



Ruth Barr, Head of Wimbledon Lettings, discusses which price brackets are most active, how recent performance has affected yields, and why winter could be a good time to let your property.

How has your market been performing?

The market has been steady all year, with the majority of activity taking place below £5,000 per calendar month (pcm). That being said, the market for properties costing between £5,000 and £10,000 pcm has become more active recently with regard to properties instructed and tenancies agreed.

What makes Wimbledon special?

Wimbledon Village is sited on the edge of Wimbledon Common and has a rural feel while being just a 15-minute ride on the overland train to London's Waterloo station. The range of chic shops, cafes and bars set amongst handsome period buildings and open spaces make Wimbledon Village unique in London. You can also take advantage of the open spaces by exploring the common on foot or on horseback, picnicking in Cannizaro Park, or visiting the All England Lawn Tennis Club.

Is winter the worst time to rent?

There is a perception that November and December are the worst months of the year to let your property. This is not necessarily the case. We have found that many tenants, both private and corporate, choose to search at this time, often because they need to be in-situ ready for the Christmas holidays, or prior to the January school term starting. The changing job market has led to an influx of European families moving here, many of whom are prepared to move during the school term.

How has the market's recent performance affected yields?

Rents in most cases are back to the peak values seen in 2007. A strong sales market has seen gross yields return to between 4% and 5%. As always, once the sales value reaches upwards of £1.5m, the gross yield tends to suffer. As we enter more turbulent economic times, yields may soften slightly if the number of properties on the market increases.

Is there anything in the pipeline that may boost demand?

There is speculation that there will be heavy demand for short-term rentals in the run-up to the 2012 Olympic Games, and that prices will therefore shoot up. We are yet to see this demand materialise, but activity in the first quarter in 2012 will provide a clear indication of the market to follow.

“RENTS IN MOST CASES ARE BACK TO THE PEAK VALUES SEEN IN 2007.”

What advice do you have for landlords?

Setting your asking rental price at an appealing level remains of the utmost importance. If a property is priced above what is perceived to be the market rate, it will not receive the initial interest necessary to encourage competitive offers. Presentation is also key – tenants will not compromise on condition, even during a supply shortage. The standard in today's lettings market is so high that applicants expect their needs to be met. A fresh coat of paint and a modern kitchen and bathroom can make all the difference.



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Wimbledon lettings market at a glance

Figure 1
What do our applicants want to spend?
 New applicants, past 12 months, £ per week

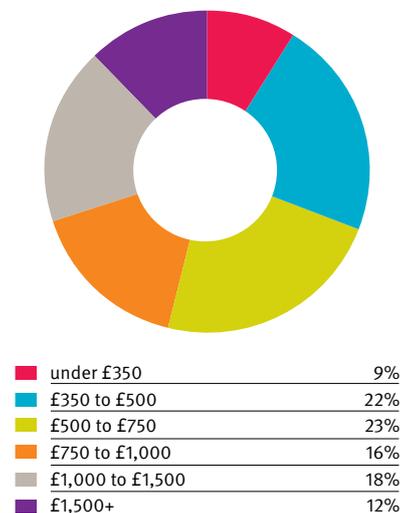
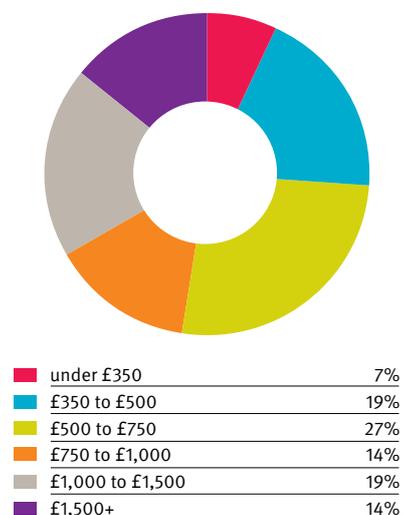
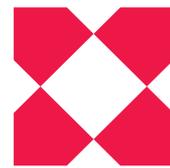


Figure 2
What is coming to market?
 New instructions, past 12 months, £ per week





Charting the Wimbledon market

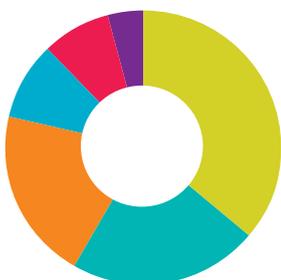


Figure 3
Tenancies by price band
 Tenancies agreed, past 12 months, £ per week

under £350	37%
£350 to £500	22%
£500 to £750	20%
£750 to £1000	9%
£1,000 to £1500	8%
£1,500+	4%

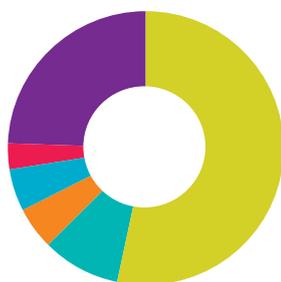


Figure 4
Nationality of our tenants
 Tenants, past 12 months

UK	54%
USA	9%
Australian	5%
German	5%
Norwegian	3%
Other	24%

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

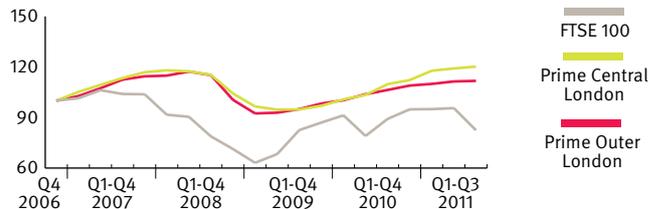
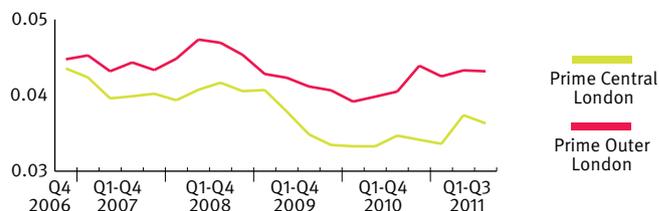


Figure 6
Return on investment
 Prime London residential gross yields, past 5 Years



Wimbledon properties and the Knight Frank team

LET
Spacious apartment in great location
 WORPLE ROAD, WIMBLEDON SW19
 🏠 2
 £2,100pcm



LET
Top-floor flat in West Wimbledon
 ARTERBERRY ROAD, WEST WIMBLEDON SW20
 🏠 3
 £2,200pcm



LET
Balconied apartment on Wimbledon Hill
 WIMBLEDON HILL ROAD, WIMBLEDON SW19
 🏠 2
 £2,200pcm



LET
Contemporary family house with garden
 TOP-FLOOR FLAT IN WEST WIMBLEDON
 🏠 4
 £4,500pcm



LET
Top-floor flat in Wimbledon Village
 THE GRANGE, WIMBLEDON SW19
 🏠 2
 £2,250pcm



LET
Detached house in West Wimbledon
 ERNLE ROAD, WEST WIMBLEDON SW20
 🏠 4
 £6,600pcm



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