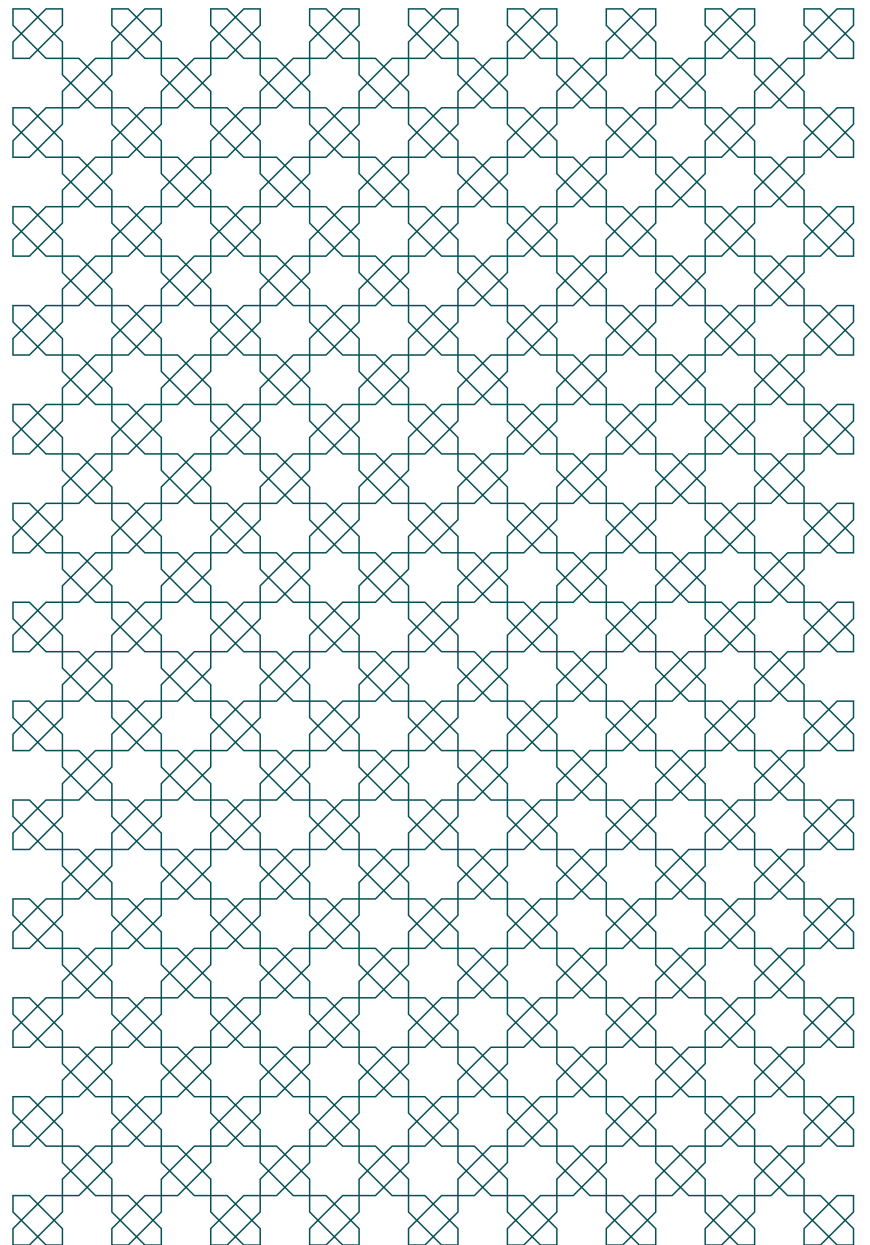


# Spotlight on North Surrey.



## Welcome.

It is my pleasure to welcome you to this edition of Spotlight on North Surrey. The property market in this area has always been fascinating, but for those contemplating a move against the current backdrop of changing geopolitical conditions, it has never been so important to understand how your chosen property partner is best placed to help you navigate a property sale.

Our in-house research department at Knight Frank keeps my team of North Surrey experts briefed on the latest developments to shape and influence the market. This means that we are equipped to advise you on the dynamics likely to influence your sale.

