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"THE SUMMER IS ALWAYS A BUSY SEASON IN THE RENTAL MARKET AND 2010 WILL SEE A RETURN TO FORM WITH GLOBAL REPATRIATION COMPLEMENTING THE INTERNAL CITY MOVES. TENANCIES THAT ARE RENEWING ARE ALSO SEEING RENT INCREASES AND THIS WILL BE REFLECTED IN THE ASKING PRICES YOU SEE NOW."

Liz Harrall, Head of Knight Frank Fulham Lettings gives us the low down on the local housing market, the potential impacts of recent developments, as well as a few handy hints and tips along the way.

How do you see the lettings market in Fulham performing over the remainder of 2010?

Perhaps Feste was not to be mocked when he compared time to a whirligig, for 2010 has seen a return to form with rents rising and the number of applicants increasing. There has been a significant rise in the number of prospective tenants searching - despite stock levels remaining low - which is reminiscent of a more buoyant market. The passing of Easter has seen a re-focussing of minds and we are beginning to see more properties coming to the market.

Will the new Parliament have an impact?

It is a widely accepted belief that the outcome of this election will halt the market but it is likely that lettings will remain robust. The Summer is traditionally the busiest period and the recent rise in property levels and in rents indicate 2010 will be strong. Global relocations are also increasing, with the bulk of enquiries coming from the finance sector, and company tenancies seem on the rise indicating a returned faith in both the residential and economic London market. The Euro and the Dollar are also still strong relative to Sterling, making London seem an economically good choice.

Why should a Landlord use Knight Frank?

Most people want a good quality, corporate tenant who pays their rent on time, which we provide, but it is the enthusiasm and willingness of our team to go the extra mile that separates us from our competition - as well as working to a well established and highly regarded company. Additionally, Knight Frank are a global brand with far-reaching arms tickling all corners of the globe so no stone is unturned when searching for a tenant.

What services does Knight Frank offer?

We have 19 offices within London and the Home Counties ensuring all people looking are shown different areas as well as an in-house team providing a dedicated home search for corporate tenants and ex-pats. Added to the usual suspects, such as Property Management, we also have other departments to service every requirement, including; mortgage brokers, Knight Frank Finance, Residential Development, Leasehold Reform and Valuations, amongst many others.

Fulham lettings market at a glance

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

New property available		-62%
New prospective tenants		74%
Change in rents, last 3 months		3.9%

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

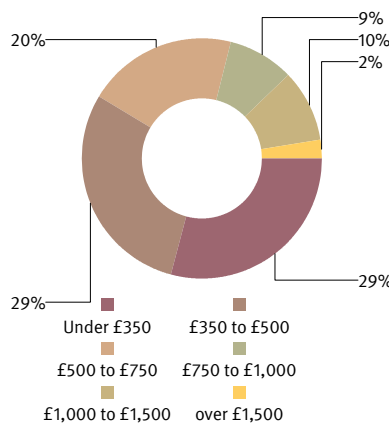
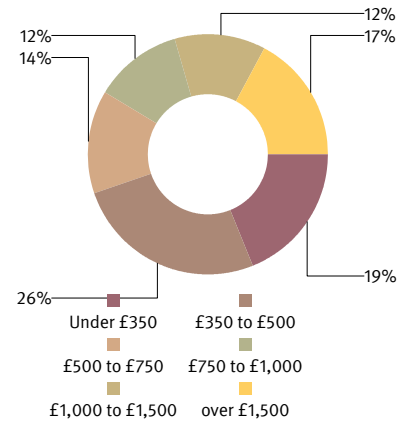


Figure 2
 But what is coming to the market?
 New instructions, last 12 months



SUMMER 2010 FULHAM LETTINGS INSIGHT



Charting the market

Table 2
Nationality of Knight Frank tenants
Prime Lettings, last 12 months

World region	Tenants
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
Prime residential rents, indexed
Quarterly, last 5 years (Dec 2004 = 100)

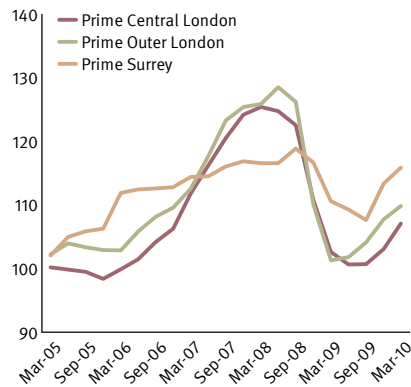
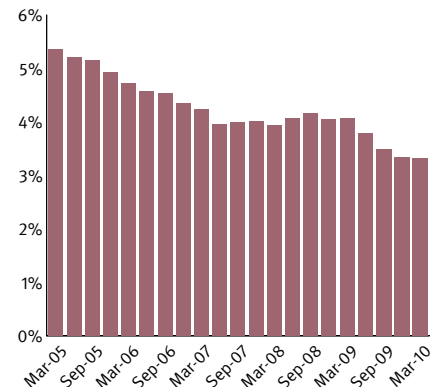


Figure 4
Prime London residential gross yields
Quarterly, last 5 years



Your properties, our people

Finished to an exacting standard

LET

5 bed

Asking rent:
£1,700pw

Wardo Avenue,
SW6



Immaculate one bedroom flat in Fulham

LET

1 bed

Asking rent:
£325pw

Hurlingham Road,
SW6



Family house in the Peterborough Estate

LET

5 bed

Asking rent:
£1,550pw

Chiddingstone
Street, SW6



Refurbished ground floor flat in Parsons Green

LET

2 bed

Asking rent:
£460pw

Campana Road,
SW6



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