



**Sue Healey**

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"THE PRICE OF SUCCESS IS HARD WORK, DEDICATION TO THE JOB AT HAND, AND THE CONVICTION THAT WE HAVE APPLIED THE BEST OF OURSELVES AND OUR RESOURCES TO THE TASK"

## Cheltenham at a glance

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

|                                   |  |      |
|-----------------------------------|--|------|
| Sales                             |  | 138% |
| Viewings                          |  | 11%  |
| Total property for sale           |  | -3%  |
| Newly available property for sale |  | -17% |

## Sue Healey, head of Knight Frank's Cheltenham office, discusses the local property market and what the next few months might have in store.

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

The market so far has been very good. Viewings are up on the previous year as are sales agreed and completions. Buyers are still coming out of rented accommodation in force and the number of very proceedable, "hot" buyers is at an all time high.

### How do you see the property market performing over the remainder of 2010?

We feel the Cheltenham market will remain lively. We have fantastic buyers who will commit to a property purchase swiftly and as we have a database of properties that have been valued over the last four years, the likelihood of us being able to find the seller a new home that may not even come to the open market is very high. We approach the market place in a proactive style, contacting potential clients rather than waiting for them to come to us and as such, although not always publicly, we put buyers and sellers together, quietly but effectively.

### There was a very limited supply of good houses for sale in 2009, is that still the case this year?

Yes it is, possibly even more so. The concern for both buyers and sellers when there is such a shortage is that over valuing becomes commonplace. As an agency, we take the only view we feel is acceptable and that is quoting prices we feel we can achieve. Clients need to be aware that by putting their house on the market at too high a price, they can eventually end up achieving less than if it had been correctly taken to the market in the first place.

### What are buyers in Cheltenham looking for at the moment?

Looking at our applicant database there is a large percentage looking for the classic town house between £600,000 and £1.5 million. Buyers love the architecture in Cheltenham and these houses always create high levels of interest when launched. Houses in the school catchment areas are highly sought after, as are good quality apartments. As many of our buyers have children at the local schools, the villages within an 8 mile radius are also very popular and those with a little bit of land always create a flurry of activity.

### Tell us a bit more about your team in Cheltenham.

The Cheltenham team is the most experienced it has ever been. The team comprises of Sue Healey who has been working in the Cheltenham market for over 22 years; Nick Chivers who has run the town's most successful independent estate agency for 9 years and has been with Knight Frank for almost two years; Tom Banwell who has a keen interest in the country and looks after our more rural properties; Lynn Jobbings who is the office manager and has a very hands-on relationship with our clients; Hayley Bird who is our newest recruit; and Sandra Lewington, whose reputation for being a top class sales lady is second to none. When instructing us, the person who values your home deals with every aspect of it, from putting the brochure and web sites together, to seeing the sale through to completion. This way, there is continuity and a seamless feel to the whole transaction.

Figure 1  
Location of our buyers  
Cheltenham, last 12 months

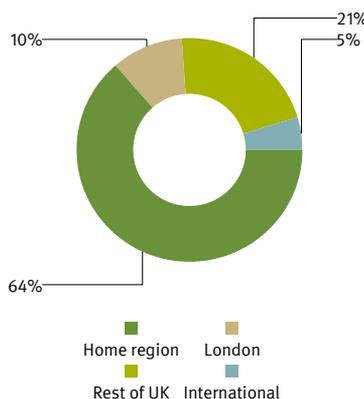
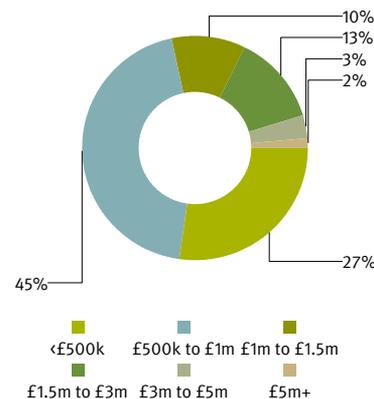


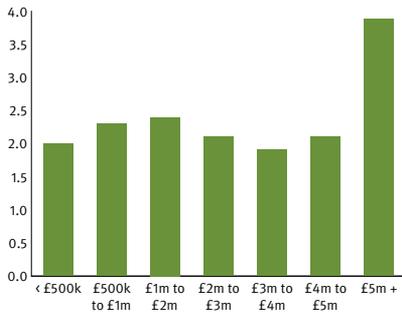
Figure 2  
Sales by price band  
Cheltenham, last 12 months



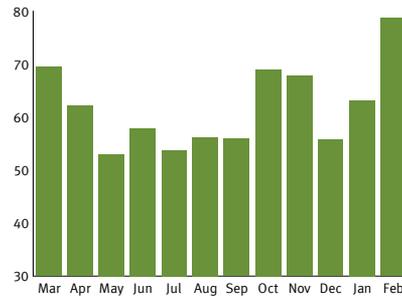


**Charting the market**

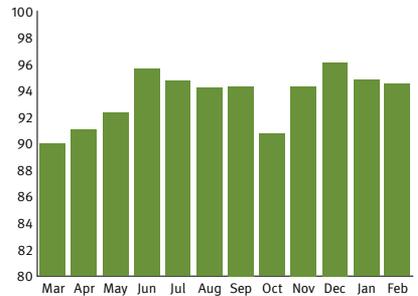
**Figure 3**  
Price change by price band  
Prime country property, last 3 months (%)



**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**

**A delightful part-timbered Grade II listed home**

FOR SALE

5 bed

**Guide price:**  
£950,000

Lower Apperley,  
Gloucestershire



**An exceptional period home**

FOR SALE

6 bed

**Guide price:**  
£1,800,000

Lypiatt Terrace,  
Cheltenham



**A magnificent period villa**

FOR SALE

6 bed

**Guide price:**  
£1,250,000

Montpellier Villas,  
Cheltenham



**A choice of two new contemporary homes**

FOR SALE

5 bed

**Guide price:**  
£695,000

Leckhampton, Cheltenham



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