



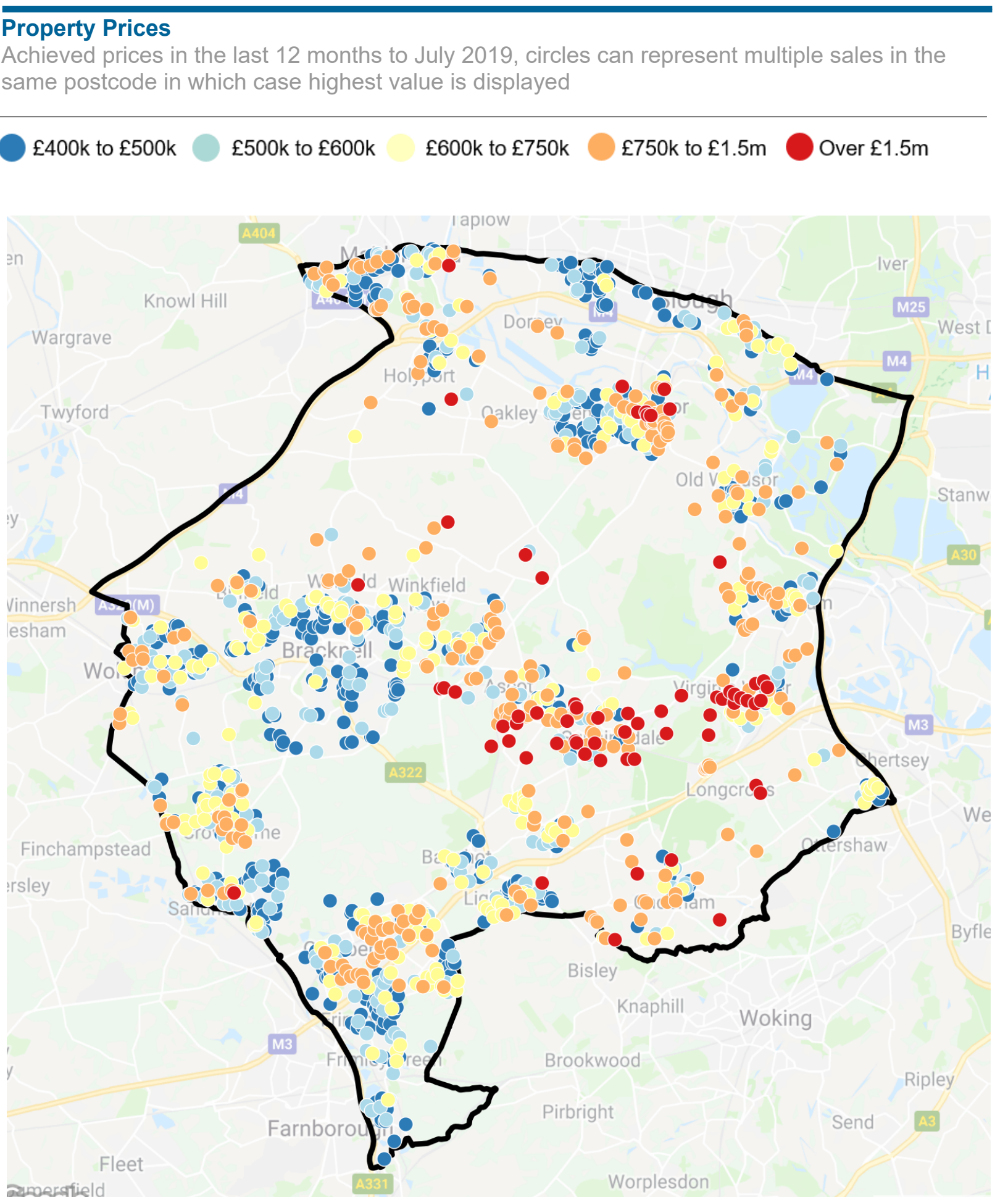
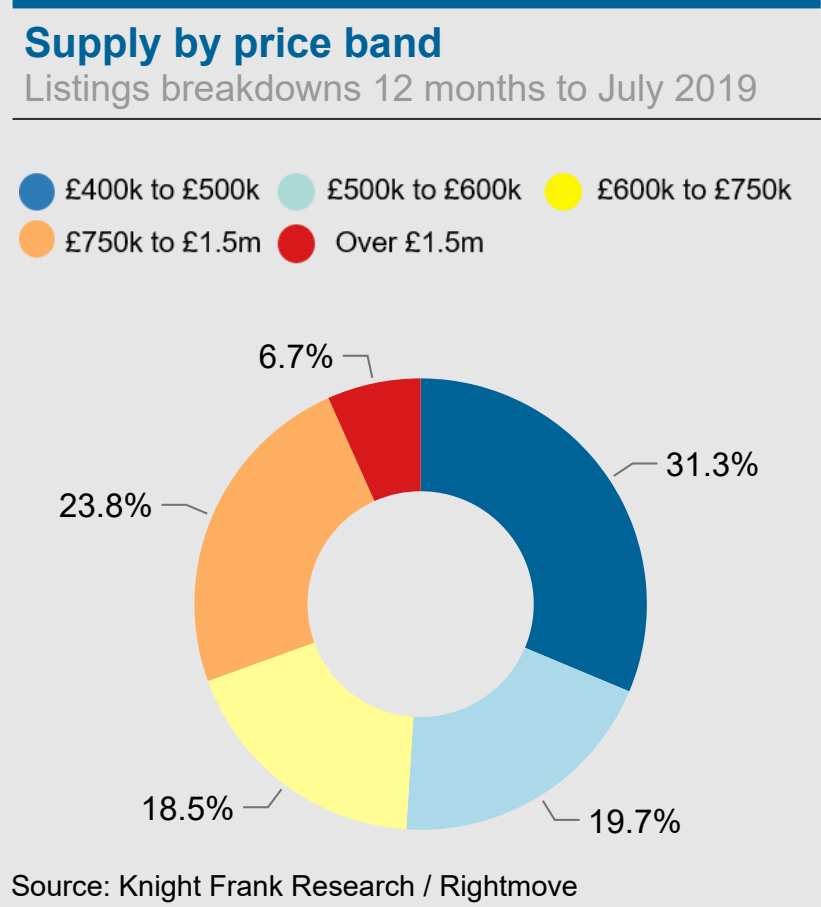
