



Office Head Paul Cockerham talks market trends, price performance, and the importance of the London buyer.

How has the market performed so far this year?

Once the snow disappeared towards the end of January it didn't take long for the spring market to make up for lost time, driven in part by the stamp duty threshold increase in April. Activity slowed down in April as many buyers took advantage of the late Easter bank holidays and royal wedding. The resulting 'feel good' factor throughout May and June more than made up for this, with a number of properties selling close to their asking prices. Activity during the summer was steady but with little, if any, economic growth in the UK, forecasts are not as optimistic as we had hoped.

Where do your buyers tend to come from?

We are benefiting from the strong prime London market as a large number of our buyers are taking advantage of record prices and moving further out to get more for their money. An even larger percentage of our purchasers this year have been international buyers, thanks to our 16 London offices and our central database which contains details of potential buyers from around the world.

What advice would you give to a homeowner thinking of selling?

Buyers have become very discerning, so sellers must show their houses in the best possible light. First impressions are of the utmost importance so do whatever it takes to get things in tip top condition as recommended by your agent, be it tidying up the garden, decluttering or even decorating. While I would describe the current market as being sound, pricing at a level that will attract as much interest as possible remains key.

What makes Virginia Water special?

Excellent road and rail links to the city make the area extremely attractive to commuters. On top

of that, we are blessed with two outstanding international schools, as well as many other renowned schools catering for all ages. Famous sporting venues in the area include Ascot Racecourse, Guards Polo Club in the Windsor Great Park and Wentworth for its golf, tennis and spa.

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Virginia Water sales market at a glance

Figure 1
What is coming to market?
 New instructions, past 12 months

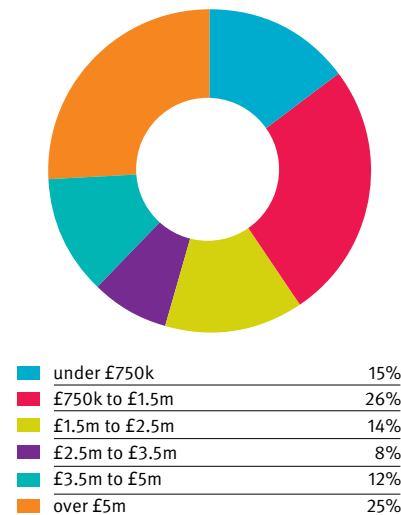
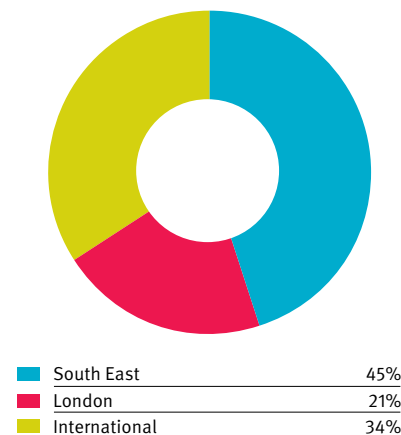


Figure 2
Where do our buyers come from?
 Buyers, eight months to March 2011





Charting the Virginia Water market



Figure 3
What do our applicants want to spend
 New applicants, past 12 months

under £500k	4%
£500k to £750k	14%
£750k to £1m	21%
£1m to £1.5m	17%
£1.5m to £3m	20%
over £3m	24%



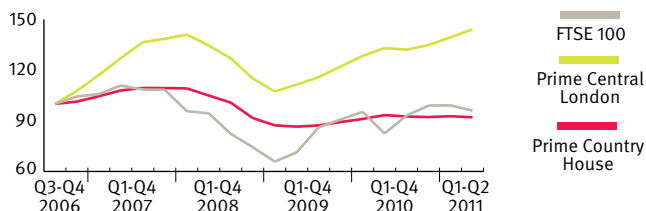
Figure 4
Sales by price band
 Exchanges, past 12 months

under £750k	23%
£750k to £1.5m	23%
£1.5m to £2.5m	15%
£2.5m to £3.5m	12%
£3.5m to £5m	9%
over £5m	18%

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

Exchanges	↑ 160%
New applicants	↑ 6%
New instructions	↑ 6%
Viewings	↑ 17%
Prices	↓ -0.7%

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



Virginia Water properties and the Knight Frank team

FOR SALE
Superb modern house with beautiful mature gardens
 VIRGINIA WATER, SURREY
 🏠 6
 £2.65m



FOR SALE
Beautifully presented family home
 WENTWORTH, SURREY
 🏠 6
 £3.7m



SOLD
Brand new mansion
 VIRGINIA WATER, SURREY
 🏠 6
 £6.5m



SOLD
Handsome house close to the village
 VIRGINIA WATER, SURREY
 🏠 5
 £2.25m



UNDER OFFER
Potential to extend
 ENGLEFIELD GREEN, SURREY
 🏠 4
 £950,000



UNDER OFFER
Refurbished and extended house
 VIRGINIA WATER, SURREY
 🏠 6
 £1.75m



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