



**Nicholas Brown**

Office head, Knight Frank  
Henley-on-Thames  
+44 (0)1491 844 900  
Nicholas.Brown@knightfrank.com

"THE MARKET SEEMS TO  
HAVE RESPONDED WELL  
AFTER THE CHRISTMAS  
BREAK"

**Nicholas Brown, head of Knight Frank's Henley-on-Thames office, discusses the local property market and what the next 12 months might have in store.**

**What impact do you think the forthcoming General Election will have on the market?**

We are already seeing a slow down in the number of viewings as the run up to the Election start to bite. The volume of transactions thankfully remains relatively good; however there is a concern that the market may not be as buoyant after the Election - at least in the short term.

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

The market seems to have responded well after the Christmas break. There have been a good number of sales agreed and in some cases these have exchanged without too many hitches along the way. This makes a pleasant change!

**How do you see the property market performing over the remainder of 2010?**

We consider that the market will continue to perform well - although transactions will no doubt take longer to close. As the Henley area is so pretty and high on people's wish lists we are likely to be better protected from fluctuations in the market than many other locations. We just need a settled period following the General Election for confidence to return.

**Have house prices stabilised after last year's increases or are they still going up?**

House prices did not really increase last year - just the number of transactions seemed to

improve. This year we seem to be experiencing the same.

**Tell us a bit more about your team in Henley.**

We are a small and very experienced team covering a delightful area of countryside with Henley at the heart. We tend to sell all sorts of properties from pretty period town houses to large country houses and farms. We have well over 100 years combined experience of agency in Henley and are probably the most well respected of agents in the area.

**Is there still a good supply of buyers looking for country properties?**

The numbers of buyers is certainly increasing - however their motivation to buy is slightly on the wane but I am confident this will return. We have found that houses that are correctly priced and marketed are finding a buyer.

**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.

## Henley-on-Thames at a glance

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

Sales	↑	120%
New prospective buyers	↑	4%
Viewings	↑	22%
Total property for sale	↑	3%
Newly available property for sale	↓	-11%

Figure 1  
Location of our buyers  
Henley-on-Thames, last 12 months

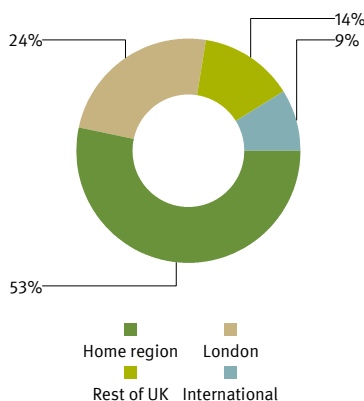
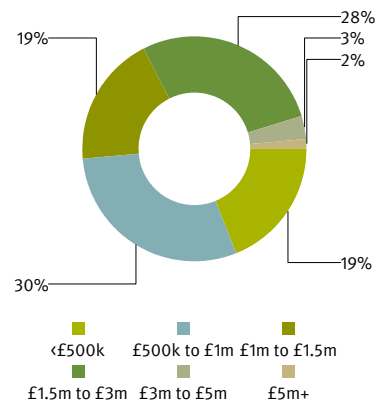


Figure 2  
Sales by price band  
Henley-on-Thames, last 12 months



SPRING 2010

# HENLEY-ON-THAMES SALES INSIGHT

**Knight Frank**



## Charting the market

Figure 3

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

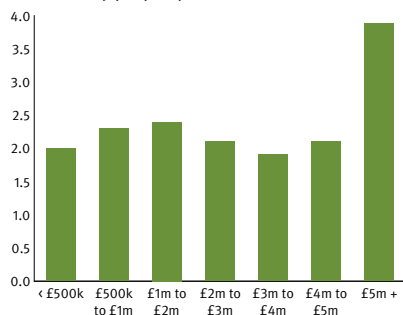


Figure 4

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

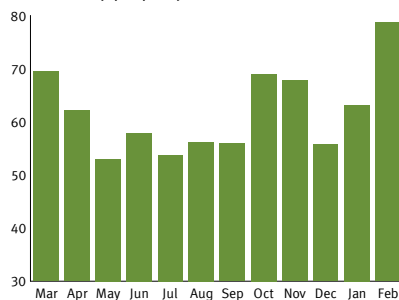
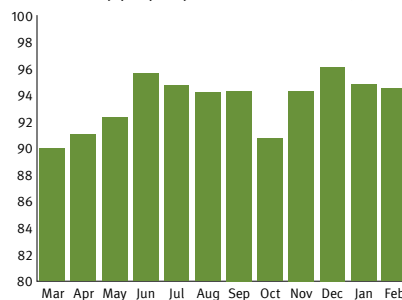


Figure 5

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



## Your properties, our people

### The ideal Chiltern rural retreat

**UNDER OFFER**

5 bedrooms

**Guide price:**  
£2,350,000

Witheridge Hill, Highmoor



### Stylish town living

**UNDER OFFER**

4 bedrooms

**Guide price:**  
£785,000

Bell Street,  
Henley-on-Thames



### Spacious Arts and Craft home in a convenient location

**FOR SALE**

6 bedrooms

**Guide price:**  
£1,650,000

Milley Lane, Hare Hatch



### Old town style

**FOR SALE**

3 bedrooms

**Guide price:**  
£849,950

Northfield End,  
Henley-on-Thames



### Knight Frank Henley-on-Thames

01491 844 900

20 Thameside, Henley-on-Thames  
RG9 2LJ  
henley@knightfrank.com

[www.knightfrank.co.uk](http://www.knightfrank.co.uk)



**Nicholas Brown**  
Office Head



**Matthew Mannall**  
Partner



**James Shaw**  
Negotiator