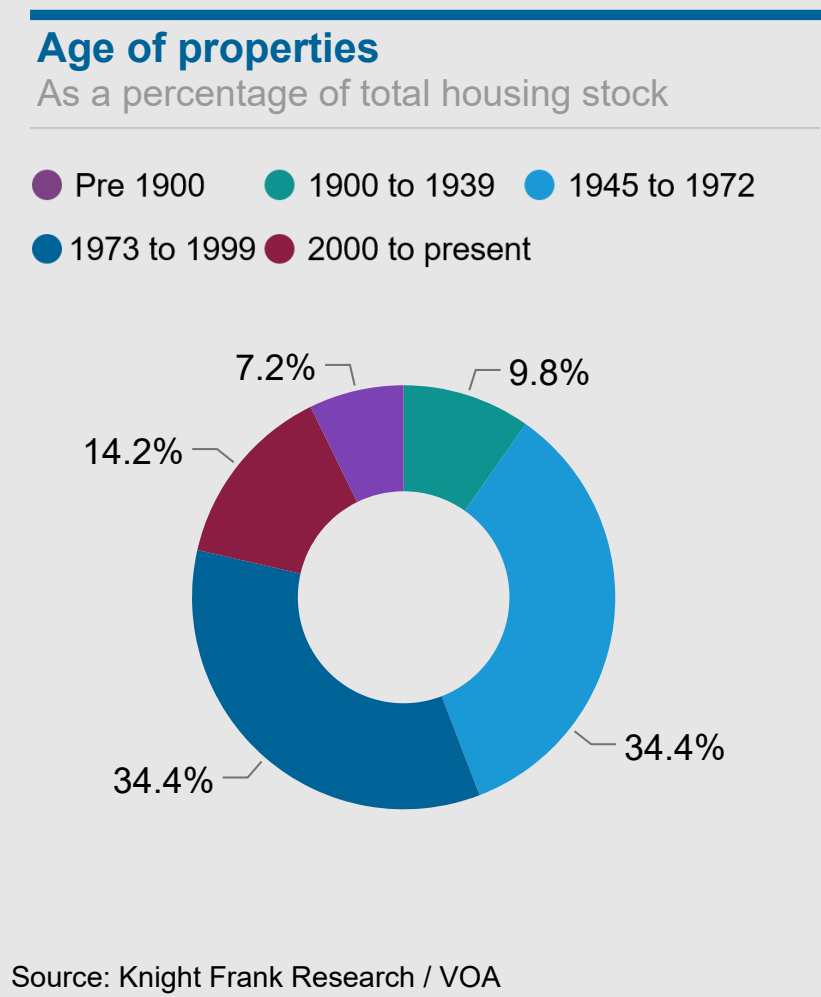
ASCOT & VIRGINIA WATER MARKET INSIGHT 2019

