



Mark Howell, Knight Frank's Head of Riverside Lettings, discusses market trends, where our tenants come from and some advice for Landlords and Tenants.

How has your market performed so far this year?

The market has generally been positive to date and demand will increase over the next few months quite considerably when we reach the peak of the market. Indicators are for moderate growth over the course of 2012 but then 2013 onwards we are anticipating a growth of 5% per year.

Where do your tenants come from?

Over 85% of our tenants work for large corporations. We also have exclusive ties with a selection of city corporations who use Knight Frank as their preferred agent. Our website is also one of the most viewed property websites in the world which offers a wide reach to the international market. We have now made our website multi-lingual to also allow applicants or clients in other countries the ability to view our property details in their own language, further strengthening the Knight Frank brand.

What types of renters are attracted to the area – and why?

On the Riverside we have a large percentage of corporate tenants, usually originally from overseas looking to rent properties on the Riverside. This is down to the selection of benefits that Riverside properties have to offer including 24 hour security, gym, swimming pool and secure parking. It means that an overseas tenant can move in to a brand new or recently built property and lock up and leave for a month and know that the property is secure.

Have any particular trends emerged recently in your rental market?

London is experiencing an increased demand from wealthy international students coming from a selection of different countries with backing from their parents. They are attracted to quality modern property with high security,

often due to their parents professions, so Riverside property is perfect for them.

What types of properties are typical to the area?

Most of our properties are modern and either new build or recently built. We cover all modern properties along the Riverside ranging from Putney Bridge through to Tower Bridge. Most of the developments have onsite amenities and are what we would call lifestyle developments. However we also deal with many of the original riverside developments offering slightly more basic facilities but at the same point often offer greater value for money.

What advice do you have for Landlords and tenants?

For Landlords I would suggest that price is important. Supply levels have increased slightly so price sensitivity has never been more important. Also presentation is key and ensuring that when applicants walk through the door they consider yours over a selection of other properties they have seen that day. For applicants I would suggest that when you see the right property move on it quickly as there is nothing more frustrating than when the property is snapped up by somebody else.



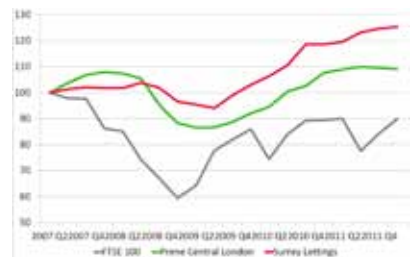
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Riverside lettings market at a glance

Market activity

Tenancies	↑	26%
New applicants	↑	2%
New instructions	↑	13%
Viewings	↓	-18%
Prices	↑	1.4%

Market performance



What do our applicants want to spend?



under £350	3%
£350 to £500	22%
£500 to £750	48%
£750 to £1000	12%
£1000 to £1500	8%
£1500+	7%



Charting the Riverside market

Nationality of tenants



United Kingdom	39%
United States	8%
Italy	5%
Saudi Arabia	5%
Russian Federation	4%
Others	39%

Source of tenants



Board	0%
Brand Awareness	0%
Internal	11%
Mag News	0%
Office walk-in	4%
Recommendation	11%
Relocation agents	10%
Web	61%
Other	1%

Tenancies by price band



under £500	23%
£500 to £750	40%
£750 to £1000	14%
£1000 to £1500	9%
£1500 to £2500	8%
£2500+	6%

Riverside properties and the Knight Frank team

TO LET
Brand new apartment
MOORE HOUSE
 2 bedrooms
 £860 pw



LET
Stunning apartment
ALBION RIVERSIDE
 2 bedrooms
 £2,000 pw



TO LET
Contemporary living
NEO BANKSIDE
 2 bedrooms
 £850 pw



LET
Beautifully finished
BRAMAH HOUSE
 2 bedrooms
 £875 pw



TO LET
Battersea Park views
CHELSEA BRIDGE WHARF
 1 bedroom
 £495 pw



LET
Direct river views
EAGLE WHARF
 1 bedroom
 £575 pw



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