



SUTTON COLDFIELD REVIEW

Regional property market focus 2010

Knight Frank



Now is an extremely good time for people thinking of selling their houses to take advantage of increasing demand and low levels of stock in the Sutton Coldfield area

Total property for sale	↓	-53%
New prospective buyers	↑	45%
Viewings	↑	370%
Sales	↑	50%

All figures Jan-Nov 2009 v Jan-Nov 2008

LOCAL MARKET OVERVIEW

Knight Frank's Sutton Coldfield office has emerged from the credit crunch in an enviable position, cementing itself as the most dynamic prime property estate agent in the area and carrying great momentum into 2010.

Demand for quality houses has definitely picked up and in 2009 we have sold over 50% more properties than we did in 2008. This position looks set to continue throughout 2010 as the number of prospective purchasers registering with us is up almost 45% compared with the same period 12 months ago.

People are now confident that we have reached the bottom of the market in terms of prices and believe now is a good time to invest in property again. But a real shortage of supply is frustrating many of those buyers and good quality houses are attracting extremely strong levels of interest and, in a number of cases, are once more selling for over their guide prices.

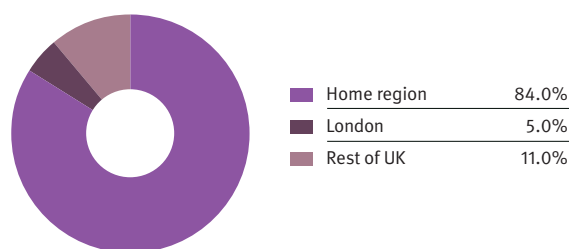
Prices are generally 15% below the peak of the market, but at the very top end of the Sutton Coldfield market houses worth over £2m have dropped by far less. Their rarity value means buyers may only have one chance to secure the house of their dreams and the desirability of the best roads means many are prepared to pay a premium to do just that.

Vendors, however, at this level of the market often prefer to sell their houses off-market and we do have a number of premier properties available privately. Even if you cannot see what you are looking for in our shop window or on the website do please discuss your specific requirements with us.

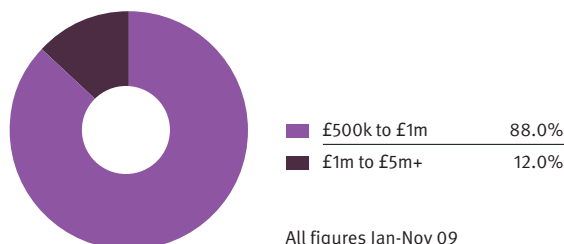
During the credit crunch the Sutton Coldfield office has been able to strengthen its position for selling houses from £500,000 by being able to offer a premium level of service and coverage together with enticing performance related fees. We have continued to invest in our global network of offices and our award winning website. This means that the properties we sell are seen by hundreds of thousands of prospective wealthy buyers across the globe.

After opening just two years ago we can now claim to be the area's leading agent for prime property and are considered the first port of call for anybody selling at the top-end of the local market. Our level of commitment to our clients, however, remains the same whether the property we are selling is worth £5m or £500,000. Whether you own a cottage or a castle, as a Knight Frank client you will receive the highest level of service and advice.

Where our buyers come from



Sales by price band



NATIONAL COUNTRY HOUSE MARKET

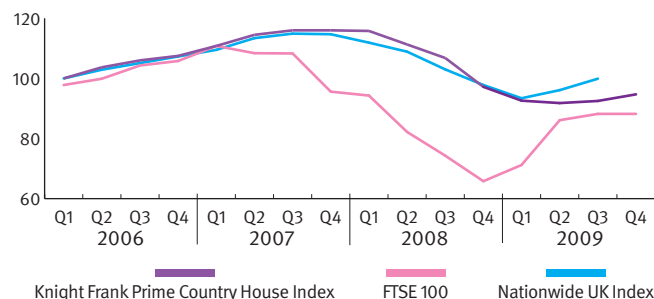
The price of prime country properties is now showing positive growth in all locations across the UK as demand outstrips supply.

Average prices for the best country properties increased by 2.3% in the final three months of 2009, the first significant quarterly increase since the autumn of 2007. Values overall are now just 2.6% below the levels seen at the end of 2008, but a number of locations, especially in the Home Counties, saw prices increase last year.

The impact of the resurgent London residential property market has had, unsurprisingly, the biggest knock-on effect in the areas surrounding the capital. Average values rose 3.1% across our Home Counties offices in the final quarter of 2008 and increased by 5% during the second half of the year, giving total annual growth of 1.4%.

Even the north of England and Scotland, where the recovery has been more muted until now, saw a 0.5% rise in average prices at the end of the year, although houses are still worth 11% less than at the beginning of the year.

Investment performance 2009



Apart from a general increase in consumer confidence as the UK slowly drags itself out of recession and continuing low interest rates, the market recovery has been led by a sharp imbalance between supply and demand. The number of potential purchasers registering with Knight Frank has increased significantly while the number of properties for sale continues to fall.

PRIME LONDON

Buyers coming out of London continue to underpin the prime country house market. Strong sales and price results in central London mean that a special frisson of activity is being offered to the country market in 2010.

