



Local View ²⁰¹⁵

Beaconsfield

Welcome to Local View

Welcome to the latest edition of Local View, our seasonal update on the property markets that matter to you. In here we highlight why we love Beaconsfield as well as showcase some of our favourite sales and lets from last year and look forward to 2015. Please contact your local team for more information and to find out what other opportunities we can offer.

The average London buyer spends **£1.1m** in this area

In the last 3 months **43%** of our sales were priced under £1.5m, and **75%** of lettings have been below £4,500 per calendar month

On average we have achieved **96%** of the guide price on sales in the past 3 months

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William Furniss, Office Head
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Specialism: Country and villages
Years of experience: 26

Having grown up in the area, I feel a natural affinity to it. I take great joy in introducing buyers from London and further afield to the wonderful countryside, villages and towns that Buckinghamshire offers. They are often surprised that being so convenient to London we offer so much open space, yet with vibrant towns and villages.

There are many different types of dwelling in the Beaconsfield area. The banks' attitude to risk extends to the security of property as well as the individual. It has been interesting to see recently the private banks embrace property outside of Prime Central London and the high street accepting acreage and annexes.



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Chris Bovingdon
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Specialism: Town
Years of experience: 14

Beaconsfield is one of the most popular towns in the country for good reason; good people, good local attractions, fantastic grammar schools and within 30 minutes' drive of central London. However, its ability to allow you to be a five minute drive from a motorway or a five minute drive from the country makes Beaconsfield so special.



What I love most about the area I cover is the variety of different housing that we deal with. From conventional new build houses to individual architect designed homes, period chocolate box cottages and mansions. It's exciting learning about the history of the area and the people that live in it.



James Matson
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Specialism: Country and villages
Years of experience: 10



Having also grown up in the local area of Great Missenden and knowing the surrounding areas very well, I believe it still to be as lovely as ever. The Chilterns is a wonderful rural location, and ideal with access to London right on the doorstep, providing the very best of both worlds.



Christopher Dewe
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Specialism: Country
Years of experience: 26

Ease of access to London, the glorious Chiltern Hills and all that they offer (walking, riding, shooting etc.) make this area so favourable. Beaconsfield's quirky mix of old and new towns and the picturesque villages in Buckinghamshire mean it caters for everything.



James Davies
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Specialism: Country
Years of experience: 5



Beaconsfield is such a diverse area; I love the mixture of the old and the new. There is a great blend of different people, those that have lived here for many years and those that move to the area for work or to commute into London, every day is different.



Suzy Garrett, Head of Lettings
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Specialism: Lettings
Years of experience: 16

The country lettings market offers a unique opportunity to rent some of England's most palatial homes. Many of our London clients rent a second home in the area, with the benefit of being under an hour from the capital, providing an easy weekend escape from the hustle and bustle of city life.



Gordon Hood
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Specialism: Lettings
Years of experience: 14

Having moved from North London to Gerrards Cross in 2006 to take advantage of excellent schooling, both state and private and fast commuter links into London Marylebone, I have lived in the area since, moving once with Knight Frank, Beaconsfield! I enjoy the local community, lifestyle, excellent shops and restaurants, health/sports clubs and countryside walks.



Sally Hobson
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Specialism: Applicant Management
Years of experience: 10

2015 Forecast

2014 saw another steady rise in property values in the UK outside of London, yet the price differential between those and properties in the capital remains at a record level meaning that the country is great value for those looking to trade up and out. However, uncertainty as a result of the upcoming General Election means that the market is undoubtedly going to differ this year. In spite of this, we expect demand will continue to increase, particularly in light of recent tax changes, especially for properties valued below £1m.

Property prices for houses in the country have been rising for seven consecutive quarters, the longest period of sustained quarterly price growth since 2007.

Rising confidence among buyers as a result of more positive economic news, the ripple effect from London and growing demand for family homes has resulted in improved conditions in the market in 2014, helping to release some of the pent-up demand that had built up following the downturn.

Figures released by the Land Registry confirm this. Over the year to September 2014, the number of homes sold for over £500,000 in England and Wales was 42% higher than at the same time last year and 74% higher than the corresponding period in 2010.

Properties in the southeast, within commutable range of a city and close to good schools have sold well. Continued low interest rates and attractive mortgage offers have also encouraged buyers to act.

The proposals are likely to be welcomed by buyers, ultimately increasing transaction levels below the £937,500 threshold. That is likely to have a knock on positive impact on consumer sentiment.

Agents report that demand has been bolstered by an increase in the number of buyers looking to take advantage of the gap between urban and rural values, particularly those moving from London. Prices in the country look good value on a historical basis having experienced several years of static or modest growth since the end of the financial crisis.

To illustrate this point, houses in the country have risen in value by 5.6% since the market low in 2009 and currently sit 16% below the previous market peak. In contrast, house prices in prime central

London have grown by 74% and are 32% above their previous peak, making the country good value for those wishing to trade up and out.

But there are signs that the momentum seen during the first half of the year has eased. Uncertainty over the outcome of the general election, an impending interest rate rise and tighter mortgage lending have all cooled demand during the second half of the year.

