



**Knight Frank's Fulham Lettings Manager Nicola Miller discusses the active market, who's renting, and which properties are most sought-after.**

**How has your market been performing?**

2011 has been our strongest year to date, with the autumn period having been particularly active. We are already significantly up on new tenancies agreed in 2010 (see figure 5) and the pace is certainly not slowing. The number of properties available has been limited, which has aided rental price increases (see figure 6).

being close to good schools and nurseries, remain the highest in demand. We have let a mixture of properties this autumn, from a one-bedroom flat at £320 per week to a family house at £2,495 per week. There is a severe shortage of one-bedroom flats in the area and demand for them is consistently high. The top end of the market is the quietest it has been all year, though we are still active at this level.

**What advice do you have for landlords and tenants?**

With many tenants restricting their budgets due to economic uncertainty, landlords should look at the long-term picture when deciding on a tenant. Securing a long-term tenant will provide a consistent income and eliminate the costs involved in having to source new tenants more often. Our advice to tenants is to act quickly when you find a property you like. With a limited number available, the market is moving fast and deliberating may lose you the property.

**Where are Fulham's hidden gems?**

While the Peterborough Estate, 'The Villes' and the Moore Park Estate all remain popular, we are always discovering new mews and stunning studios in SW6. 'The Studios', which is just off Fulham Road in the area known as the 'Italian Village', is a well-hidden collection of unique houses which have been converted over the years from factories to art studios and now residential spaces. The architecture allows for an incredible amount of light and open space, providing stunning reception rooms and interesting spaces. Burlington Studios is a similar development in that it offers large open-plan loft-style apartments, quite different to the typical Fulham family home.

“2011 HAS BEEN OUR STRONGEST YEAR TO DATE, WITH THE AUTUMN PERIOD HAVING BEEN PARTICULARLY ACTIVE.”

**What nationalities are renting in the area?**

Many of the tenants in Fulham are UK nationals, but there is also a continued strong influx of French, Italian and Swedish tenants, as well as a greater number of Americans.

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

Despite the tough economic climate, the rental market will continue to prosper. Many people will choose to rent rather than buy while this economic uncertainty remains. Corporate relocations are still very much apparent, but budgets are more cautious than in previous years. We do however expect early 2012 to be very strong.

**What property types are most in demand?**

Properties that accommodate either professional couples looking for proximity to central London or families looking for a home that benefits from



**Nicola Miller**  
*Lettings Manager*  
 +44 (0)207 751 2410  
 nicola.miller@knightfrank.com

**Fulham lettings market at a glance**

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

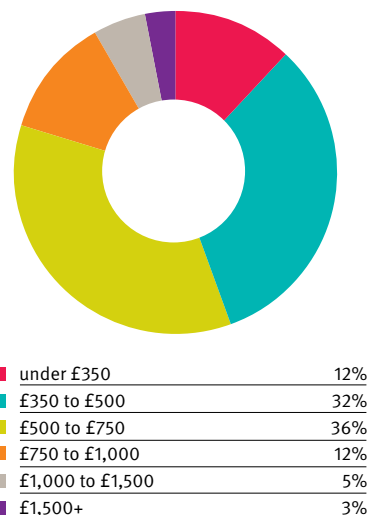
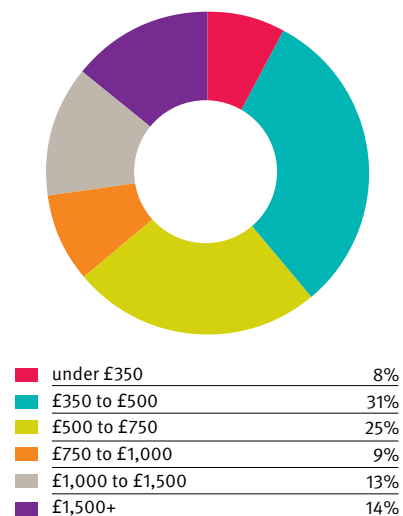


Figure 2  
**What is coming to market**  
 New instructions, past 12 months





**Charting the Fulham market**



Figure 3  
**Tenancies by price band**  
 Tenancies agreed, past 12 months

under £350	18%
£350 to £500	26%
£500 to £750	24%
£750 to £1,000	9%
£1,000 to £1,500	16%
£1,500+	7%

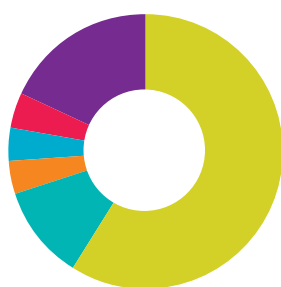


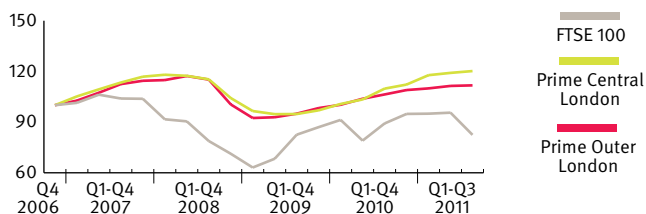
Figure 4  
**Nationality of our tenants**  
 Tenants, past 12 months

UK	59%
USA	11%
French	4%
Italy	4%
Sweden	4%
Other	18%

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

Tenancies	↑ 325%
New instructions	↑ 120%
Prices	↑ 3.1%

Figure 6  
**Market performance**  
 Prime London property (rental prices) vs FTSE 100, past 5 Years



**Fulham properties and the Knight Frank team**

**LET**  
**Stylish family house in the Moore Park Estate**  
**RUMBOLD ROAD**  
 6  
 £2,495pw



**LET**  
**Nichols Lion house in the Peterborough Estate**  
**STUDDRIDGE STREET**  
 5  
 £1,650pw



**LET**  
**Fantastic family house in the Villes**  
**MARVILLE ROAD**  
 4  
 £900pw



**LET**  
**Refurbished maisonette in the heart of Fulham**  
**HARWOOD ROAD**  
 3  
 £725pw



**LET**  
**Spacious mews house with off-street parking**  
**PALACE MEWS**  
 2  
 £565pw



**LET**  
**Great flat in the Peterborough Estate**  
**QUARRENDON STREET**  
 1  
 £320pw



**Knight Frank Fulham Lettings**  
 +44 (0)20 7751 2410  
 fulhamlets@knightfrank.com  
 203 New Kings Road, Fulham  
 London SW6  
[www.knightfrank.com/fulham](http://www.knightfrank.com/fulham)



**Nicola Miller**  
 Lettings Manager



**Wendy Gilchrist**  
 Lettings Negotiator



**Anna Morawiec**  
 Lettings Administrator



**Anne Soutry**  
 Partner and Office Head