



Albion Riverside is one of our most popular riverside developments. Applicants tell us that they very much enjoy the location's proximity to Chelsea, the River Taxi connections, the gym, swimming pool and of course the spectacular river views. We have been very successful in the development and enjoy a sizeable market share compared to most other agents.



ALBION RIVERSIDE

Our Global Property Search website

We work hard to make our website the best possible place to advertise your property. Testament to this is the fact that our Global Property Search website was awarded five stars from goodwebguide.co.uk as well as being voted the best real estate agent website in the world at the International Residential Property Awards in 2009 and it hasn't stood still since. In 2010 the site was visited by people from 218 different countries. With an average of 600,000 visitors a month, someone clicks on the site every five seconds. These statistics become even more powerful when you consider that over 80% of potential buyers start their search online. Knight Frank's pioneering iPhone app enables people to use Global Property Search wherever they are. Since the app's launch in February 2010 more than 40,000 people have downloaded it, and just under a thousand people use it each day. By April 2011, 541,000 individual property records had been accessed.

All of this enables us to market your property to the widest possible audience.

KnightFrank.co.uk



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What types of property have you sold in the development in the past year?

We have sold a variety of apartments, ranging from one-bedroom apartments to penthouses with breathtaking views across the Thames. We recently achieved £1,260/sq ft for a non-penthouse apartment in the A core.

Who buys in Albion Riverside?

In the last few months we have sold to a Swiss family, an English couple, a Swedish family, an Italian couple and a Greek investor who bought with a tenant in-situ. We have a global applicant list looking for all types of apartments in Albion.

What ensures Albion Riverside's popularity with buyers?

One of the defining features of Albion is the residents' swimming pool. While many riverside developments benefit from a resident's gym, few offer leisure facilities like Albion. The proximity to the King's Road and Sloane Square is another major attraction for buyers. The views are particularly special, with Albert Bridge and Chelsea in view for the north and east-facing apartments and Wandsworth and the dock from the west and south-facing ones.

What design features stand out?

The design of the building allows many of the apartments to have unique features such as curved reception rooms, direct river views from each room, and floor-to-ceiling windows. The minimalist style of the apartments have allowed many residents a 'blank canvas' with which to decorate in their own style.

Why use Knight Frank Riverside?

Knight Frank is the only international agent with an office specialising in and dedicated solely to properties on the river. This means that all applicants registered with us are specifically looking to live on the river. Knight Frank also has an in-house corporate services department, as well as a buying arm called The Buying Solution. This means we are regularly approached before other agents with well-suited, serious applicants. Knight Frank also has an office in Chelsea and one in Knightsbridge, both of which will be promoting your property to various suitable applicants. This allows your property to be marketed by three high-profile offices, each with a large number of individual and corporate clients.

Albion Riverside sales market at a glance

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

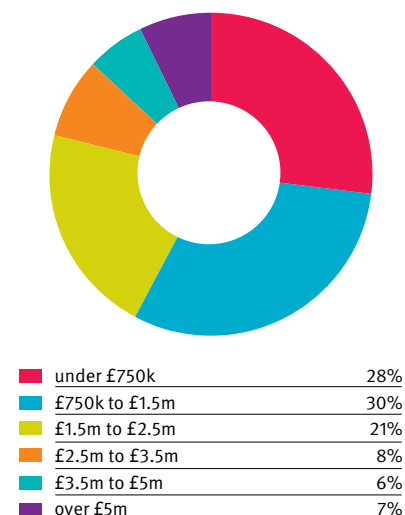
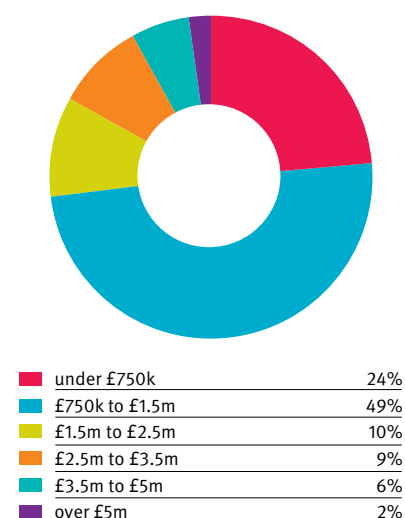


Figure 2
What is coming to market?
New instructions, past 12 months





Charting the Riverside market



Figure 3
Where do our buyers come from?
Buyers, past 12 months

South East	8%
London	64%
Rest of UK	8%
International	20%

Figures reflect the 8 months to March 2011

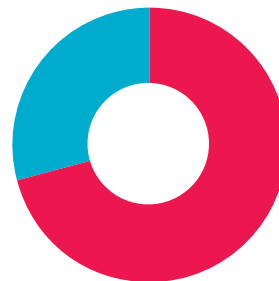


Figure 5
Proportion of Albion Riverside properties sold by Knight Frank vs others
(Properties sold in 2011 to date)

Knight Frank Riverside	71%
Other agents	29%

Sourced from Lonres

*Figures correct at time of print on 15 July 2011

Figure 4
Wider market: return on investment
Prime London residential gross yields, past 5 Years

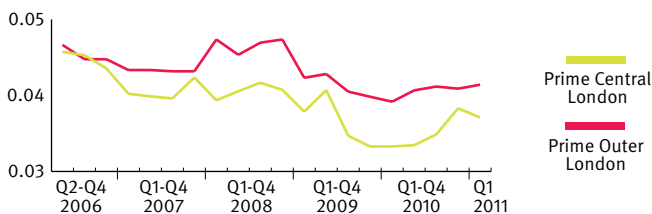
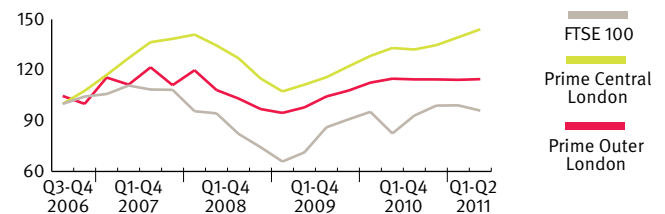


Figure 6
Wider market performance
Prime London property (sales, prices) vs FTSE 100, past 5 Years, indexed to 100



Riverside properties and the Knight Frank team

SOLD

C Core

ALBION RIVERSIDE

3
£4.25m



SOLD

B Core

ALBION RIVERSIDE

2
£1.2m



SOLD

A Core

ALBION RIVERSIDE

2
£2.65m



SOLD

C Core

ALBION RIVERSIDE

2
£1.2m



SOLD

B Core

ALBION RIVERSIDE

2
£1.25m



FOR SALE

C Core

ALBION RIVERSIDE

2
£1.15m



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