

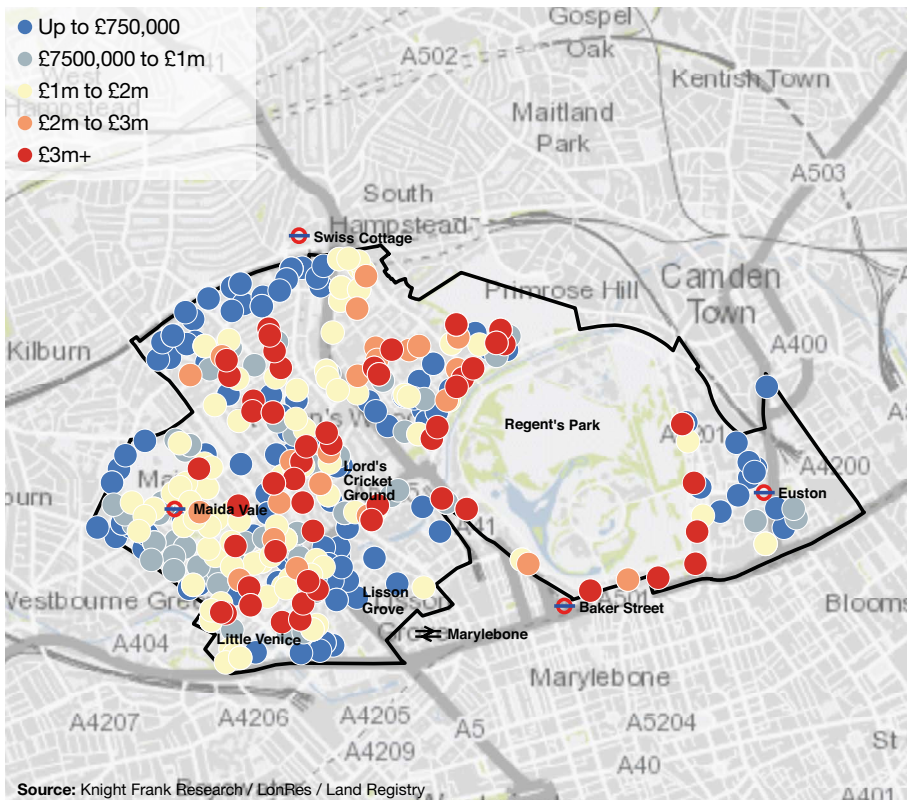


ST JOHN'S WOOD MARKET INSIGHT 2018

FIGURE 1 Maximum property prices in St John's Wood

Achieved prices, 12 months to April 2018

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



St John's Wood market update

Across prime central London, the £5m-£10m price bracket was the only section of the market that recorded price growth in the year to May. Furthermore, sales volumes at this price point grew 12% in the year to March, LonRes data shows. This outperformance suggests asking prices in higher-value markets have largely adjusted to take into account higher stamp duty costs, a pattern that is reflected in St John's Wood. As figure 4 shows, sales volumes in the typically higher-value areas of N1 4, around Regent's Park, and NW8 0, which includes Avenue Road, rose last year.

James Simpson, St John's Wood Office Head

"Prices in St John's Wood have re-based and the majority of properties on the market are now correctly priced. Following this adjustment, transaction volumes have stabilised. However, we are witnessing a new norm for trading conditions, with demand typically centred around domestic and international buyers who are driven by needs such as schooling and downsizing rather than investor landlords. Buyers and sellers are used to the St John's Wood market bouncing back after a slowdown, which happened following the global financial crisis. However, it is different this time and pricing and sales volumes are stabilising in a more steady manner as confidence returns."

FIGURE 2

St John's Wood fact sheet

Population: 75,636

AVERAGE PRICE

Year to February 2018	£1,111,020
Year to February 2017	£1,064,510
Year to February 2016	£1,015,140

£1 MILLION-PLUS SALES

Year to February 2018	287
Year to February 2017	288
Year to February 2016	428

£2 MILLION-PLUS SALES

Year to February 2018	141
Year to February 2017	142
Year to February 2016	165

Source: Knight Frank Research / Land Registry

BLUE PLAQUES

- Alan Turing, Mathematician, Computer Scientist
- Madame Marie Tussaud, Artist
- Sir Henry Wellcome, Pharmacist
- H.G Wells, Writer

