



**Rupert Marchington**

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"BUYERS NEED TO  
MOVE PURPOSEFULLY IF  
THEIR DREAM HOME  
COMES UP FOR SALE"

## Rupert Marchington, head of Knight Frank's Cirencester office, discusses the local property market and what the next few months might have in store.

### How has the market performed so far in 2010?

2010 has got off to a great start. In March 2010 alone we agreed sales on over £15 million worth of property and despite the weather, appointments to view property were 4½ times more than in the same period in 2009.

### There was a very limited supply of good houses for sale in 2009, is that still the case this year?

Throughout the region stock levels have been low and we anticipate that the supply of properties in the market will continue to be tight, especially if interest rates remain low. Sellers adopting a realistic price strategy will achieve a sale and buyers need to move purposefully if their dream home comes up for sale - it could be a long time before they get a better opportunity.

### We own a lovely house, but it is worth less than a million pounds. Can Knight Frank still help us to sell it?

Of course we can. Although we are the UK market leaders when it comes to selling the most expensive houses, nearly 40% of the houses we sold across the country during the past 12 months were actually priced between

£500k and £1m. We pride ourselves on offering an exceptional service regardless of the value of your property. Due to the revised Stamp Duty arrangements, Knight Frank services will arguably be broadened.

### What role does the internet and new technology play in selling a house?

Current research shows that almost 75% of buyers start their property search on line. However more properties are available privately than ever before so serious buyers do need to register with the office if they are not to miss out on all available stock. Apart from constantly improving its website, Knight Frank is always looking to harness the latest technology to help sell your house. For example, we have recently released an innovative Knight Frank "iPhone app", continuing our drive to get your property comprehensive national and international coverage. "My Knight Frank" users enjoy a free account, which enables them to receive early warning of new properties on the market and our website, [www.knightfrank.com](http://www.knightfrank.com) has recently won the title of "the world's best real estate agency website" at the International Residential Property Awards in 2009.

## Cirencester at a glance

Table 1  
Market activity  
Last 3 months, year-on-year change

Sales	↑	150%
New prospective buyers	↓	-33%
Viewings	↓	-3%
Total property for sale	↓	-10%
Newly available property for sale	↑	33%

Figure 1  
Location of our buyers  
Cirencester, last 12 months

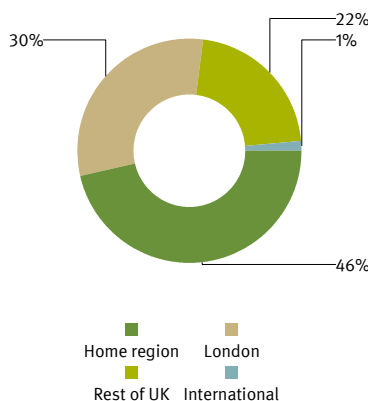
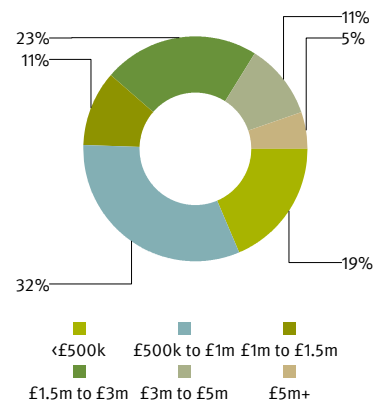


Figure 2  
Sales by price band  
Cirencester, last 12 months





## Charting the market

Figure 3

Price change by price band  
Prime country property, last 3 months (%)

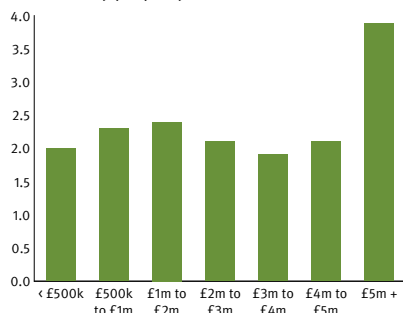


Figure 4

Days to sale from instruction  
Prime country property, last 12 months

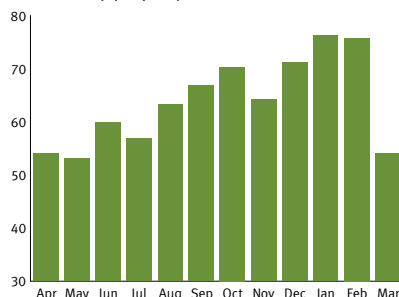
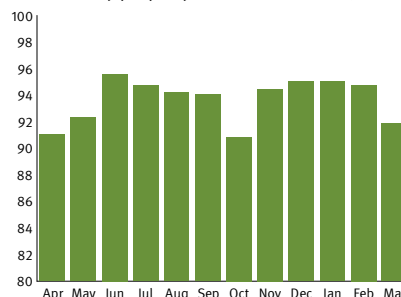


Figure 5

Average % of guide price achieved  
Prime country property, last 12 months (%)



## Your properties, our people

### Eco living in a mid 17th Century barn

**SOLD**

5 bed

**Guide price:**  
£4,000,000

Barnsley, Nr Cirencester



### An outstanding Listed manor house

**FOR SALE**

7 bed

**Guide price:**  
£4,500,000

Shipton Oliffe, Nr  
Cheltenham



### Residential farm with magnificent views

**FOR SALE**

7 bed

**Guide price:**  
£1,600,000

Uley, Nr Dursley



### A very pretty detached village house

**FOR SALE**

3 bed

**Guide price:**  
£675,000

North Cerney, Nr  
Cirencester



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