There is some positive news however. Reforms to property taxation announced by the Chancellor during the Autumn Statement mean that the majority of home purchasers will pay lower levels of stamp duty when buying a house. As a result of the changes those buying homes worth up to £937,500 will see their tax bills reduced. Additionally, there is an anomaly between £1,000,001 and £1,124,990 where less tax is payable under the new system.

The proposals are likely to be welcomed by buyers, ultimately increasing transaction levels below the £937,500 threshold. That is likely to have a knock on positive impact on consumer sentiment.

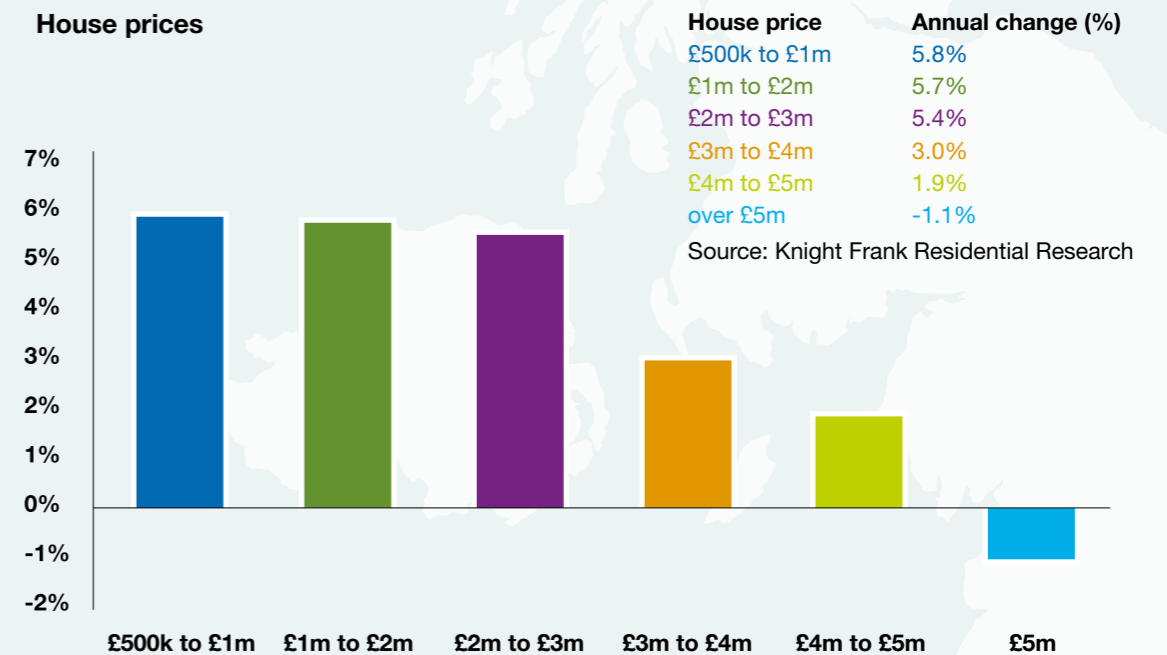
Against this backdrop, we are forecasting price growth of 2% across the country market in 2015, with outperformance in some locations driven by increased demand and, in some cases, improvements to infrastructure.

Homes located in town and city markets will see above average price growth driven by demand from those relocating from London and downsizers. Markets within commutable distance of the capital will also outperform. We are forecasting that price growth for family homes in the South East, South West and East of England will outpace local mainstream markets as values are boosted further by the "ripple effect" from London.

Registered voters

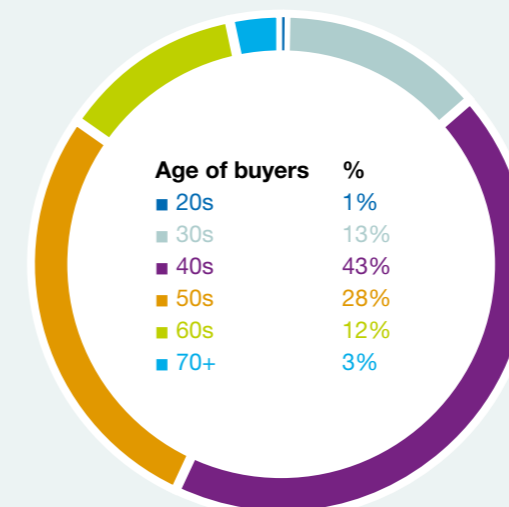
In 2010 there were **45,597,461** registered voters, **3.1%** more than in 2005

House prices



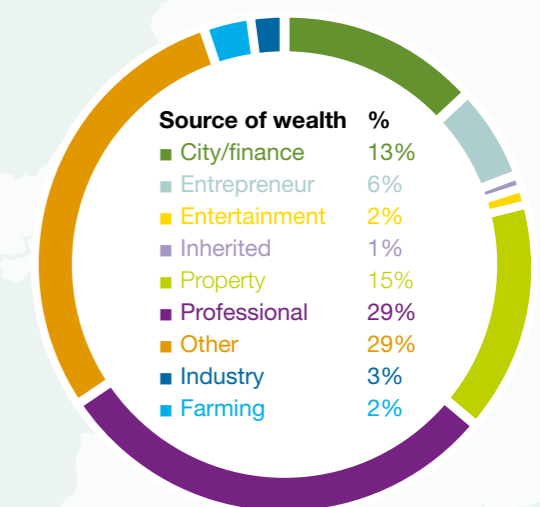
For all sales less than or equal to £2m

Age of buyers



Source: Knight Frank Residential Research

Source of wealth



Source: Knight Frank Residential Research

Highlights of 2014

Here we highlight 10 of our properties sold and let last year.