Market update

Pent-up demand continues to build across prime property markets as buyers respond to price adjustments, though some remain hesitant due to political uncertainty. Knight Frank data shows that values in North Surrey fell by 2% annually over the year to June and by 10% over the last three years. Prospective buyers in North Surrey have responded to this, with a 3.1% increase in the number of prospective purchasers registering their interest in buying a home so far in 2019 compared with last year. Against this backdrop, however, stock levels across the market are low, underlining the potentially advantageous position for active and new vendors whose properties are priced to reflect market conditions.

Edward Shaw, Head of Knight Frank Ascot and Virginia Water

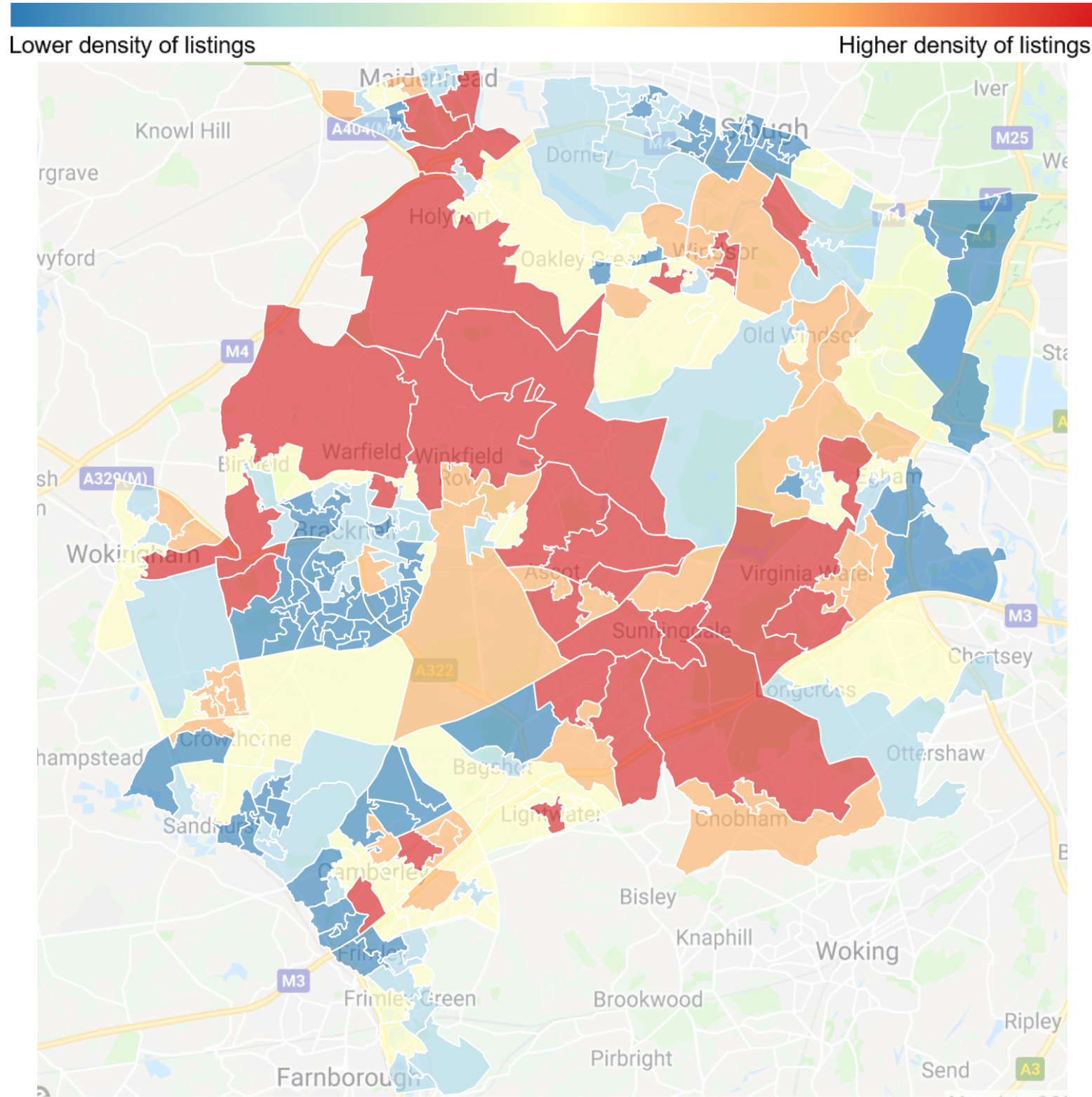
“There has been a renewed interest over the last several months in the higher value end of the market for properties priced above £5 million and sales volumes have increased accordingly. This has been driven by the price adjustments that have taken place, as well as the ongoing weakness of the pound relative to a number of other currencies. The market for homes valued up to £2 million has also been bouyant and, whilst buyers remain price sensitive, good schooling, fast transport links to London as well as the presence of internationally-renowned sporting venues, continue to act as a draw.”



