

# KENSINGTON MARKET INSIGHT 2019

## Market update

Pent-up demand continues to build across prime London property markets as buyers respond to price adjustments, though some remain hesitant due to political uncertainty. The number of exchanges in prime London markets was marginally higher in the first six months of 2019 compared to 2018, though this increase was largely caused by higher activity between March and May, the period after Brexit was delayed and before the Tory leadership election. The total available budget of prospective buyers through Knight Frank in London climbed to a five-year high of £51.5 billion in the second quarter of this year.

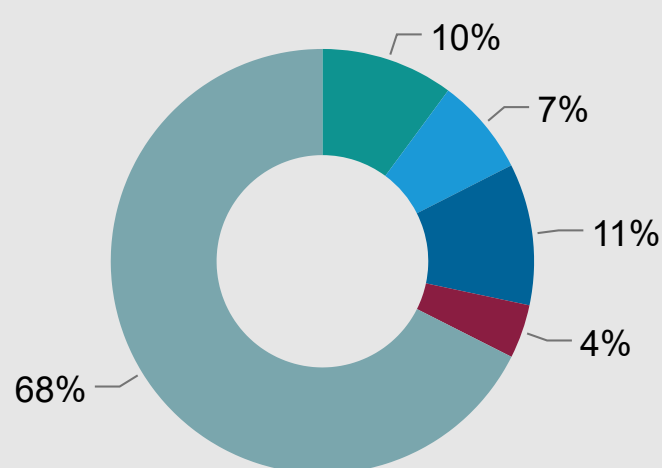
## Sami Robertson, Knight Frank Kensington Office Head

"Demand has been building steadily in Kensington and while it remains a price-sensitive market, activity levels have increased notably over the course of the year. Knight Frank carried out 13% more transactions in Kensington in the year to August compared to the previous 12 months. The equivalent rise was 17% above £5 million. Low interest rates are helping to drive domestic demand while the weakness of the pound has encouraged more overseas buyers to act. This pick-up is happening primarily among needs-driven buyers, those people who are moving for family or personal reasons. They can see good value in Kensington, irrespective of the current political uncertainty."