01

Church Road, Penn
SOLD | GUIDE PRICE £1,000,000

Very pretty Grade II listed cottage with stunning views, sale agreed after 14 viewings in a very short space of time.



03

Priests Paddock, Knotty Green
SOLD | GUIDE PRICE £1,750,000

Sold for 98% of guide price after 32 viewings.



02

Breakspear House, Harefield
SOLD | GUIDE PRICE £1,250,000

Amazing apartment in a stunning conversion sold to first viewer.



04

Blackpond Lane, Farnham Royal
SOLD | GUIDE PRICE £1,350,000

Following 23 viewings and two bidders sold within 96% of guide price.



05

Hill Top Lane, Chinnor
SOLD | GUIDE PRICE £1,250,000

After competitive bidding sold for in excess of the guide price.



Full of character but totally upgraded, this property was let initially on a short term basis to a Pinewood client, then on a long term basis to a London commuter.

Ellwood Road, Beaconsfield
LET | GUIDE PRICE £4,250 PCM

06



A large executive house backing onto Stoke Park Golf Club, let quickly to a corporate client on a long term basis.

Stoke Park Avenue, Stoke Poges | **LET | GUIDE PRICE £4,750 PCM**

07



This immaculately presented family home, let as soon as it came to the market to a client relocating from abroad for work, needing local schooling and access to London.

Butlers Court Road, Beaconsfield | **LET | GUIDE PRICE £2,700 PCM**

08



09



Beautifully presented and let immediately before reaching the open market to a large American corporation.

Eghams Wood Road, Beaconsfield
LET | GUIDE PRICE £4,000 PCM



10



Formally a public house, this stunning double fronted period cottage was let to the first person who viewed.

The Green, Kingston Blount
LET | GUIDE PRICE £1,750 PCM

London Expansion

The London property market has always driven activity outside of the capital, as Londoners sell or let their homes and seek greater value for money in different parts of the UK.

Outside of Prime Central London, we have seen growth in traditionally affordable areas, with sales price increases of up to 14% in parts of zone two over the last 12 months. These increases see those sellers in North West London and along the River Thames achieving record prices for their homes.

At Knight Frank, our team of experienced analysts are continually looking for the next hotspots in order to embrace the increased demand in these areas. We were therefore delighted to open four new offices in London in 2014. The addition of these offices in Barnes, Clapham, King's Cross and Chiswick means our London network now totals 24, and there are plans for further expansion this year.

This increased catchment area means we are better placed than ever to drive cash buyers to our country properties. In addition, the considerable growth of our lettings division has meant that we can assist those clients who are not yet looking to cash in their investment, but still wish to move out of London. The lettings team work closely with our relocations team to place international corporate tenants, often for up to three years, to ensure buyers from London still have the steady stream of income needed to facilitate a move.

With the net widening it is vital that any agent with a London presence covers the key growth areas. A move to the country is no longer the leap it might once have been considered by many hardened city dwellers, as what are described as "London's villages" are becoming increasingly prevalent. Moving to one of these areas first is becoming the preference amongst many families, with them acting as a stepping stone to the countryside further out of London. James Williams, head of Knight Frank Barnes says:

"It is fantastic to now have a shop front in such a wonderful location. It is such a friendly environment to work in". With the fashion being a two-stage move, we can now nurture long-term relationships with our clients. So whether they are looking for a different pace altogether or a move to a smaller town or city, we are able to put them in touch with a Knight Frank agent for every step they wish to take.

If you have a property that might be of interest to one of our London buyers, please call your local Knight Frank office for a complimentary market appraisal.



"A move to the country is no longer the leap it once might have been considered by many hardened city dwellers"

About Us

In 2014, throughout the UK, Knight Frank sold:

2,740 swimming pools

68 shoots 4,336 new developments

1,166 listed buildings

2,852 properties with concierge 2,678 gyms

14 golf courses

604 tennis courts

1,127 properties with equestrian facilities

131 fishing facilities 1,719 properties by the water

207 farms and estates 1 houseboat

150 development plots

518 penthouses

For more information on the services we provide visit KnightFrank.co.uk

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first-mover
advantage

If selling or letting a property is one of your plans for 2015, now is the time to speak to an expert. Whilst others are waiting on the outcome of the forthcoming election, we are anticipating a busy start to the year.

So, at a time when staying one step ahead has never been more important, will you be one of the first movers in 2015?

For your complimentary market appraisal, call us today on:

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