Over the following pages, we'll detail the up-to-date marketing strategies we employ to ensure a seamless experience for you and your buyer, and how we strive for exceptional customer service. For further information about how we can help or if you would simply like some advice, please do get in touch. We'd love to help you.

**James Cleland**

Regional Head

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# Research Insights.

Property values in North Surrey declined by 3.9% on average over the 12 months to June 2018 according to our prime index for the area, which is compiled by analysing repeat valuations from our residential offices. A moderation in price growth over the last year can be attributed to a number of factors. Firstly, the ongoing pressure on property prices in prime central London is being reflected in markets immediately surrounding the capital. Secondly, prime markets across the country remain price sensitive following changes to Stamp Duty in late 2014 and, more recently, in 2016. In addition, ongoing political and economic uncertainty as the UK prepares to exit the EU means there is an element of caution among some buyers, particularly those from overseas. This has kept a check on prices though agents note that well-presented and competitively priced homes continue to sell. Indeed, while values adjust, demand remains relatively robust.

An analysis of Knight Frank data shows the good news that transaction volumes in North Surrey between January and August 2018 were 2.2% higher than the same period last

year. The number of new buyer registrations rose slightly, by 1.4%, and viewing levels were up 8.9% over the same time.

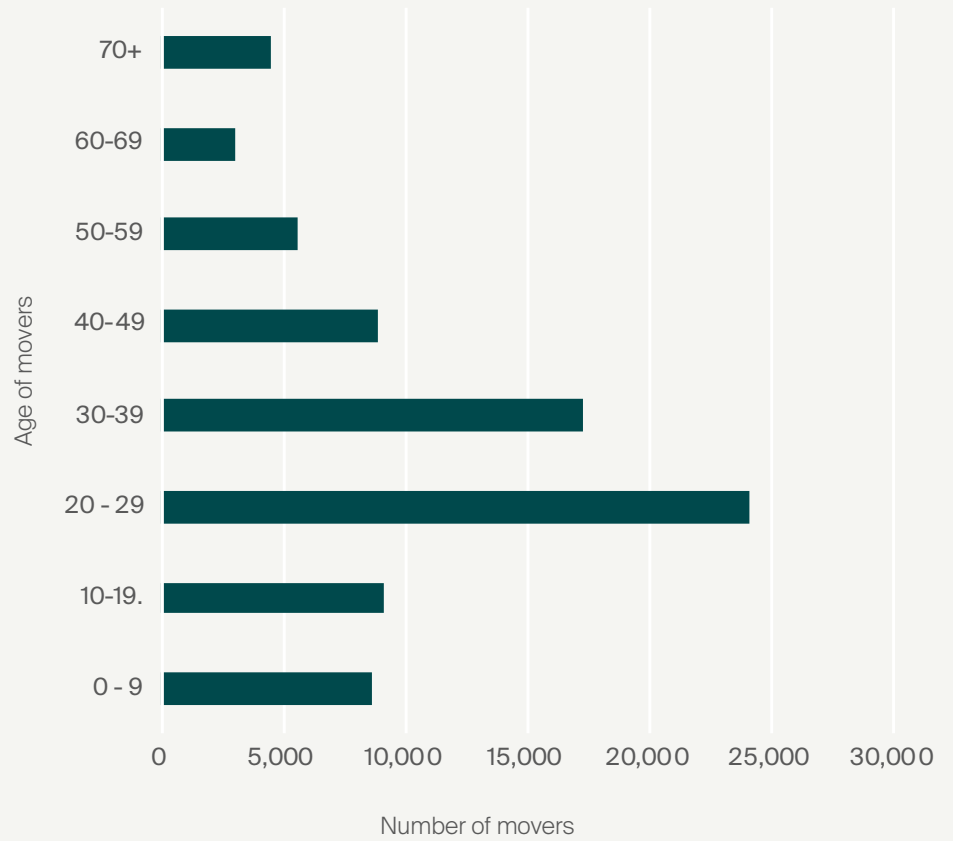
North Surrey has always been a magnet for international buyers and they have come from all parts of the globe. Historically, given its proximity to the capital, North Surrey has also proved popular among Londoners making a move out of the capital, particularly from SW postcodes. Such movers are often looking for extra space, with the effective price differential between the two markets allowing buyers to trade up when making a move.