## Age of properties

Percentage of total housing stock

- Pre 1990
- 1990 to 1939
- 1945 to 1972
- 1973 to 1990
- 2000 to present

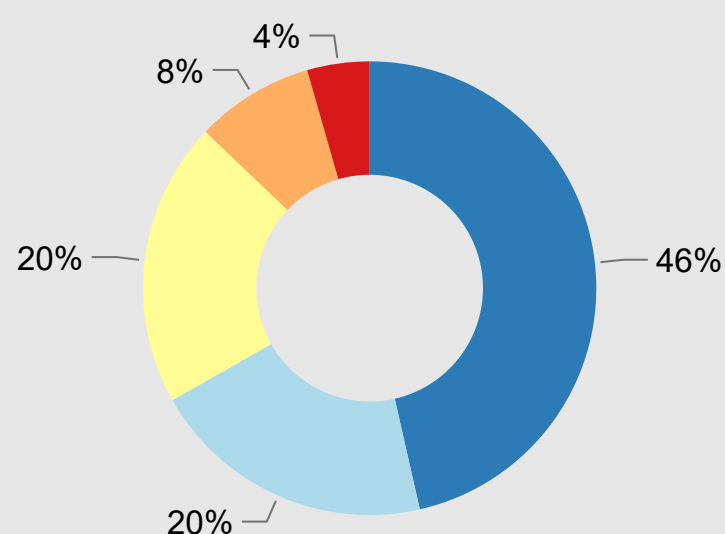


Source: Knight Frank Research / VOA

## Supply by price band

Listings breakdown 12 months to July 2019

- £400k to £1.5m
- £1.5m to £2.5m
- £2.5m to £5m
- £5m to £10m
- Over £10m

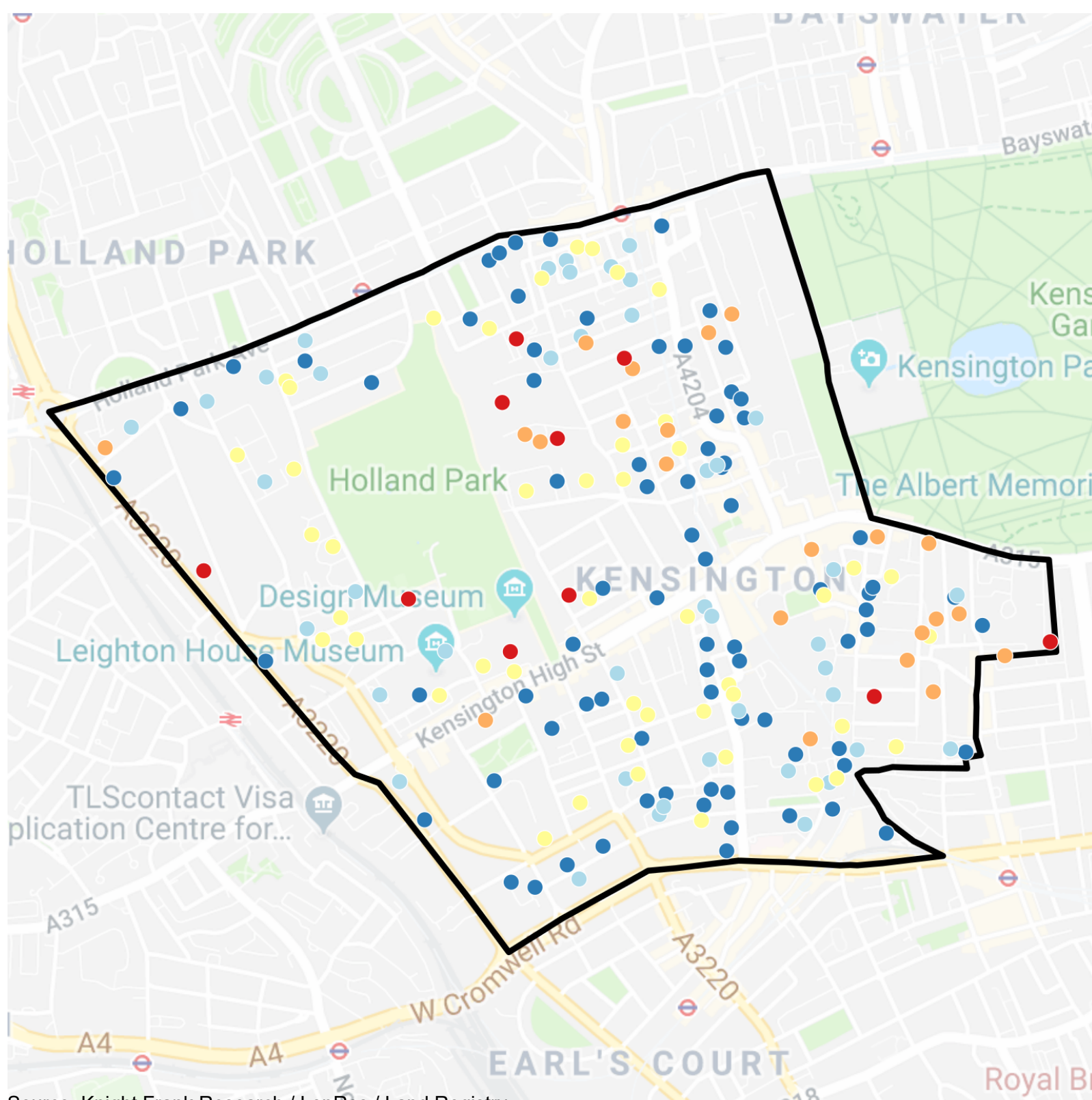


Source: Knight Frank Research / Rightmove

## Property Prices

Achieved prices in the 12 months to June 2019, circles can represent multiple sales in the same postcode in which case highest value is displayed

- £400k to £1.5m
- £1.5m to £2.5m
- £2.5m to £5m
- £5m to £10m
- Over £10m



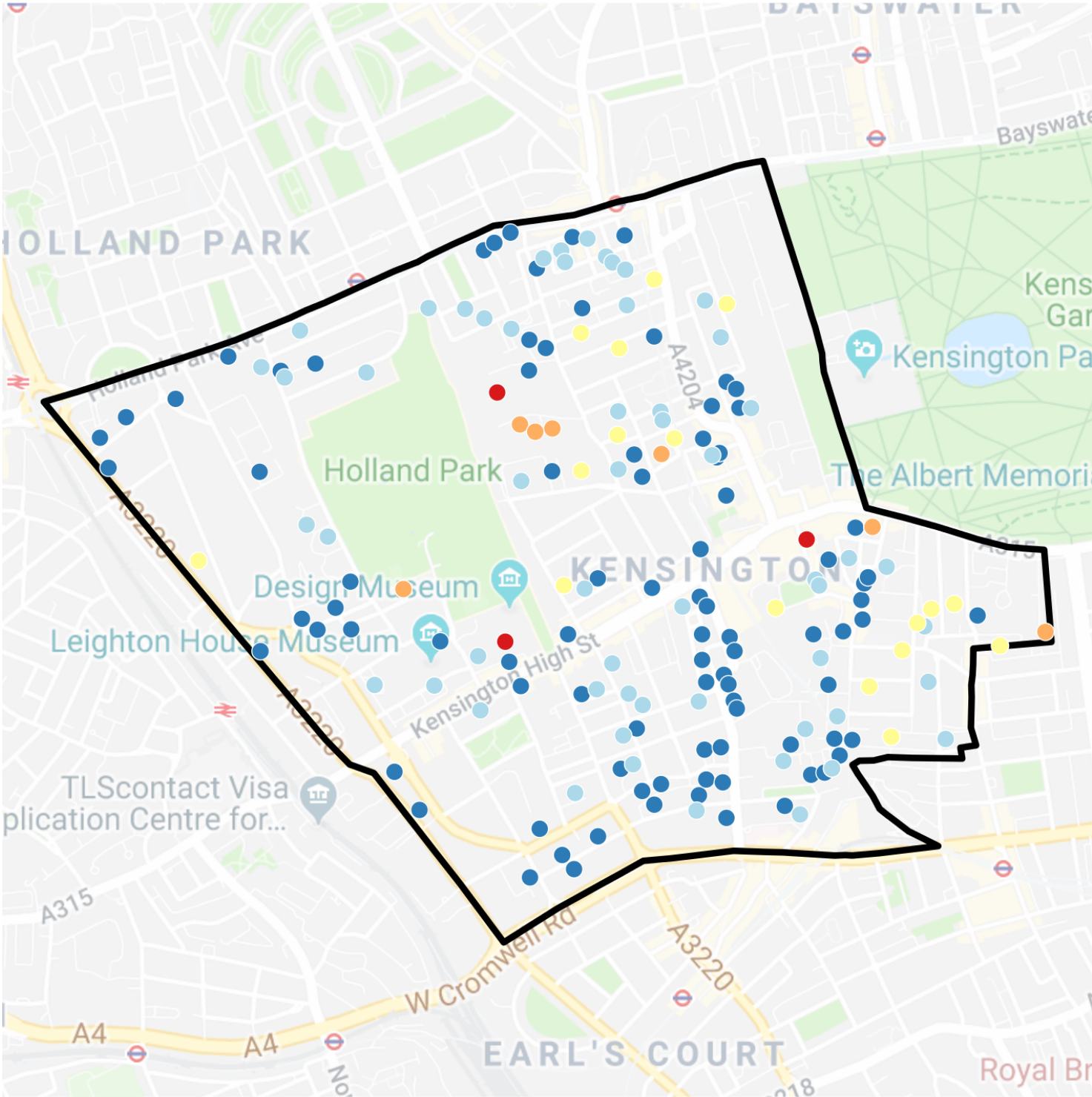
Source: Knight Frank Research / LonRes / Land Registry



