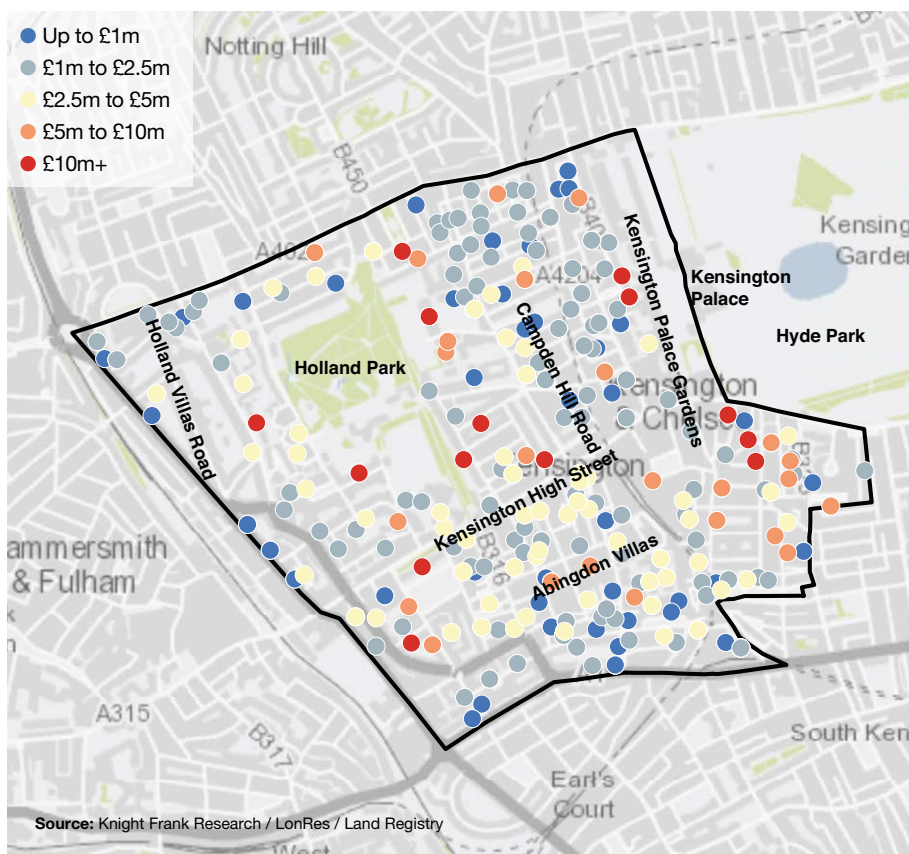


KENSINGTON SALES MARKET INSIGHT 2018

FIGURE 1
Property prices in Kensington

Achieved price, year to December 2017



Prime central London update

Activity in the prime central London sales market continues to stabilize, a trend that is more marked in higher-value price brackets. While the overall number of transactions rose 5% in the last six months of 2017 compared to 2016, the increase was 14% for properties valued at between £5 million and £10 million, LonRes data shows. In Kensington, this trend is highlighted by the more resilient sales volumes in the typically higher-value postcodes to the north of Kensington High Street, as figure 4 shows.

Sami Robertson, Kensington Office Head

“More vendors have adjusted their asking price to the point that their properties are gaining growing interest from buyers who are heavily scrutinising the market for value. Kensington has also benefited from some high-quality new-build schemes, which have helped reposition the area as more current in the minds of buyers. However, education still plays a key role. One house near a very good school exchanged on the day of the general election in 2017. The buyer did not want to wait for the result, the school was more important.”

FIGURE 2
Kensington fact sheet

Population: 32,098

AVERAGE £PSF

Year to December 2017	£1,585
Year to December 2016	£1,655
Year to December 2015	£1,710

MAXIMUM £PSF

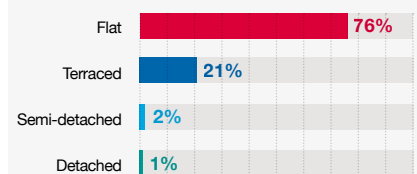
Year to December 2017	£5,200
Year to December 2016	£6,545
Year to December 2015	£5,790

Source: Knight Frank Research / LonRes

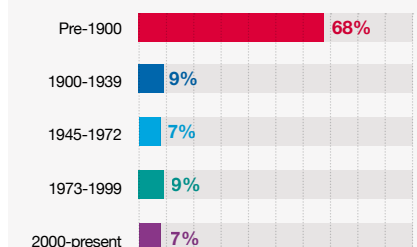
BLUE PLAQUES

- John Stuart Mill, philosopher
- William Thackeray, novelist
- Rudolf Nureyev, ballet dancer
- Jean Sibelius, composer
- T.S. Elliot, poet
- Sir Winston Churchill, politician
- Agatha Christie, writer