STOCK BY PROPERTY TYPE

Flat	92%
Terraced	5%
Semi-detached	2%
Detached	1%

AGE OF HOUSING STOCK

Pre-1900	28%
1900-1939	22%
1945-1972	28%
1973-1999	14%
2000-present	7%

Source: Knight Frank Research

ST JOHN'S WOOD MARKET INSIGHT 2018

FIGURE 3 **Maximum £ per sq ft prices in St John's Wood**

Achieved prices, year to April 2018

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

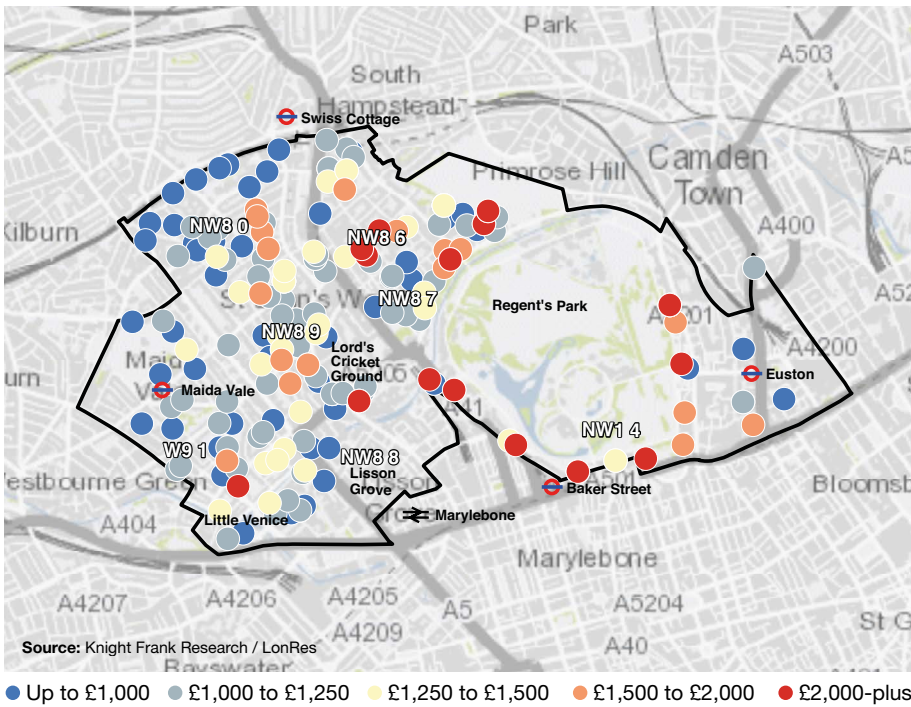
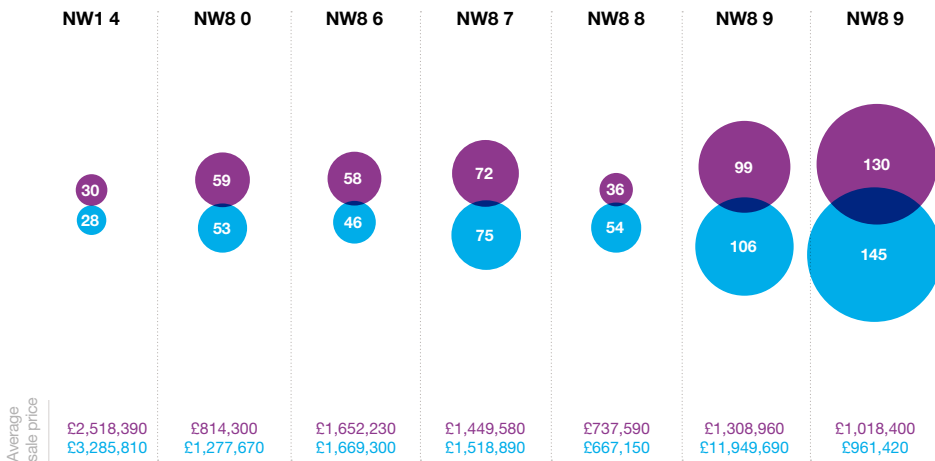


FIGURE 4 **Sales volumes by neighbourhood**

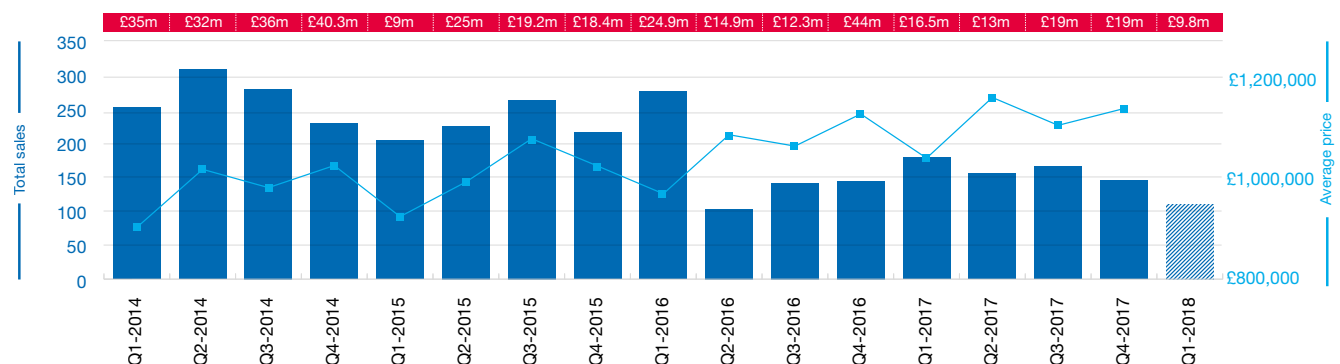
● Year to February 2018 ● Year to February 2017



Source: Knight Frank Research / LonRes / Land Registry

FIGURE 5 **Transaction volumes and pricing data**

■ Total sales ■ Total sales (incomplete) ■ Average price ■ Maximum price



Source: Knight Frank Research / LonRes / Land Registry

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