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£PSF Data

Achieved £PSF prices in the 12 months to June 2019, circles can represent multiple sales in the same postcode in which case highest value displayed



Source: Knight Frank Research / LonRes

Sales analysis by postcode

|                 |      | Year to Apr 2017 | Year to Apr 2018 | Year to Apr 2019 |
|-----------------|------|------------------|------------------|------------------|
| Average Price   | W8 4 | £4,376,015       | £3,309,004       | £2,269,637       |
|                 | W8 5 | £3,086,139       | £4,106,343       | £3,022,098       |
|                 | W8 6 | £2,864,879       | £2,626,024       | £2,467,889       |
|                 | W8 7 | £3,614,957       | £5,350,633       | £3,852,061       |
| Volume of Sales | W8 4 | 71               | 54               | 55               |
|                 | W8 5 | 73               | 77               | 96               |
|                 | W8 6 | 110              | 84               | 55               |
|                 | W8 7 | 70               | 140              | 102              |

Source: Knight Frank Research

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KNIGHT FRANK SALES

Would you like to know what your property is potentially worth?  
If you're thinking of buying or selling, or would just like some property advice, please get in touch.

Kensington



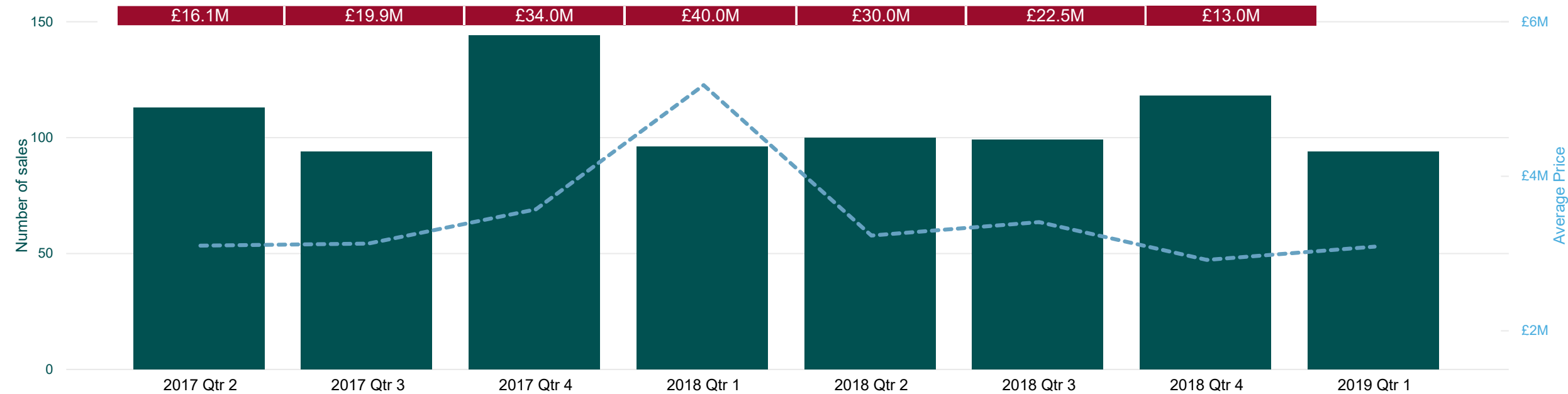
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Transaction volumes and pricing data

Maximum sale price per quarter



Source: Knight Frank Research / Land Registry / LonRes