

RESIDENTIAL RESEARCH HUNGERFORD SALES

Knight Frank



Nick Loweth, partner in the Hungerford office, discusses how the market has been performing, his most interesting recent sales, and how he thinks the market will fare in the coming months.

How has your market performed so far this year?

The spring market began well, with 'early bird' sales such as The Priory, Alton Priors catching the attention of buyers. Activity slowed down in April however, as many buyers took advantage of the late Easter, bank holidays and Royal Wedding, to take long holidays. There was a 'feel good' factor after the wedding and activity in May was much stronger, with a number of properties achieving figures well in excess of their guide price. In the fortnight leading up to writing this report the Hungerford office put properties to the value of over £19 million under offer. There has been little, if any, underlying economic growth in the UK since October 2010, so the national picture is not as optimistic as it is in this area.

Where do your buyers tend to come from?

We very much benefit from a strong prime London market, with 34% of our buyers coming from the capital. Thanks to our 16 London offices and central data base which contains details on potential buyers around the world, we receive enquiries from people who wouldn't otherwise know to look for property in this area on the internet. 22% of our purchasers come from the South East, while 36% come from other parts of the UK. International buyers account for 8% of our sales.

What's the most interesting sale you and your team have been involved in recently?

We launched Parlow, Little Bedwyn, in Country Life at the beginning of May. We arranged an incredible 38 viewings in just two weeks, which in turn resulted in seven offers being made. This has led to the house being sold for considerably more than its guide price.

How have house prices been performing?

House prices appear steady. National country house prices climbed by 0.3% in May, more than offsetting April's 0.2% decline. The contrast between the prime London market and the mainstream UK market has become even more pronounced as the appetite for prime property

in the capital among overseas buyers drove prices to a new high. The average price of prime London property rose by 1.4% in May, with prices now 2% higher than they were at their previous peak in March 2008.

“THE NUMBER OF PROPERTIES AVAILABLE IS LOW, WHILE DEMAND REMAINS RELATIVELY HIGH, MAKING NOW A VERY GOOD TIME TO GET YOUR PROPERTY ON THE MARKET.”

How do you think the market will fare in the coming months?

If interest rates remain on hold the market is unlikely to change dramatically this year. It will most likely follow the typical market trends by being relatively quiet over the summer months, with activity picking up in early September for the autumn market, which normally runs through to late November.

Why should people think about buying or selling now?

We have had a great run of form recently, with a number of properties going under offer. The number of properties available is therefore low, while demand remains relatively high, making now a very good time to get your property on the market.



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Hungerford sales market at a glance

Figure 1
What is coming to market?
New instructions, past 12 months

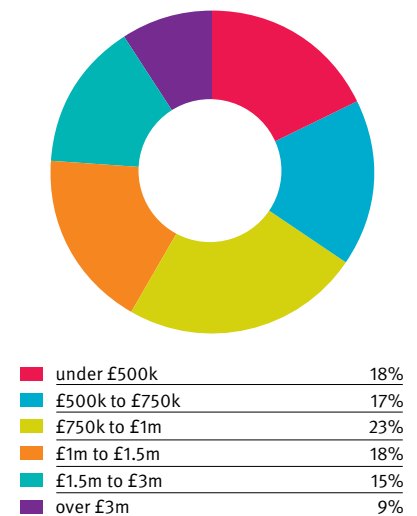
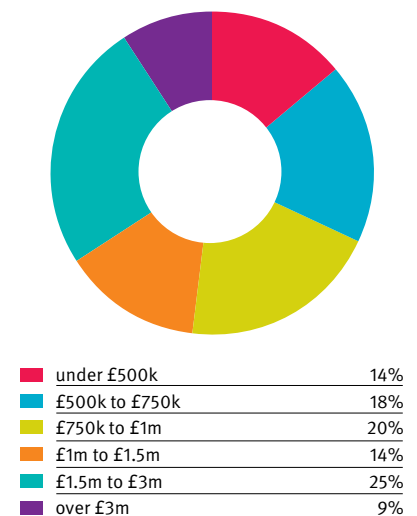


Figure 2
Sales by price band
Exchanges, past 12 months





Charting the market



Figure 3
Where do our buyers come from?
Buyers, past 12 months

South East	22%
London	34%
Rest of UK	36%
International	8%



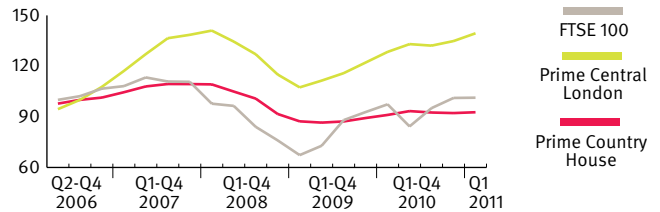
Figure 4
Age of our buyers
Buyers, past 12 months

30s	23%
40s	34%
50s	28%
60s	11%
70+	4%

Figure 5
Market activity
Year-on-year change (three months to May 2011)

Exchanges	↑ 19%
New applicants	↓ -12%
Viewings	↓ -15%
Prices	↑ 0.5%

Figure 6
Market performance
Prime London and country property (sales, prices) vs FTSE 100, past 5 Years



Hungerford properties and the Knight Frank team

FOR SALE
Victorian farmhouse with 52 acres of land and stunning views
OXENWOOD, WILTSHIRE
🏠 5
£2.65m

UNDER OFFER
An elegant family friendly village home
BAYDON, WILTSHIRE
🏠 4
£850,000

FOR SALE
Perfect village house on the Berkshire/Oxfordshire borders
COMPTON, BERKSHIRE
🏠 5
£1.35m

UNDER OFFER
A fantastic former mill on the River Kennet
MILDENHALL, WILTSHIRE
🏠 4
£1.35m - £1.75m

FOR SALE
Historic family house with annexe
CHILDREY, OXFORDSHIRE
🏠 7
£850,000

SOLD
Idyllic location
LITTLE BEDWYN, WILTSHIRE
🏠 4
£1.3m

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