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"HOUSE BUYERS ARE KEEN TO BUY AS SOON AS POSSIBLE, ESPECIALLY IF A CHANGE OF SCHOOL IS PART OF THEIR EQUATION"

**Anne Soutry, head of Knight Frank's Fulham sales office, gives us the low down on the local housing market, the potential impacts of recent political and economic developments, with some handy hints and tips along the way.**

**What do you think a hung parliament means for the housing market?**

Uncertainty has the largest impact on the housing market and just as long as the public sees that there is parliamentary activity with fair leadership they will resolve to get on with their lives.

**House prices have been gradually increasing, will the trend continue throughout the rest of the year?**

The chances are very high that this will continue, largely due to lack of stock and strong demand. The Easter and pre-election period proved to be busier than expected with buyers continuing to offer on properties despite political uncertainty. Many potential sellers have been waiting in the wings for the General Election to be over and it may well be that they now wait until the Autumn before placing their properties on the market.

**Have you seen more market activity since the General Election?**

Yes. House buyers are keen to buy as soon as possible, especially if a change of school is part of their equation.

**Are interest rates likely to rise more quickly than expected?**

Generally speaking most of our clients feel that our economy isn't yet strong enough to be able to sustain interest rate rises and whilst buyers may be exercising caution it isn't stopping them from buying.

**Have buyer tastes changed noticeably since or because of the recent recession?**

The tastes are the same but buyers are a little more cautious about stretching their finances. They are less likely to throw caution to the wind and will therefore settle on a more moderate purchase - or in worse case scenarios, not buy at all!

**What question do buyers always ask?**

What was this property worth at the height of the market?

**Pool or tennis court?**

Pool - there's rarely enough garden space in Fulham properties for tennis courts but there are possibilities of pools in basements, subject to planning permission of course!

**How is the market in your area at the moment?**

Busy. There has been a delay in new instructions this spring due to the General Election but more people are thinking they can just squeeze in a sale before the summer holidays. New stock will be welcomed by those with a genuine need to buy regardless of elections, interest rates and press opinion.

Figure 1  
 What do our buyers want to spend?  
 New applicants, last 12 months

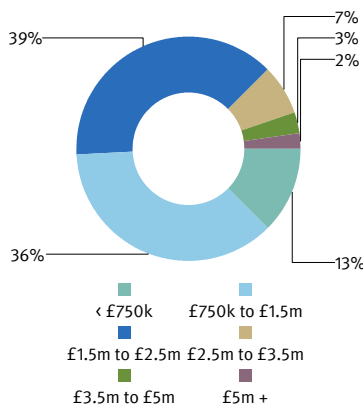
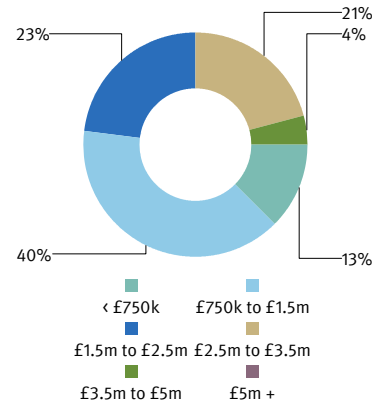


Figure 2  
 But what is coming to the market?  
 New instructions, last 12 months



# SUMMER 2010 FULHAM MARKET INSIGHT



## Charting the market

Table 2  
Nationality of Knight Frank buyers  
Prime London, last 12 months

World region	Buyers
Africa	2.0%
Asia	4.9%
Australasia	3.6%
Europe	26.5%
India	1.4%
Middle East	2.9%
North America	10.7%
Russia & CIS	2.1%
South America	0.6%
UK	45.3%

Figure 3  
Days on the market until sale agreed  
Prime London, last 12 months

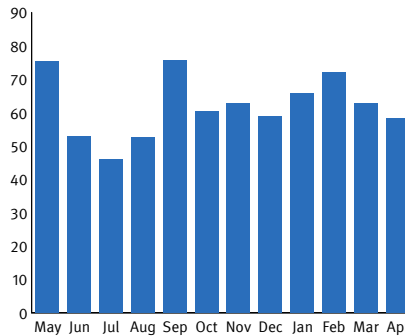
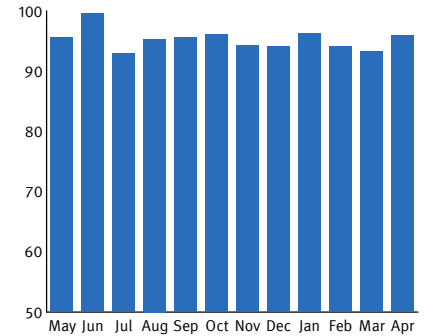


Figure 4  
Average % of guide price achieved  
Prime London, last 12 months (%)



## Your properties, our people

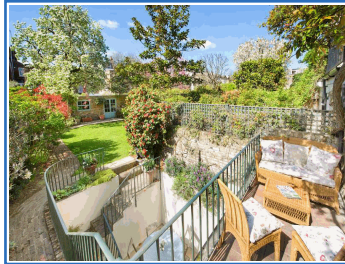
### Elegant house with big garden in Rumbold Road

**FOR SALE**

6 bed

**Guide price:**  
£3,350,000

Rumbold Road,  
Fulham SW6



### Lovely Lilyville Road house

**FOR SALE**

6 bed

**Guide price:**  
£1,995,000

Lilyville Road,  
Fulham SW6



### Style in Rivermead Court

**UNDER OFFER**

3 bed

**Guide price:**  
£995,000

Rivermead Court,  
Fulham SW6



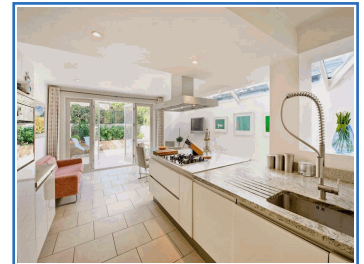
### Lion house with a west facing garden

**FOR SALE**

4 bed

**Guide price:**  
£1,995,000

Bowerdean Street,  
Fulham SW6



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