Our analysis of migration data from the ONS shows that people moving from the London boroughs of Kingston-upon-Thames, Wandsworth, Sutton, Merton and Richmond-upon-Thames accounted for 40% of inward migration to Surrey from the capital in 2017. The largest cohort were individuals in their 30s, according to the ONS, with children under the age of four not far behind, which highlights the area's appeal to those with young families.

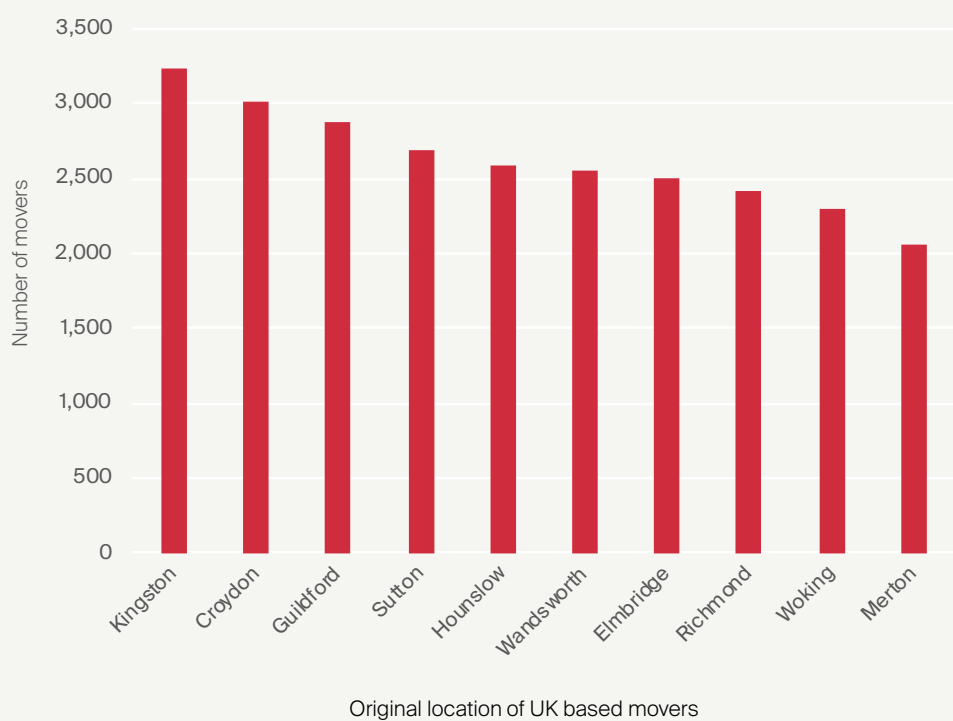


## Who moves to North Surrey?

Age and location of movers, 2017



## Where are UK based movers to North Surrey coming from?



# Sourcing international buyers.

***Our Global Property Wealth team works to ensure your home is visible to the best buyers. They do this by connecting with and nurturing relationships with Ultra High Net Worth clients.***

North Surrey property holds immense appeal to buyers from all over the world with two thirds of our sales over £5m being to overseas buyers.

In order to maintain our High Net Worth knowledge base across our key global offices, we have a team of London based ‘Global Ambassadors’. The Ambassadors act as a single point of contact and a conduit into all Knight Frank services, across all property sectors, asset classes and geographies. Our clients have varying portfolios and the Ambassador will work alongside them, responding to their individual needs to engage the relevant Knight Frank experts from around the world.

The Ambassadors travel regularly to the key hubs of Hong Kong, Singapore, India, Russia/CIS, the Middle East including Saudi Arabia, Qatar and the United Arab Emirates, Egypt and the United States of America.

The team works seamlessly with the newly established Private Office comprising Paddy Dring, Rory Penn and Thomas van Straubenzee. It provides cross border strategic advice, fully supported by our Private Wealth Intelligence teams in London, Dubai and Beijing.

Crucially, where a client is introduced by a local office, that relationship stays with the primary agent, the Ambassador is there to support, provide market-leading global perspective and ultimately help the client.