ASCOT & VIRGINIA WATER MARKET INSIGHT 2019

Where are properties most commonly available?

Density of listings above £400k over the last 12 months



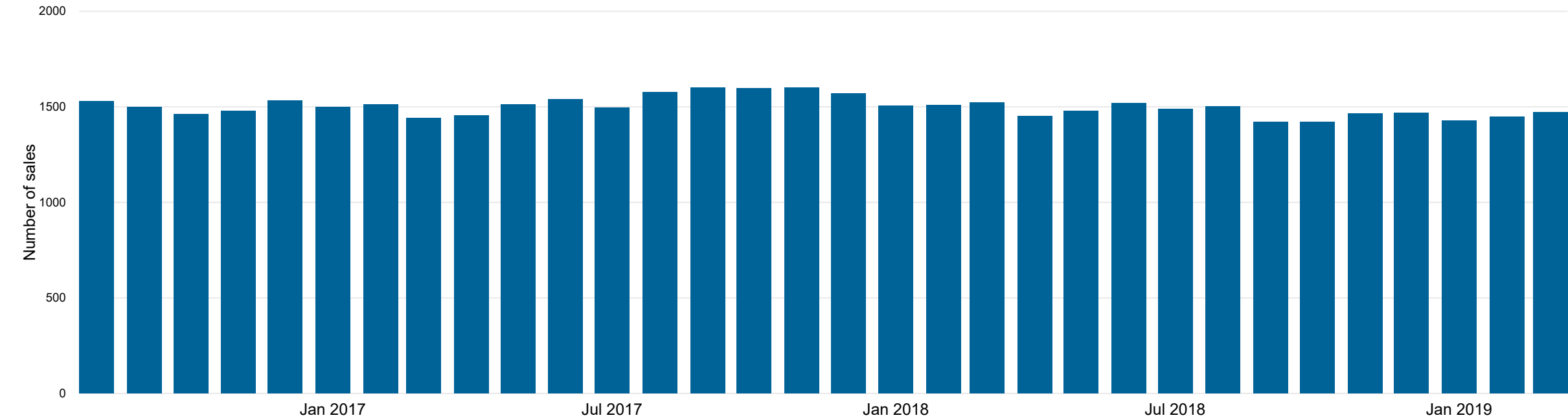
Source: Knight Frank Research / Rightmove

Sales analysis by selected postcodes

		Year to May 2017	Year to May 2018	Year to May 2019
Average Price	GU20 6	£1,300,111	£932,641	£668,023
	SL4 3	£686,359	£673,594	£676,951
	SL4 5	£565,555	£601,875	£611,908
	SL5 7	£1,157,183	£933,350	£908,853
Volume of Sales	GU20 6	48	46	60
	SL4 3	92	80	78
	SL4 5	75	67	91
	SL5 7	68	61	61

Source: Knight Frank Research / Land Registry

Sales volumes above £400,000 Rolling 12 month total



Source: Knight Frank Research / Land Registry

RESIDENTIAL RESEARCH



Oliver Knight
Associate
+44 20 7861 5134
oliver.knight@knightfrank.com

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.

Ascot & Virginia Water



Edward Shaw
Partner, Office Head
+44 1344 293 140
edward.shaw@knightfrank.com

Important Notice
© Knight Frank LLP 2019 – This report is published for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented in this report, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this document. As a general report, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this report in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names