



Battersea Reach is one of our most popular riverside developments. We have been very successful in letting properties at the development and enjoy a sizeable market share compared to most other agents. Riverside Lettings Manager Mark Howell answers the important questions on this and the wider Riverside market.



BATTERSEA REACH

Who has been registering with Riverside Lettings this year?

We have received a real mix of applicants, ranging from corporate relocation tenants to high-spending students funded by wealthy parents.

Have you seen an increase in the number of tenants registering with you?

Demand is on the increase without question. The last three months have been exceptionally busy with prices having increased by up to 12% on last year. Sensibly priced properties are being snapped up extremely quickly.

What properties have you let at Battersea Reach so far this year?

We have let a number of properties spanning all the blocks in the development, from two-bedroom apartments priced between £450pw and £850pw, to three-bedroom apartments between £850pw and £1,250pw.

Do you receive interest from applicants only wanting to rent at Battersea Reach?

Without doubt, when we are instructed to rent a property in Battersea Reach we have applicants ready and waiting. Many applicants request Battersea Reach in particular when registering with us. Its convenient location and superb quality make it stand out from other like-for-like developments. Many see Battersea Reach

as the perfect lifestyle development due to its shops, bars, restaurants and gym. With many tenants relocating from overseas, the secure entry system and underground parking are also big draws as they offer added security for their property when they leave it unoccupied for large periods of time when away from the country.

Why should Battersea Reach landlords use Knight Frank Riverside Lettings?

We are a specialist riverside team, so applicants that come to us do so to find a property by the river and in a modern development. Our Riverside team was established six years ago and we have created an extensive database of prospective tenants looking to move to Battersea Reach. Furthermore, our award-winning website receives over 600,000 hits a month, meaning your property will benefit from unrivalled exposure. But what really sets us apart is our in-house corporate services team. This service has grown over a number of years and has established exclusive ties with relocation staff for some of the largest multinational companies.

How has the market's recent performance affected yields?

Yields are strong in Battersea Reach at present but they are unlikely to grow at a fast rate due to the equally strong sales market.



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Riverside Lettings market at a glance

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



under £350	6%
£350 to £500	26%
£500 to £750	41%
£750 to £1000	15%
£1000 to £1500	8%
£1500+	4%

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



under £350	5%
£350 to £500	18%
£500 to £750	35%
£750 to £1000	21%
£1000 to £1500	8%
£1500+	13%

SNAPSHOT SEPTEMBER 2011
RESIDENTIAL RESEARCH
BATTERSEA REACH LETTINGS
Knight Frank



Charting the Riverside market

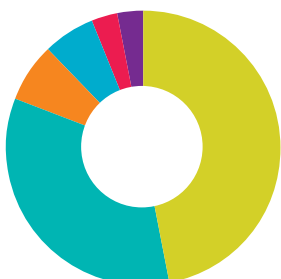


Figure 3
Nationality of our tenants
 Tenants, past 12 months

UK	47%
Other	34%
USA	7%
Italy	6%
France	3%
Ireland	3%

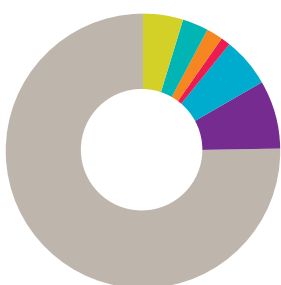


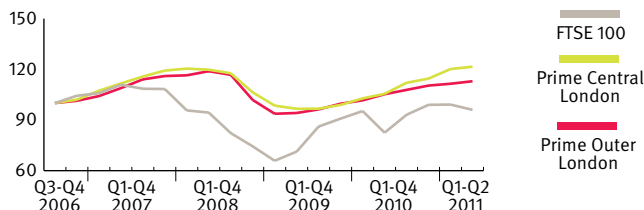
Figure 4
Source of our tenants
 Tenants, past 12 months

Corporate services	5%
Internal	3%
Local	2%
Other	1%
Referral	6%
Relocation	8%
Web	75%

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

Tenancies	↑ 38%
New instructions	↑ 17%
Prices	↑ 0.7%

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



Battersea Reach properties and the Knight Frank team

TO LET
Fantastic river views
 COMMODORE HOUSE
 🏠 2
 £600pw

LET
Easterly views towards the city
 COMMODORE HOUSE
 🏠 2
 £1,250pw

TO LET
Large river-facing terrace
 ENSIGN HOUSE
 🏠 3
 £880pw

LET
Beautiful sunset views
 BALTIMORE HOUSE
 🏠 3
 £850pw

TO LET
Stunning penthouse
 BALTIMORE HOUSE
 🏠 3
 £2,500pw

LET
Incredible living space
 KINGFISHER HOUSE
 🏠 2
 £850pw

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