**85%**  
***of buyers of £10m+ properties in the last three years have come from Asia, the Middle East or Russia / CIS.***

## ***Meet Stuart Cole, Global Wealth Property Ambassador for North Surrey.***

We spoke to Stuart Cole of our Global Property Wealth team about this unique approach to property and how it benefits his clients in the Home Counties.

“We meet everyone from entrepreneurs to wealthy families, getting to know them and their property aspirations. What this means in, say, Cobham, is that you don’t just have our local and international database at your disposal; you also benefit from this carefully curated and ever-growing network of well-resourced and motivated buyers.”

Stuart and his fellow Ambassadors connect weekly to update the rest of the team on new developments and contacts made.

“Staying in touch is key. It’s what enables a conversation in Hong Kong about commercial property to quickly lead to the sale of a family home here in Surrey.”

Stuart’s travels bring him into contact with a wide variety of people, but many of them share some common interests that make his corner of the UK particularly attractive.

“Golf and horse racing are very popular with my clients in Asia especially. So my region of North Surrey and East Berkshire has lots to offer on both fronts. That fact, and the easy commutability to London, has been key to a great many sales that we have secured here with overseas buyers.”

By making the most of Knight Frank’s international reach, the team is also succeeding in bucking a slowing London market.

“When the market conditions are challenging, as they have been over the past 12 months or so, spreading the net wider is more important than ever,” he says. “The Global Ambassador strategy does just that, and its success is reflected in the time it takes to find the right buyer. And for all the strategy and business intelligence that goes into it, ultimately that’s what matters most to our clients.”



**Stuart Cole**  
Global Property Wealth Ambassador







Trusted property partners.

**68%** *of buyers of £5m plus properties in the last three years have come from outside the UK.*



***A global influence***

We sold one of the best new houses to be built within the Wentworth Estate by working with our Global Ambassador. This involved Charles Penny of our Prime Central London team on one of his regular visits to Hong Kong meeting with Ronnie Wong of our Hong Kong Capital Markets team to discuss the latest properties coming to the UK market. Ronnie in turn met with one of his High Net Worth clients and discussed Wentworth and the imminent release of Hurstbourne. Ronnie flew with his client to the UK, they viewed multiple houses together and swiftly agreed the purchase of Hurstbourne.



**2,500** *We have 2,500 buyers in our database who are looking to spend more than £3m on a home in Surrey.*

**12** *We have a team of 12 property experts exclusively focused on selling properties worth more than £3m in North Surrey.*

***A bespoke service***

The Private Office has been responsible for some of our best sales and this was notable in a sale within the Crown Estate in Oxshott. A young British entrepreneur asked us to sell his house in Cannes, so we introduced him to our Private Office who assisted him in identifying a number of properties in different parts of the world, the main primary residence being a family home in Surrey. Having the Private Office's discretion and single point of contact was critical for this buyer and led to the Oxshott sale initially, with subsequent purchases thereafter.



**19** *Our property experts have an average of 19 years' experience.*

***Making connections***

Over the years, we have built up a lengthy list of contacts who have brought buyers to us. These include buying agents, family offices, private bankers, runners – many different people who have the trust of a wealthy buyer. We always ensure that their needs are attended to swiftly and efficiently with absolute discretion. A modern house in Windlesham sold to a high ranking individual from the Middle East who was brought to us in this way, with Knight Frank the only agent dealing with the buyer.