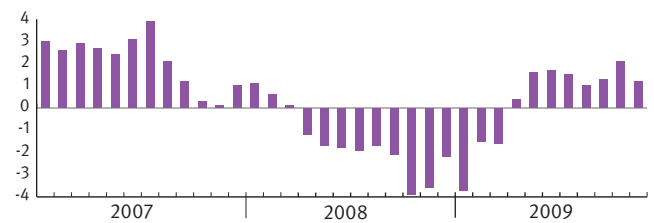
The prime London market saw a dramatic turnaround last year. With a weak pound attracting international buyers and low interest rates prompting many to take the plunge, sales volumes rose by 40% year-on-year. Weak supply helped drive prices higher – by almost 10% in the nine months to December.

London's economy is playing its traditional market-leading role – heading the UK's nascent recovery. Despite its current unpopularity and attempts to dent its power by the taxman, the City is again creating wealth that is being poured into the Capital's housing market. There are several obstacles that London's housing market will need to navigate during 2010: the election, tax rises, and potentially rising interest rates. However, the one lesson to take from last year is that demand for accommodation in London is very wide and very deep – the supply of country buyers coming out of London will continue to flow this year.

Our offices in London include:

- ◆ Belgravia
- ◆ Canary Wharf
- ◆ Chelsea
- ◆ Hampstead
- ◆ Kensington
- ◆ Knightsbridge
- ◆ Fulham
- ◆ Mayfair
- ◆ Marylebone
- ◆ Notting Hill
- ◆ Richmond
- ◆ Riverside
- ◆ St John's Wood
- ◆ Wandsworth
- ◆ Wapping
- ◆ Wimbledon

Knight Frank Prime Central London Index, monthly price change 2007-2009

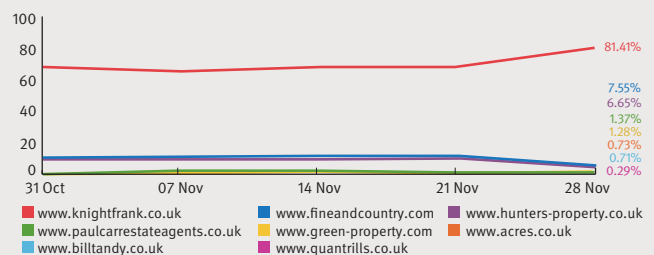


WORLD'S BEST PROPERTY WEBSITE

Our award winning website opens your property to the world.

Industry statistics show that over 74% of those looking for a new house start their search on the web. This is why we have developed our ground-breaking Global Residential Search facility, which is now live on KnightFrank.co.uk, the most visited UK estate-agency website. The Global Residential Search was voted the World's Best Real Estate Agency Website*.

Knight Frank vs local competition 2009 (%)



Source: hitwise

KNIGHT FRANK FINANCE

Knight Frank Finance is here to help you secure the best deal.

The past six months have seen modest improvements in the number of mortgage deals approved, but seeking professional advice is still the best route to the best deal.

The High Street mortgage market continues to remain in a state of turmoil. While stock markets have managed to rally over the past few months, only about 20% of the High Street banks are actively lending and, of those, even less are lending above 75% loan to value.

Many potential first-time buyers and re-mortgagers are finding it very difficult to satisfy the criteria currently laid down by the banks, and securing a good interest rate can be extremely tough.

At Knight Frank Finance, we work hard to help you achieve the best possible terms in these tough times. By continually evaluating which

banks are lending, we have developed a very successful approach to securing the best deals despite the conditions. Our aim is to build an intimate understanding of your long-term goals, and act as both a trusted advisor and a confidante, not just at the moment of your transaction, but on an ongoing basis. By looking carefully at your full financial position, we can find the best source for you to borrow from. Often private banks or foreign lenders are providing superior terms to the High Street, and we have made it our business to know the right people at over 50 of these institutions.

Choosing Knight Frank Finance provides you with the access to some of the very best minds in financial services. Our high-calibre professional consultants, all experts in their respective fields, have been handpicked from the industry. If you feel we could help improve your financial position, we would be delighted to hear from you.

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A SELECTION OF PROPERTIES SOLD IN 2009



Lichfield, Staffordshire

A large period house with fantastic potential in a city centre location



Aldridge / Little Aston border

A fine barn conversion with land providing potential for equestrian use



Shenstone, Staffordshire

A versatile house with large gardens on the edge of a commuter village



Little Aston Park, Sutton Coldfield

A spacious and flexible family home within a private gated road



Little Aston Park, Sutton Coldfield

A large single storey building with excellent planning potential in a superior gated address



Sutton Coldfield

A stunning house with fantastic interiors close to Sutton Park, sold in 48 hours



Streetly, Sutton Coldfield

A family home with great potential and large gardens created a great deal of interest



Sutton Coldfield

A handsome family home, minutes walk from the town centre



Four Oaks Estate, Sutton Coldfield

A very attractive family home with potential and a superb address



Four Oaks, Sutton Coldfield

A hugely attractive and spacious family home with swimming pool and large gardens



Four Oaks Estate, Sutton Coldfield

An exciting modern family home on the edge of the beautiful Sutton Park



Penkridge Bank, Staffordshire

A spacious ranch style family home with indoor pool, equestrian facilities and over 15 acres

Your local team



Christian Swaab
Sutton Coldfield



Sarah Briggs
Sutton Coldfield



Kate Harpham
Midland Country Homes



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