

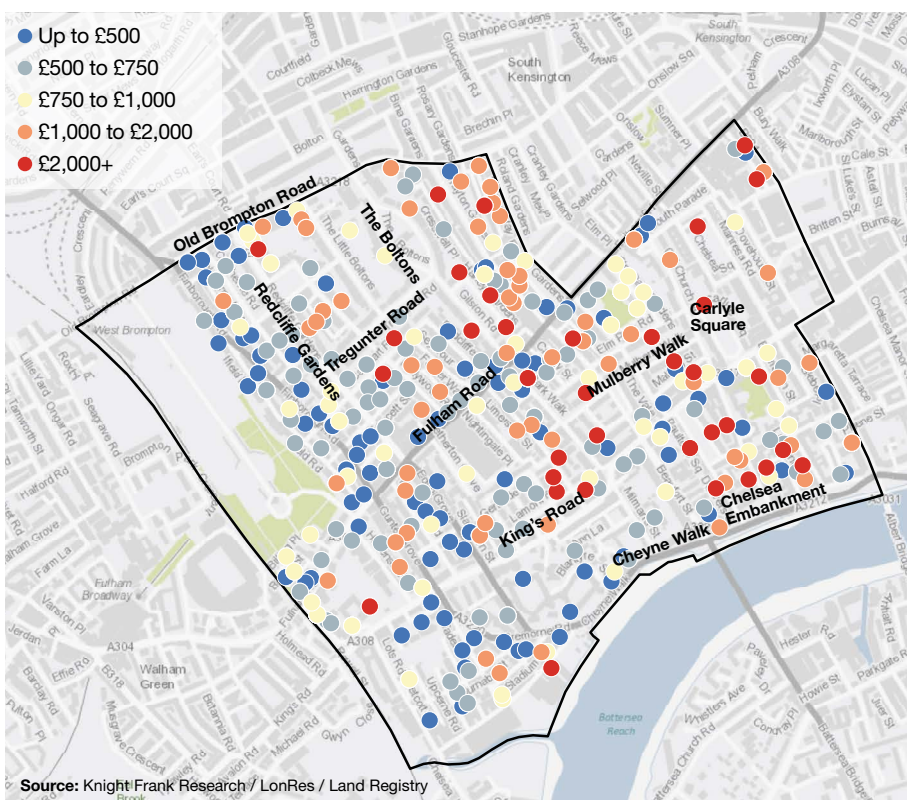


CHELSEA LETTINGS MARKET INSIGHT 2018

FIGURE 1 Rental values in Chelsea

Achieved weekly rental values, year to March 2018

Circles can denote multiple transactions in the same postcode, in which case the highest value is displayed



Chelsea lettings market update

A decline in the supply of lettings properties in prime central London has begun to exert upwards pressure on rental values. In Chelsea, rental values fell 2.7% in the year to April, which compares to falls of more than 5% recorded at the start of 2017. The supply of new lettings properties has declined over the last 12 months due to a combination of factors, including more pricing stability in the sales market and a succession of tax changes in recent years affecting landlords. Demand in Chelsea remains robust and there were 25% more new prospective tenants registering in the year to April 2018 compared to the previous 12-month period. Viewings rose 5% while Knight Frank agreed 13% more tenancies over the same period in Chelsea.

Arya Salari, Chelsea Lettings Head

“Strong demand for Chelsea houses among tenants is the result of lingering caution in the sales market around higher rates of stamp duty. However, at some point this dynamic will reverse and it is increasingly common for tenants above £3,000 per week to insert a clause in the tenancy agreement that gives them first right of refusal to buy at the end of the contract. In lower price brackets, it remains more of a tenants’ market due to relatively high stock levels. However, this trend is reversing, which is putting upwards pressure on rental values.”

FIGURE 2

Chelsea fact sheet

Population: 26,048

Lettings transactions ■ SW10 ■ SW3

Year to March	SW10	SW3
Year to March 2018	735	1,325
Year to March 2017	693	1,375
Year to March 2016	669	1,408

Average weekly rental values

Year to March	SW10	SW3
Year to March 2018	£697	£869
Year to March 2017	£770	£908
Year to March 2016	£743	£917

Source: Knight Frank Research / LonRes

BLUE PLAQUES

James Abbott McNeill Whistler, painter
Sylvia Pankhurst, women’s rights campaigner
Mark Twain, writer
Samuel Beckett, dramatist

CHELSEA STOCK BY PROPERTY TYPE

Flat	83%
Terraced	16%
Semi-detached	1%

AGE OF CHELSEA HOUSING STOCK

Pre-1900	64%
1900-1939	9%
1945-1972	8%
1973-1999	12%
2000-present	7%

Source: Knight Frank Research

CHELSEA LETTINGS MARKET INSIGHT 2018

FIGURE 3 £ per sq ft per week map of Chelsea

Circles can denote multiple transactions in the same postcode, in which case the highest value is displayed