# A targeted approach.

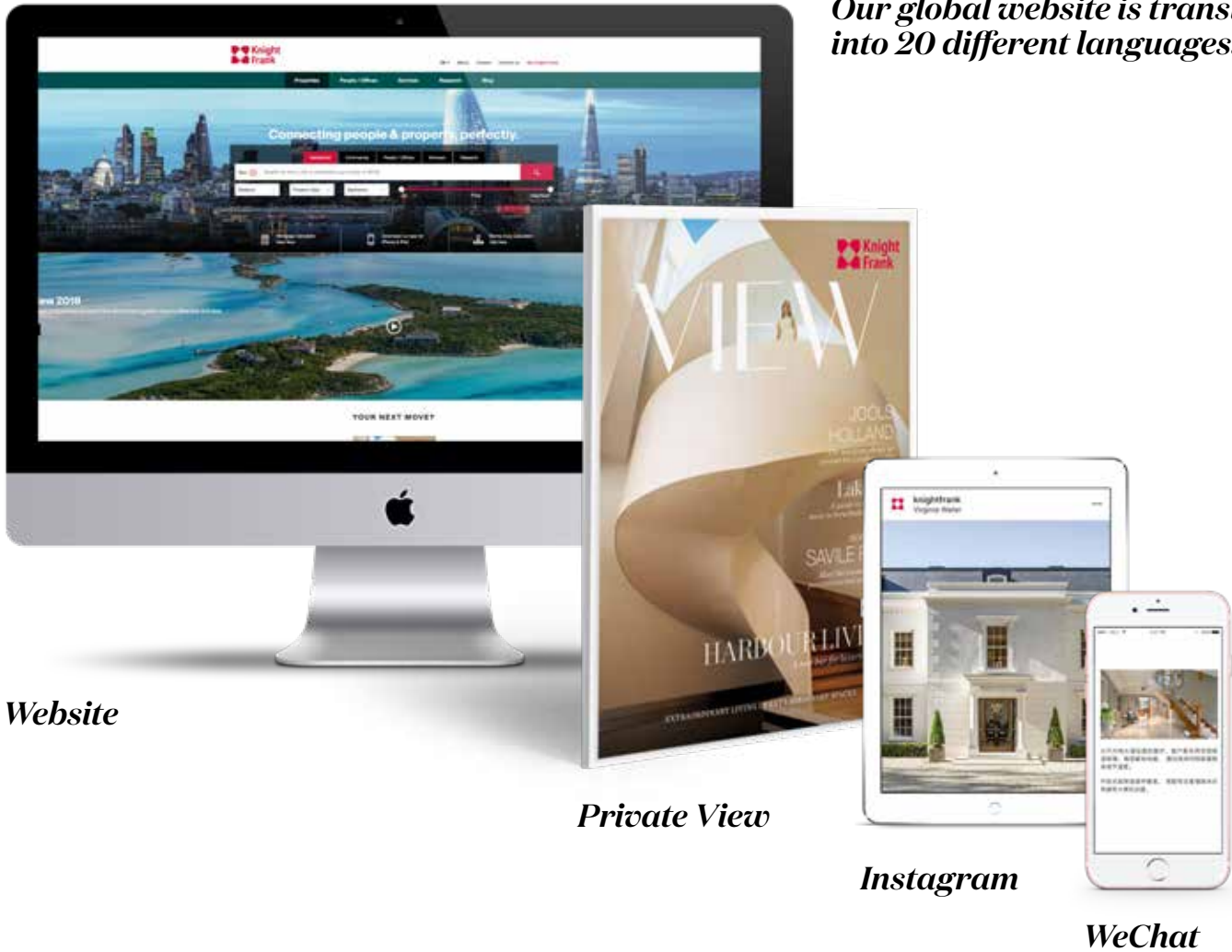
Marketing is a vital part of selling a home and we embrace both traditional and innovative methods. Print advertising in high quality publications play a key role in finding buyers, as does securing prominent positions within the national press. Our Knight Frank publications including Private View and International View are sent to our global database and widely promoted through an extensive PR campaign.

Online marketing is increasingly important and we display properties across multiple digital platforms, including Instagram, Facebook and LinkedIn, on online newspapers such as Mansion Global and the Wall Street Journal as well as tapping into the strength of WeChat in targeting the Asian market.

Whilst producing brochures with beautiful images, Knight Frank also creates fantastic films which sell the lifestyle of a home accessed easily by a buyer via their mobile.

Our global website attracts buyers from across the world and displays properties from all of the 60 territories that we cover making it the perfect tool to source your next purchase.

