



The Piper Building is one of our most unique and interesting developments in SW6. The late 1990s Lifschutz Davidson redesign of this 1950s modernist building from a gas laboratory into stunning loft apartments has made it the most distinctive place to live in the area.



THE PIPER BUILDING

How does the Piper Building fare as a rental investment?

Apartments in the Piper Building offer investors a very attractive return, particularly in the current market. The yields we are achieving across the board this year are excellent – we achieved a 6.6% yield for one of our clients, while the average sits between 4% and 5%. We tend to see higher yields when the property is newly refurbished or offers something extra such as a parking space, 24-hour porter service or outside space; the majority of the flats in the Piper Building offer all three.

How has the lettings market in Fulham performed so far this year?

Despite a recent increase in new instructions, demand continues to outstrip supply. For landlords this has been good news - the supply/demand ratio is clearly in their favour and rental prices have held strong. Those already in the area seem to be staying put, with many still waiting for 'the right time' to enter the sales market. We have seen just over 70% of tenancies renew this year and we continue to receive a large amount of interest from families moving from the continent as well as Asia due to the area's schools and the easy commute to London.

How do you think the market will fare in the coming months?

The summer is traditionally the busiest period for us and this is certainly the case this year. The prices achieved are, and should continue

to be, akin to those of the peak in summer 2008. The busy summer market seems to have started later this year, so we expect this activity to continue into September and possibly beyond. Knight Frank Fulham attracts tenants all year round from all corners of the globe. We shall continue to watch the sales market as well as the global economic situation, both of which will impact on the number of individuals renting as well as the amount of companies relocating to the UK.

“KNIGHT FRANK FULHAM ATTRACTS TENANTS ALL YEAR ROUND FROM ALL CORNERS OF THE GLOBE.”

Why use Knight Frank?

Knight Frank's extensive global network enables landlords to reach buyers from around the world. We work hard to make our website the best possible place to advertise your property and it is now viewable in numerous languages – those sitting in China can view the website in Mandarin while potential tenants in Moscow can view the same details in Russian. Our Residential Corporate Services department remains one of the strongest and most effective departments in its field and around 85% of the homes we let are to corporate tenants.



Nicola Miller
Lettings Manager
+44 (0)20 7751 2410
nicola.miller@knightfrank.com

Fulham lettings market at a glance

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

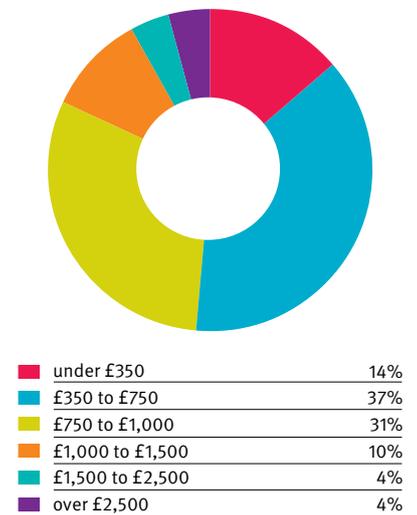
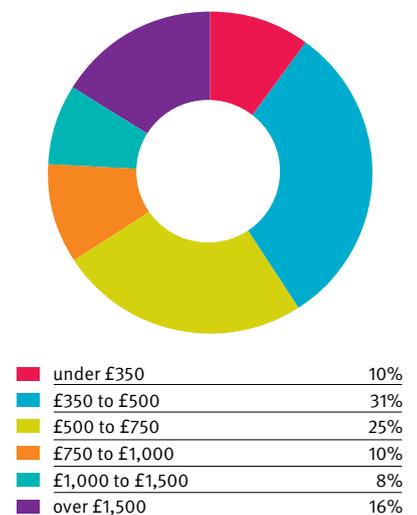


Figure 2
What is coming to market?
New instructions, past 12 months, cost per week





Charting the Fulham market

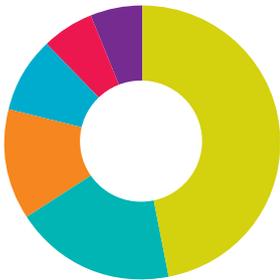


Figure 3
Nationality of our tenants
Tenants, past 12 months

UK	47%
Other	19%
USA	13%
Italy	9%
France	6%
Ireland	6%

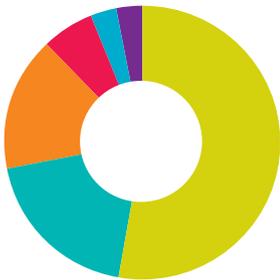


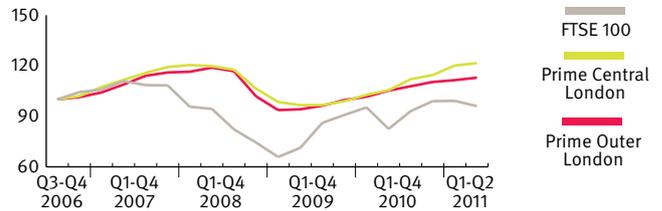
Figure 4
Source of our tenants
Tenants, past 12 months

Web	53%
Corporate services	19%
Local	16%
Referral	6%
Internal	3%
Magazine/newspaper	3%

Figure 5
Market activity
Year-on-year change (three months to July 2011)

Tenancies	↑ 25%
New applicants	↑ 16%
New instructions	↑ 64%
Viewings	↑ 21%
Prices	↑ 0.7%

Figure 6
Market performance
Prime London property (rental, prices) vs FTSE 100, past 5 Years



Fulham properties and the Knight Frank team

LET
A stunning family house
PETERBOROUGH ROAD,
FULHAM SW6
🏠 5
£1,250pw

LET
Apartment in a riverside development
CONSORT HOUSE,
FULHAM SW6
🏠 2
£700pw

LET
A stylish townhouse in Parsons Green
HURLINGHAM SQUARE,
FULHAM SW6
🏠 4
£1,150pw

LET
Spacious apartment in Imperial Wharf
DOLPHIN HOUSE,
FULHAM SW6
🏠 3
£695pw

LET
Apartment with fabulous river views
BATTERSEA REACH, SW18
🏠 3
£1,250pw

LET
Immaculate apartment with river views
MARINA POINT,
FULHAM SW6
🏠 3
£1,800pw

Knight Frank Fulham Lettings

+44 (0)20 7751 2410
Fulhamlettings@KnightFrank.com
203 New Kings Road
London SW6 4SR
KnightFrank.co.uk/Fulham



Nicola Miller
Lettings Manager



Wendy Gilchrist
Lettings Negotiator



Anna Malinowska
Lettings Administrator



Anne Soutry
Partner/Office Head