STOCK BY PROPERTY TYPE



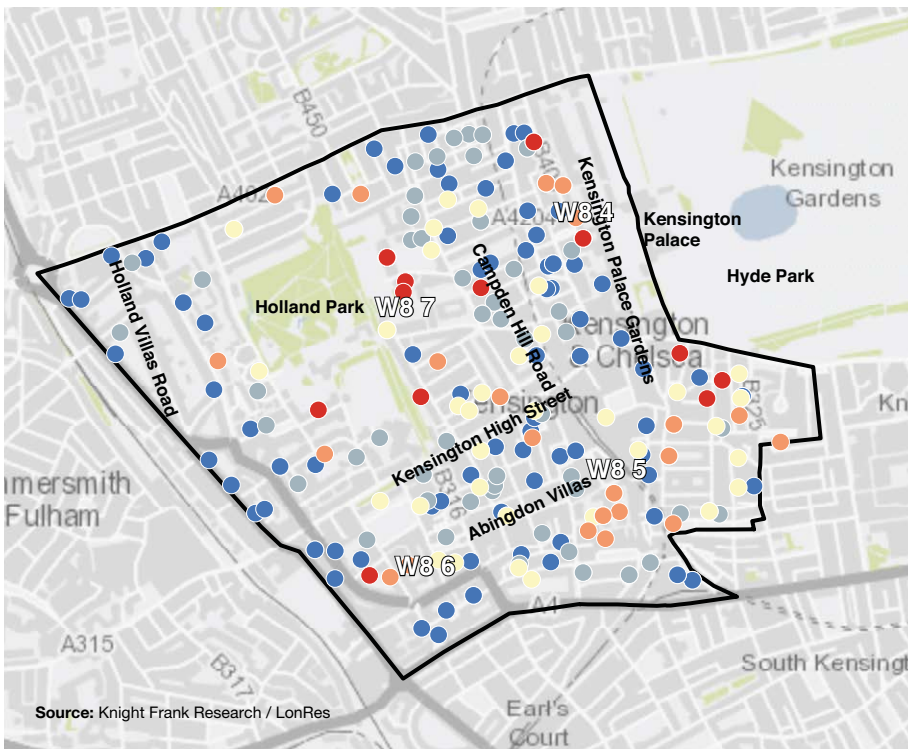
AGE OF HOUSING STOCK



Source: Knight Frank Research / Valuation Office Agency

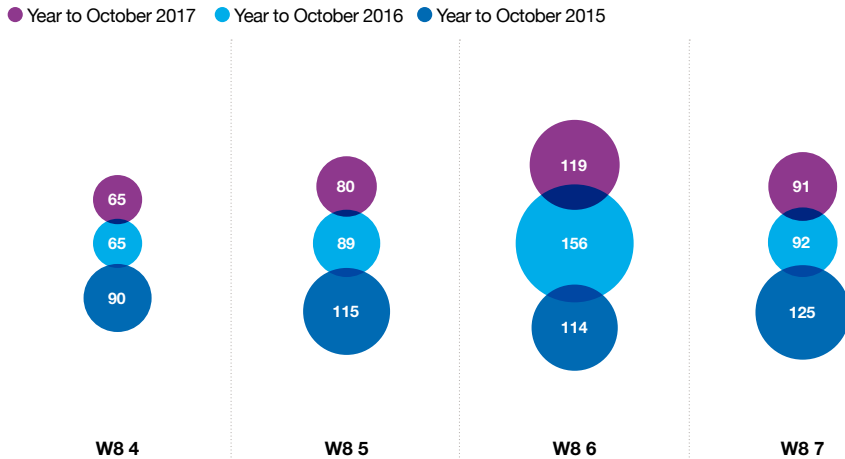
KENSINGTON SALES MARKET INSIGHT 2018

FIGURE 3 **£PSF map of Kensington**
Achieved prices, year to December 2017 (where available)



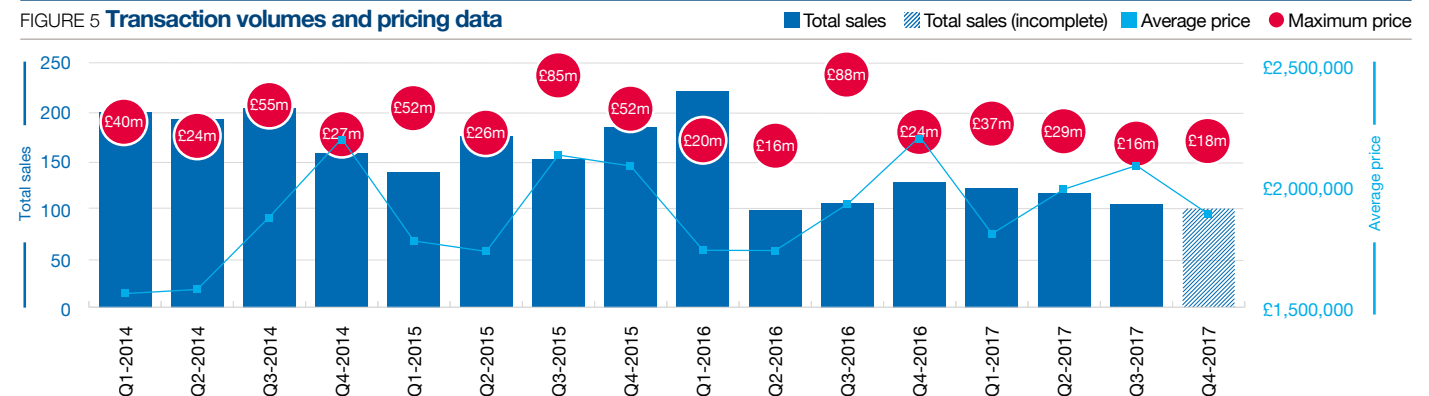
● Up to £1,500 ● £1,500 to £1,750 ● £1,750 to £2,000 ● £2,000 to £2,500 ● £2,500-plus

FIGURE 4 **Sales volumes by neighbourhood**



Source: Knight Frank Research / LonRes / Land Registry

FIGURE 5 **Transaction volumes and pricing data**



Source: Knight Frank Research / Land Registry / LonRes

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