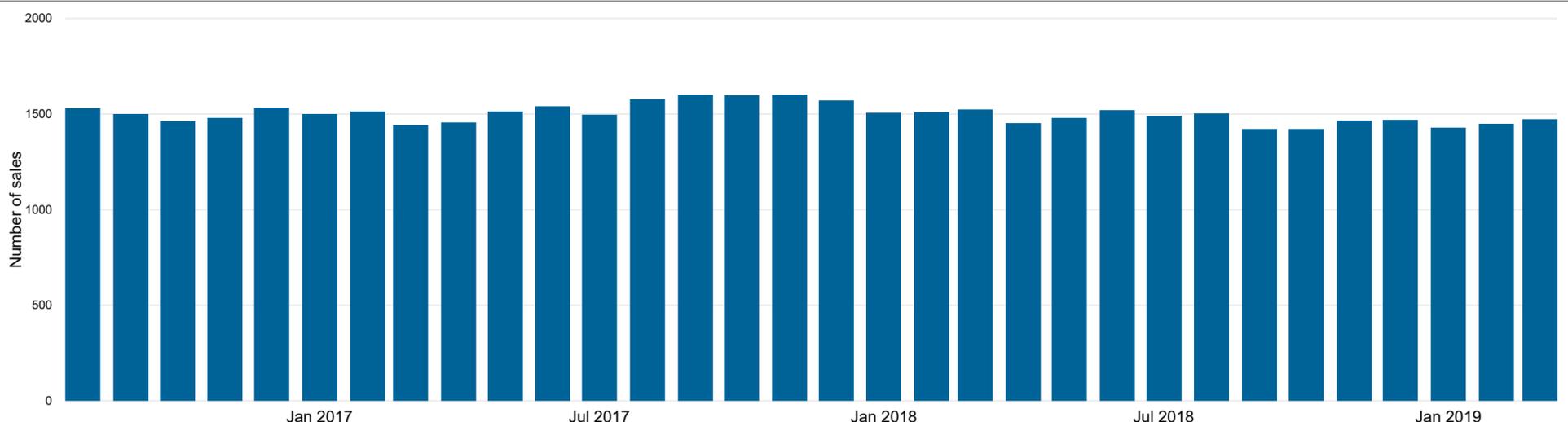
Source: Knight Frank Research / Rightmove

## Sales analysis by selected postcodes

	Year to May 2017	Year to May 2018	Year to May 2019	
Average Price	GU20 6	£1,300,111	£932,641	£668,023
	SL4 3	£686,359	£673,594	£676,951
	SL4 5	£565,555	£601,875	£611,908
	SL5 7	£1,157,183	£933,350	£908,853
Volume of Sales	GU20 6	48	46	60
	SL4 3	92	80	78
	SL4 5	75	67	91
	SL5 7	68	61	61

Source: Knight Frank Research / Land Registry

## Sales volumes above £400,000 Rolling 12 month total



Source: Knight Frank Research / Land Registry

## RESIDENTIAL RESEARCH



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## KNIGHT FRANK SALES

Would you like to know what your property is potentially worth?

If you're thinking of buying or selling, or would just like some property advice, please get in touch.

## Ascot & Virginia Water



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