



FULHAM LETTINGS

Knight Frank

Knight Frank's Fulham Lettings Manager Nicola Miller discusses the active market, the Olympics and why Knight Frank is the best choice in Fulham.

How has your market performed so far this year?

The first quarter of this year was temperamental, with an increasingly fragile employment market, especially in the finance sector, rents were affected. The effect was a minimal decline (0.4% in the first three months of the year), however we have seen different markets across the price ranges. The lower end of the market (up to £750 per week) had a strong start to the year, but has quietened down towards the summer, whilst the mid-market (up to £1,500 per week) has experienced a mixture of activity, with a quiet period in the first quarter followed by a strong start to the summer. The top end of the market saw good activity at the very beginning of the year that soon quietened down, but spring brought back a revival that looks set to continue throughout the summer.

Do you think the Olympics will affect your market?

The million pound question, the honest answer is we don't know but we can make an educated guess to say that at present Fulham will not be affected. The demand is currently well catered for in the East and whilst hotels remain available, there will be no surge West. From studying past Olympic Cities - Sydney most notably, the rental markets were not affected. The concern will be the potential lack of companies planning to relocate over the Olympic period, and hence this could be a quieter time for lettings, although we would expect Fulham to remain strong as the summer is predominantly attractive to families looking to settle during school holidays.

What advice do you have for landlords and tenants?

For landlords it's a simple but very effective rule: keep the paintwork fresh. This will keep the property looking clean and well maintained and will always be commented on by a tenant on a viewing.

It will also attract the meticulous tenant and encourage others to keep the property well maintained.

For tenants, they must be in a position to move quickly especially with in a market that is competitive. But most importantly be thorough with their offers and impress the landlord with their efficiency from day one – as with most situations in life, first impressions count.

Why choose Knight Frank in Fulham?

We are known locally and globally and are lucky enough to have an extensive network outside of London. As Fulham is a 'typical' second home/rental investment area for those living in the South West in particular, it has become a place where those families' offspring will begin their London adventure and many will stay for a long period, having young families of their own. They will deal with Knight Frank as a brand they know and trust. Fulham is also an obvious choice for those coming from overseas – again we have this covered – we are a global brand, known from New York to Hong Kong to Sydney. In an unknown country and foreign market, tenants will navigate towards a brand that they know.



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Fulham lettings market at a glance

Figure 1

What do our applicants want to spend?



under £500	61%
£500 to £750	16%
£750 to £1000	9%
£1000 to £1500	7%
£1500 to £2500	6%
£2500+	1%

Figure 2

What is coming to market?



under £350	5%
£350 to £500	41%
£500 to £750	13%
£750 to £1000	21%
£1000 to £1500	8%
£1500+	13%



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Charting the Fulham market.

Figure 3



Tenancies by price band

under £350	17%
£350 to £500	21%
£500 to £750	25%
£750 to £1000	13%
£1000 to £1500	17%
£1500+	8%

Figure 4



Nationality of our tenants

United Kingdom	42%
United States	17%
Ireland	8%
Netherlands	8%
Australia	4%
Others	21%

Figure 5

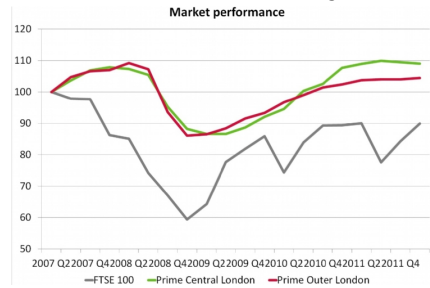
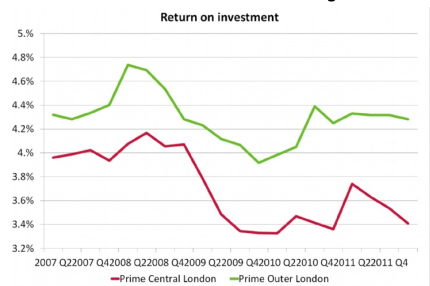


Figure 6



Fulham properties and the Knight Frank team.

LET

An immaculate flat in a Victorian conversion

MOORE PARK ROAD

2

£575 per week



TO LET

A two bedroom flat with stunning river views

BROOMHOUSE DOCK

2

£625 per week



LET

A well maintained house on a pretty residential street

ARCHEL ROAD

3

£825 per week



TO LET

A four bedroom house moments from Hurlingham Park

ALDERVILLE ROAD

4

£1,000 per week



LET

A family house in an enviable location

WINCHENDON ROAD

5

£1,400 per week



TO LET

A family house with exceptional reception space

HARBORD STREET

5

£1,900 per week



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