

# SNAPSHOT WINTER 2011 RESIDENTIAL RESEARCH HAMPSTEAD LETTINGS Knight Frank



**Knight Frank's Hampstead Lettings team continues to have an extremely successful year. Lettings Manager Greg Bennett answers the important questions on the Hampstead market, including what type of tenants are attracted to the area, what properties are most in demand, and how he expects the market to perform in the next six months.**



HAMPSTEAD OFFICE

## How has your market performed this year?

Demand has been high all year and continues to be so as we move into winter, which is very encouraging. The majority of enquiries are for properties priced below £750 per week, but we have also let seven properties above £2,500 per week this year, indicating strong demand across the board. The market is still suffering from a supply shortage – the number of properties available in NW3 now is down 26% compared to 12 months ago.

## What type of properties are tenants demanding?

The vast majority of our enquiries are for one and two-bedroom apartments priced up to £550 per week, and within walking distance of the underground station. If priced correctly, this type of property will rent very quickly.

## What type of tenants are attracted to the area and why?

Hampstead is popular with a variety of tenants, from single professionals and couples to families. Hampstead Village's unique feel, with its quintessentially English cobbled streets, lively café culture, fantastic recreation at Hampstead Heath, and great schools, all contribute to making our NW postcodes highly desirable.

## Have you noticed a difference in activity compared to 12 months ago?

In line with what would be expected in an extremely buoyant lettings market, we are having a record year at Knight Frank in Hampstead and have agreed 18% more deals to the end of October compared with a year ago. In turn, this has put pressure on supply as the market requires more properties to become available to meet continued high demand. New tenant registrations and viewings are up 9% and 14% respectively and the average agreed rental price is up 6.8%.

## How do you see the market performing over the next six months?

The supply shortage in the sales market, combined with global financial market uncertainty and stricter lending criteria, should mean that renting will become an even more popular solution for people in the Capital and I predict rents will continue to rise on the back of this demand.

“DEMAND HAS BEEN HIGH ALL YEAR AND CONTINUES TO BE AS WE MOVE INTO WINTER.”



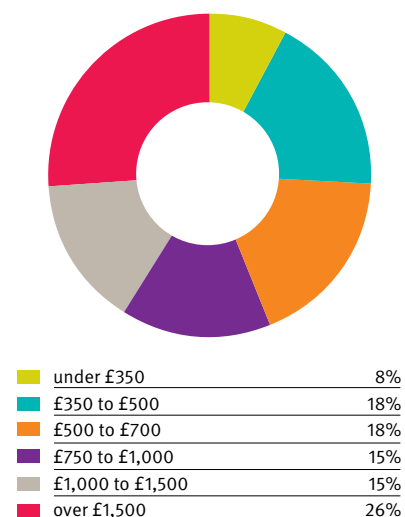
**Greg Bennett**  
Head of Hampstead Lettings  
+44 (0)20 7431 8686  
greg.bennett@knightfrank.com

## Hampstead 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



# SNAPSHOT WINTER 2011

## RESIDENTIAL RESEARCH

### HAMPSTEAD LETTINGS

**Knight Frank**



#### Charting the Hampstead lettings market

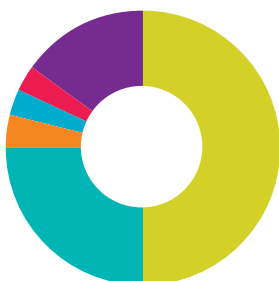


Figure 3  
**Nationality of our tenants?**  
Tenants, past 12 months

UK	50%
USA	25%
French	4%
Australia, Commonwealth	3%
Greek	3%
Others	15%

Figure 4  
**Return on investment**

Prime London residential gross yields, past 5 Years

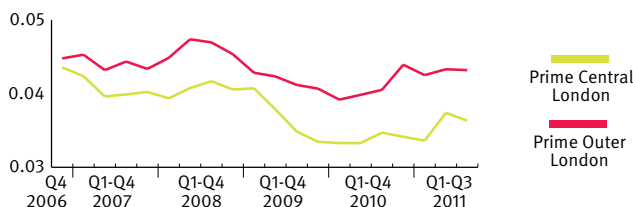


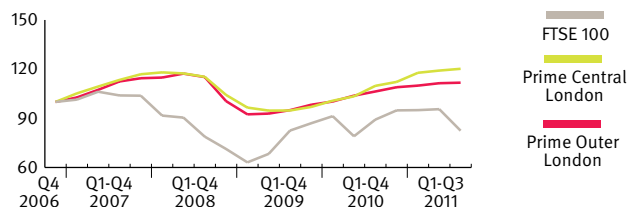
Figure 5  
**Market activity**

Year-on-year change (three months to October 2011)

Tenancies	↑ 5%
New applicants	↓ -11%
New instructions	↓ -31%
Viewings	↑ 22%
Prices	↑ 0.7%

Figure 6  
**Market performance**

Prime London property (rental prices) vs FTSE 100, past 5 Years



#### Hampstead properties and the Knight Frank team

##### TO LET

##### Brilliant location

10 LANGLAND GARDENS,  
HAMPSTEAD

🏠 Studio Flat  
£250pw



##### LET

##### Newly refurbished conversion

53 NETHERHALL GARDENS,  
HAMPSTEAD

🏠 1  
£395pw



##### TO LET

##### Stunning views

47 LANCASTER GROVE,  
BELSIZE PARK

🏠 1  
£335pw



##### LET

##### Splendid period conversion

6 BRACKNELL GARDENS,  
HAMPSTEAD

🏠 2  
£525pw



##### TO LET

##### Modern apartment

10 LANGLAND GARDENS,  
HAMPSTEAD

🏠 1  
£350pw



##### LET

##### Spacious family home

47 LANCASTER GROVE,  
BELSIZE PARK

🏠 4  
£750pw



#### Hampstead Lettings

+44 (0)20 7431 8686

hampsteadlettings@knightfrank.com

79-81 Heath Street

London NW3 6UG

[www.knightfrank.co.uk/hampstead](http://www.knightfrank.co.uk/hampstead)



**Greg Bennett**  
Head of Hampstead Lettings



**Sarah Marson**  
Negotiator



**Scott Joseph**  
Negotiator



**Renata Simcikova**  
Administrator