



**Rob Wightman MRICS**

Associate, Knight Frank  
Hungerford  
+44 (0)1488 682 726  
rob.wightman@knightfrank.com

"THE SHORTAGE OF GOOD HOUSES FOR SALE STILL EXISTS WITH DEMAND OUTSTRIPPING SUPPLY"

**Rob Wightman MRICS, Associate at Knight Frank's Hungerford office, discusses the local property market and what the next few months might have in store.**

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

I think the election is likely to cause a temporary slowdown in the market as buyers and sellers await the outcome.

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

So far so good! There are more buyers than houses; as a result properties are selling well providing realistic guide prices are set.

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

Yes, the shortage still exists with demand outstripping supply.

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

Very much so. 31% of our buyers come from London and many are becoming impatient at the lack of supply. The level of activity at the moment is encouraging and interest rates remain low.

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

Prices are slowly increasing and we have sold a number of houses at, or above guide in recent months.

**Tell us a bit more about your team in Hungerford.**

The office is run by Nick van Zeller who also oversees the whole of our South West Region. There are two further negotiators, Nick Loweth and myself, who look after the cottage and farmhouse market up to £2 million. Lucy Stevens is our office manager and also deals with our marketing and advertising. Karen Smith handles our viewing requests whilst Loren Taylor assists Nick and I. Jackie Boucher assists with Nick van Zeller's sales.

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

We expect the market to slow down as the election looms, with activity picking up in late summer/early autumn. We expect stock levels to rise in the year.

**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, 45% of the houses we sold 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.

## Hungerford at a glance

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

Sales	↑	114%
New prospective buyers	↑	10%
Total property for sale	↓	-27%
Newly available property for sale	↓	-50%

Figure 1  
Location of our buyers  
Hungerford, last 12 months

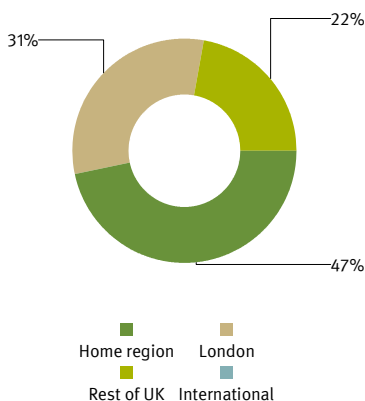
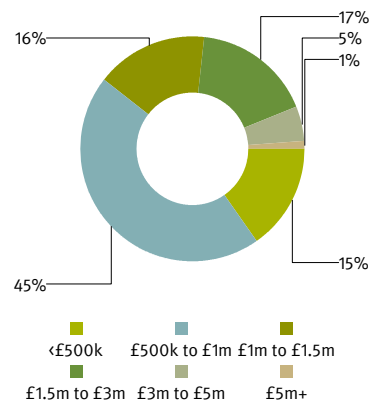


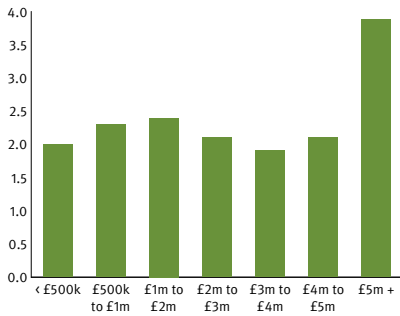
Figure 2  
Sales by price band  
Hungerford, last 12 months



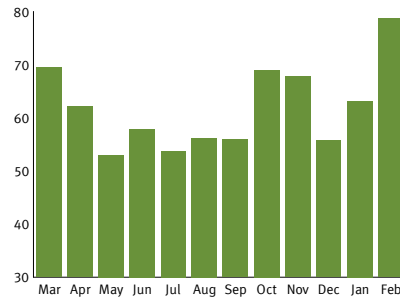


**Charting the market**

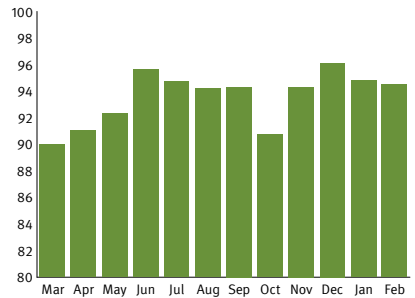
**Figure 3**  
Price change by price band  
Prime country property, last 3 months (%)



**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**

**Renovated to the highest standards**

FOR SALE

6 bed

**Guide price:**  
£2,000,000

Bishops Cannings,  
Wiltshire



**Nestling in the valley of the racehorse**

FOR SALE

4 bed

**Guide price:**  
£1,400,000

Sheepdrove, Lambourn,  
Berkshire



**Imposing Victoiran family house with far reaching views**

FOR SALE

7 bed

**Guide price:**  
£2,850,000

Sparsholt, Oxfordshire



**Opportunity knocks! Potential site for development**

FOR SALE

**Guide price:**  
£850,000

St Mary Bourne, Hampshire



**Knight Frank Hungerford**

01488 682 726

Ramsbury House, 22 High Street  
Hungerford, RG17 0NF  
hungerford@knightfrank.com

[www.knightfrank.co.uk](http://www.knightfrank.co.uk)



**Nick van Zeller**  
**FRICS**  
Office Head



**Nick Loweth**  
Partner



**Rob Wightman**  
**MRICS**  
Associate



**Jackie Boucher**  
Negotiator