20  
Our global website is translated into 20 different languages.



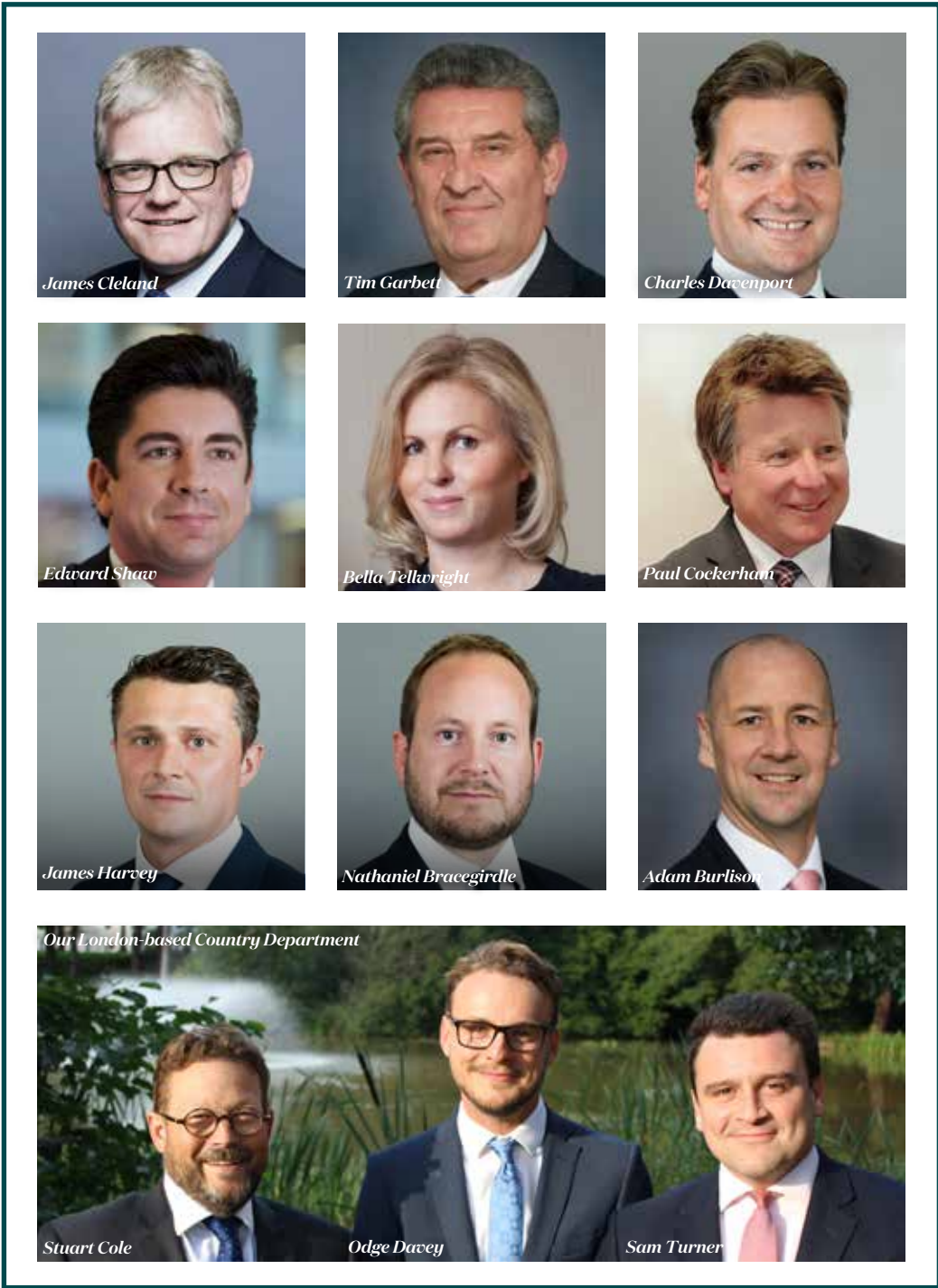
Website

Private View

Instagram

WeChat

## Your team in North Surrey.



James Cleland

Tim Garbett

Charles Davenport

Edward Shaw

Bella Tolkwright

Paul Cockerham

James Harvey

Nathaniel Bracegirdle

Adam Burlison

Our London-based Country Department

Stuart Cole

Odge Dacey

Sam Turner

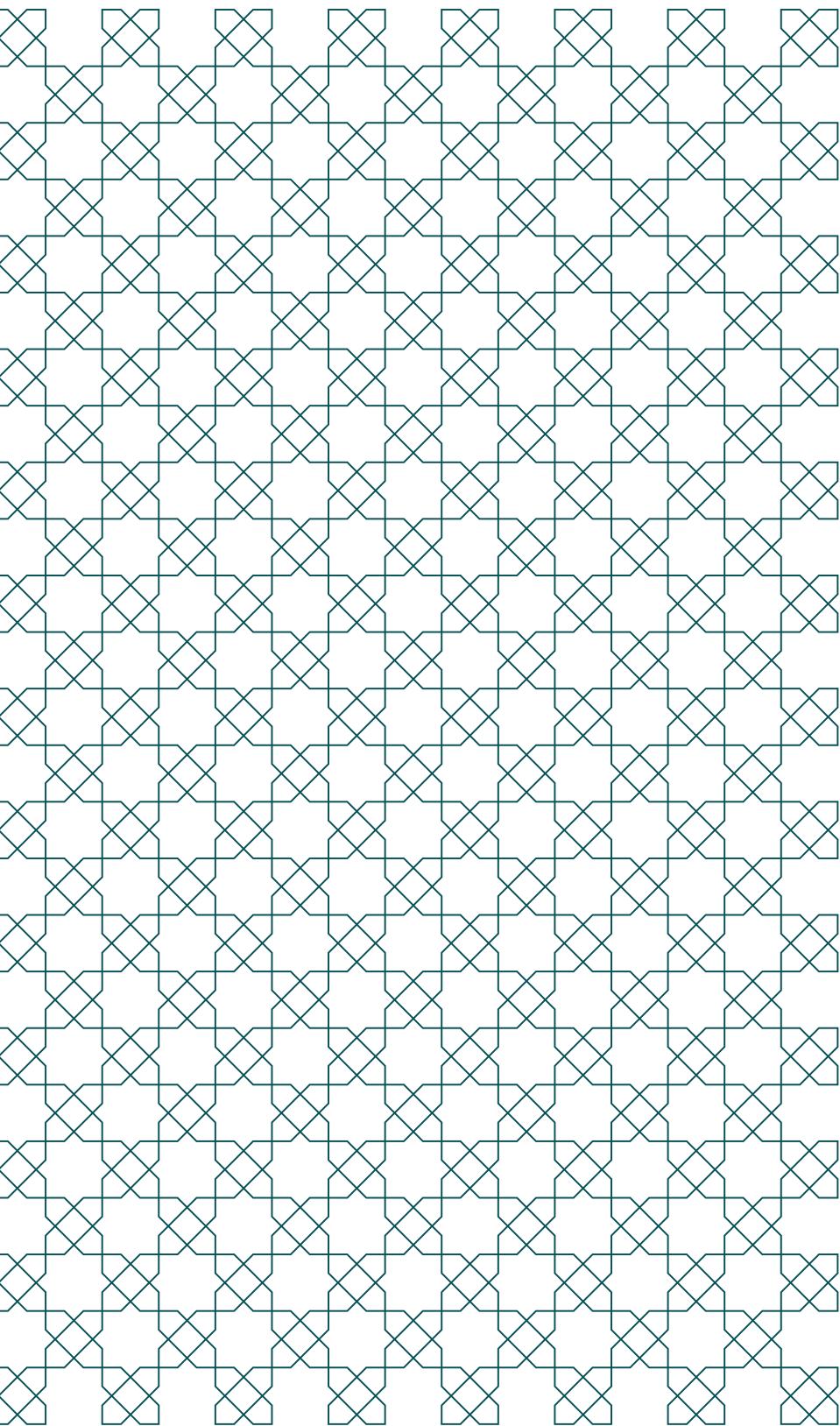
For further information about how we can help, please do get in touch. We'd love to help you.

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james.cleland@knightfrank.com









If you do not want us to contact you further about our services then please contact us by email to [marketing.help@knightfrank.com](mailto:marketing.help@knightfrank.com) or post to our UK Residential Marketing Manager at our registered office (below) providing your name and address. 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 a our members' names.



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