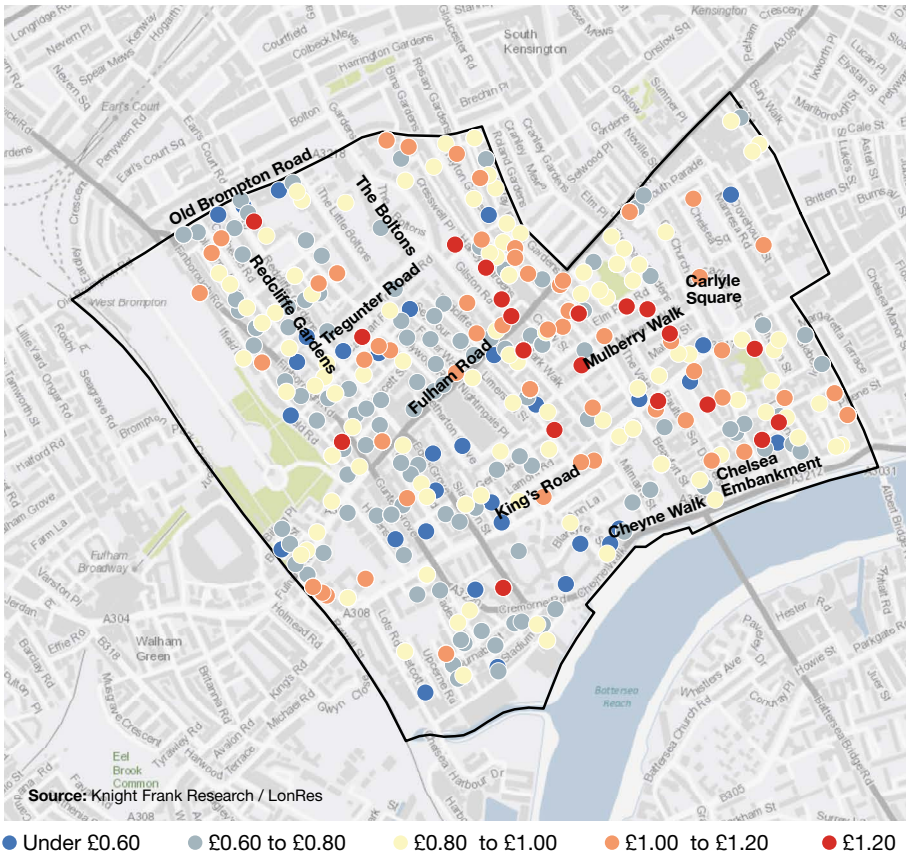


FIGURE 4 Rental market analysis by property type

Average achieved weekly rents, year to March 2018

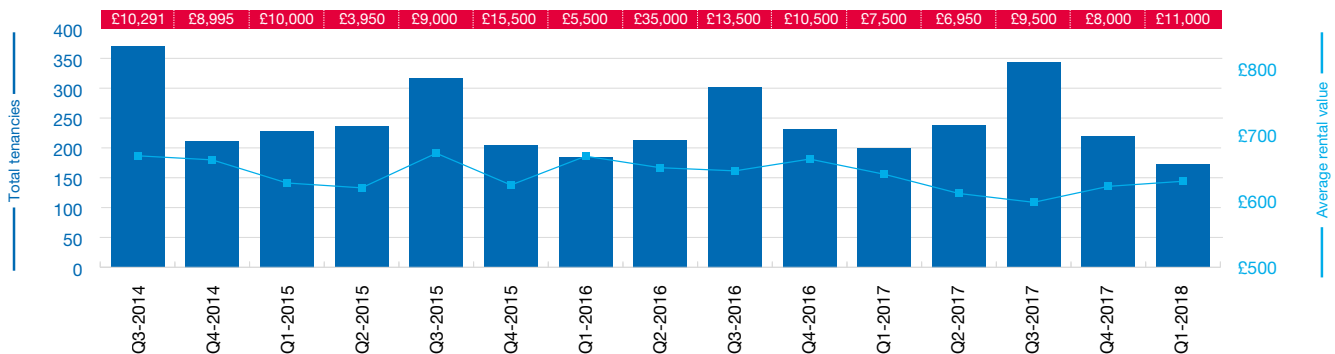
Type	Beds	Average achieved weekly rent	Type	Beds	Average achieved weekly rent
Studio	0	£305	House	2	£710
Flat	1	£420	House	3	£1,260
Flat	2	£590	House	4	£1,625
Flat	3	£925	House	5	£2,555

Lettings market breakdown by property type



FIGURE 5 Lettings volumes and rental value data

■ Tenancies agreed ▲ Average achieved weekly rent ■ Maximum achieved weekly rent



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