



Russell Grieve, head of our new Haslemere office, discusses how the market has been performing and how he thinks it will fare in the coming months.

What led Knight Frank to open an office in Haslemere?

We identified an opportunity to expand our established successful business in the area, previously handled by our Winchester and Guildford offices. The addition of the Haslemere office to the Knight Frank home counties network will allow us to better serve our existing clients and open more doors in what continues to be one of the most sought after parts of the country.

Who's buying in Haslemere at the moment?

The majority of our buyers are moving from the local area or the South East region. But over the last six months we have seen buyers from an incredibly diverse range of nationalities and backgrounds. International buyers feel confident buying into an already well established market and are accompanied by a steady stream of buyers following the "London drift", lured to the country by larger houses with more space and a great sense of community.

What attracts them to the area? What makes it special?

The market town has a wonderful range of restaurants, pubs and boutique shops. Education is also a big draw for the London buyers. Possibly the most important factor though is the setting – with the countryside on the doorstep, the area has a little something for everybody, from racing at Goodwood and sailing at Chichester, to hacking in Blackdown and walking in the South Downs.

What trends have you noticed in the area this year?

The property market here has been relatively stable, allowing for an excellent number of sales in the southern part of Surrey in particular over the last 12 months. The key to success, we have found, is in pricing property correctly and in line with market sentiment, giving both sellers and purchasers the confidence to make their onward move.

What's the most interesting sale you and your team have handled in the area?

High Cognor came to the market in early June this year. After just a week on the market we received enquiries from five parties. A sale was agreed and exchanged 48 hours later at a price well in excess of the guide. The property is an exceptional example of the archetypal Surrey Hills house, set in about nine acres of land, with its elevated position giving outstanding panoramic views over the surrounding countryside. This fantastic result was achieved due to us setting a sensible guide price from the outset and producing excellent marketing materials.

Why should people think about buying or selling now?

Many people are choosing to act now because of the stability of the market coupled with low interest rates.

And why should they choose Knight Frank?

Our proven track record in the area speaks for itself. As one of the world's leading estate agencies, we can draw on our wealth of knowledge from an extensive number of service lines, from equestrian to building consultancy, from farms and estates to professional valuations, in 47 countries worldwide. Our most notable strength however is the bespoke, personal service that we are able to provide each of our clients. Our marketing materials are unique to each house and all clients receive weekly update calls as well as feedback after each viewing. We deal with our clients on a one-to-one basis and our negotiators provide both their work and mobile phone numbers, allowing for contact not only outside office hours, but also seven days a week.



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Haslemere sales market at a glance

Figure 1
Where do our buyers come from?
Buyers, past 12 months



South East	69%
London	14%
Rest of UK	14%
International	3%

Figures reflect the 8 months to March 2011

Figure 2
Age of our buyers
Buyers, past 12 months



30s	17%
40s	19%
50s	39%
60s	19%
70+	6%

Figures reflect the 8 months to March 2011



Charting the Haslemere market

Figure 3
Market activity
Year-on-year change (three months to June 2011)

Exchanges	↑	11%
New applicants	↑	26%
Viewings	↑	75%
Prices	↓	-0.7%

Figure 4
Wider market performance
Prime London and country property (sales, prices) vs FTSE 100, past 5 Years

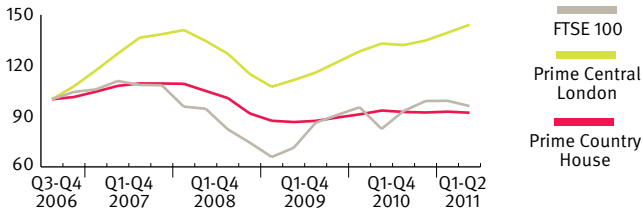


Figure 5
Sales by price band
Exchanges, past 12 months

under £500k	10%
£500k to £750k	7%
£750k to £1m	20%
£1m to £1.5m	26%
£1.5m to £3m	26%
over £3m	11%

“THE AREA HAS A LITTLE SOMETHING FOR EVERYBODY, FROM RACING AT GOODWOOD TO WALKING IN THE SOUTH DOWNS.”

Haslemere properties and the Knight Frank team

FOR SALE
Beautiful cottage with an equally special Bothy
CORNER COTTAGE,
FITTLEWORTH, W SUSSEX
🏠 3/4
£795,000

FOR SALE
Beautiful mill house in a truly romantic setting
THE OLD MILL,
PETERSFIELD, HAMPSHIRE
🏠 4
£1,275,000

FOR SALE
A striking country house, ideal for the commuter
THE OLD FORGE,
PASSFIELD, HAMPSHIRE
🏠 4/5
£895,000

FOR SALE
Overlooking its own valley of parkland grounds
OAKWOOD HOUSE,
GRAYSHOTT, SURREY
🏠 6/7
£1,750,000

FOR SALE
An impressive Grade II listed family house
FORDLEY BARN,
FERNHURST, W SUSSEX
🏠 4
£1,250,000

FOR SALE
Picturesque 14th Century farmhouse
NORTHWOOD FARM,
GRAFFHAM, W SUSSEX
🏠 3/6
£1,750,000

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