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"DEMAND HAS  
OUTWEIGHED THE  
SUPPLY OF HOUSES  
COMING TO THE  
MARKET"

## William Furniss, head of Knight Frank's Beaconsfield office, discusses the local property market and what the next 12 months might have in store.

### What impact do you think the forthcoming General Election will have on the market?

Traditionally the market slows over the election period before a flurry of activity shortly afterwards. This year, however, we have not yet seen an easing off in interest, so hopefully we will continue straight through.

### How has the market performed so far in 2010?

Despite the poor weather at the start of the year, there has been a constant demand for good quality, sensibly-priced houses. This demand has outweighed the supply of houses coming to the market, so some pleasing results have been seen.

### Is there still a good supply of buyers looking for country properties?

The number of prospective buyers registering with us has been above the norm and continues to outstrip supply. There is a very obvious drift out of London; Buckinghamshire is a beautiful area of countryside yet within an easy commute of London. The market is also fuelled by international buyers taking advantage of the current beneficial exchange rates.

### Have house prices stabilised after last year's increases or are they still going up?

Prices did indeed climb at the end of last year,

the feeling this year is that achieved prices are on a more level plateau but with a better number of transactions. Some individual houses are able to achieve a premium and this will continue as long as the number of houses for sale remains at the current, low level.

### We own a lovely house, but it is worth less than a million pounds. Can Knight Frank still help us to sell it?

Of course we can. Although we are the UK market leaders when it comes to selling the most expensive houses, nearly 40% of the houses we sold across the country during the past 12 months were actually priced between £500k and £1m. We pride ourselves on offering an exceptional service regardless of the value of your property.

### What role does the internet and new technology play in selling a house?

A substantial one and, apart from constantly improving its website, Knight Frank is always looking to harness the latest technology to help sell your house. For example, we have recently released an innovative Knight Frank "iPhone app", continuing our drive to get your property comprehensive national and international coverage.

## Beaconsfield at a glance

Table 1  
Market activity  
Last 3 months, year-on-year change

Sales		700%
Viewings		230%
Total property for sale		-56%
Newly available property for sale		25%

Figure 1  
Location of our buyers  
Beaconsfield, last 12 months

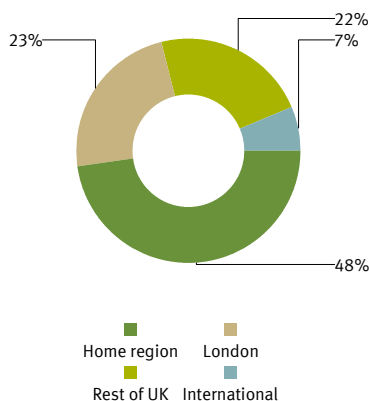
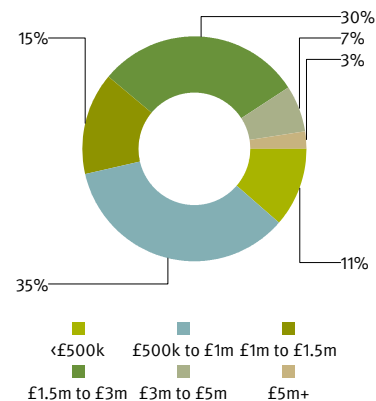


Figure 2  
Sales by price band  
Beaconsfield, last 12 months





## Charting the market

Figure 3

Price change by price band  
Prime country property, last 3 months (%)

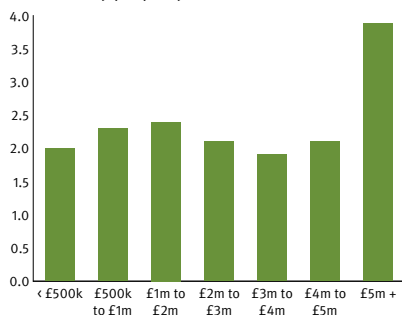


Figure 4

Days to sale from instruction  
Prime country property, last 12 months

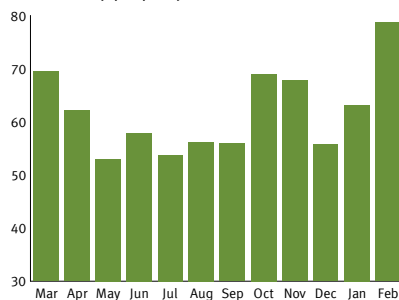
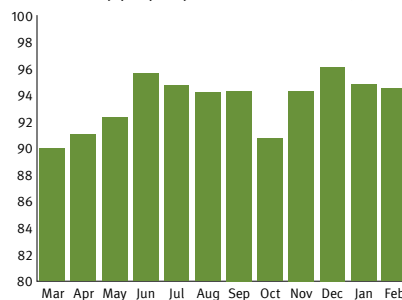


Figure 5

Average % of guide price achieved  
Prime country property, last 12 months (%)



## Your properties, our people

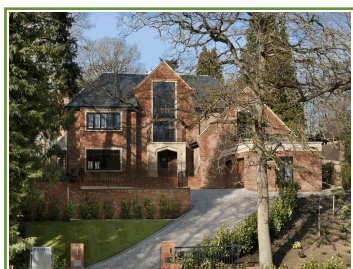
### Outstanding new build house

#### FOR SALE

6 bed

**Guide price:**  
£POA

Gerrards Cross,  
Buckinghamshire



### Immaculate village tranquility

#### FOR SALE

4 bed

**Guide price:**  
£750,000

Routs Green, Bledlow  
Ridge, Buckinghamshire



### Pretty rural farmhouse

#### FOR SALE

5 bed

**Guide price:**  
£1,600,000

Penn, Buckinghamshire



### Perfectly positioned family home

#### FOR SALE

6 bed

**Guide price:**  
£1,595,000

Chalfont St Giles,  
Buckinghamshire



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