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"PROPERTIES THAT HAD FAILED TO SELL DURING THE DOWNTURN HAVE COME BACK TO THE MARKET AND ARE NOW FINDING BUYERS"

**James Way, head of Knight Frank's Stratford upon Avon office, discusses the local property market and what the next 12 months might have in store.**

**What is your outlook for the 2010 market?**

A shortage of supply of good quality properties dominated the first part of 2010. However, a successful level of sales have been achieved and some properties that had failed to sell during the downturn have come back to the market and are now finding buyers. Prices are likely to remain fairly static for the year.

**Tight supply levels were a real feature last year, do you see that continuing?**

We anticipate that as spring arrives and with the election out of the way, the supply of property will increase, although not to high levels. The increase in supply will give greater opportunity for purchasers to find a property that fits their requirements.

**Which local markets have performed particularly well in your area over recent months?**

A feature of the recovery has been the concentration of demand into the more fashionable locations. The north Cotswolds, the areas around Stratford upon Avon, Leamington and Warwick have all seen a strong level of demand. Areas slightly further from London or less sought after have not seen the same level of buyer activity. Banbury is now perceived as a commuter station and the area around Banbury and into west Northamptonshire has proved popular.

**What factors cause you most concern for the 2010 market?**

Continued low interest rates have shielded many from the worst effects of the recession. A large hike in interest rates would undoubtedly destabilise the property market. A hung parliament would be likely to sap confidence in the British economy and also weaken the pound. Whilst this may give greater opportunity for borrowers to invest in the UK, domestic demand would be badly affected. Interest rates also have the effect of reducing income for those living on pensions and fixed investments and may force some house owners to downsize in order to cut their living costs.

**What advice do you have for vendors looking to secure a sale at the moment?**

A correct pricing strategy is vital to ensure a sale. It is also important to choose an agent who is right for the type of property being sold and who is able to provide high quality, national marketing and has a strong database of applicants registered for the type of property being sold. Presentation is also important. A buyer will pay a premium for properties finished to a high standard with top quality fixtures and fittings. We recommend employing an agent with an international arm to their business to attract the ex-patriots or international buyers investing in this country.

## Stratford upon Avon at a glance

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

Sales	↑	313%
New prospective buyers	↓	-40%
Viewings	↓	-31%
Total property for sale	↓	-28%
Newly available property for sale	↑	11%

Figure 1  
Location of our buyers  
Stratford upon Avon, last 12 months

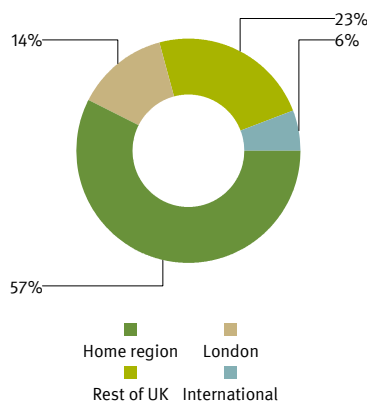
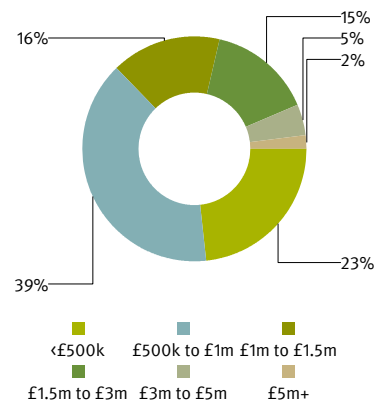


Figure 2  
Sales by price band  
Stratford upon Avon, last 12 months



SPRING 2010

# STRATFORD UPON AVON SALES INSIGHT

**Knight Frank**



## Charting the market

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

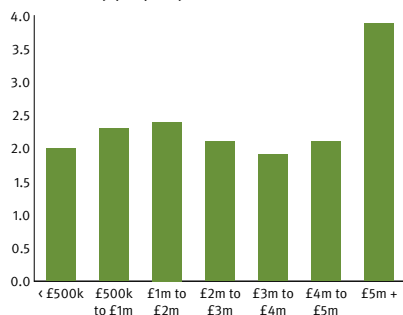


Figure 4  
Days to sale from instruction  
Prime country property, last 12 months

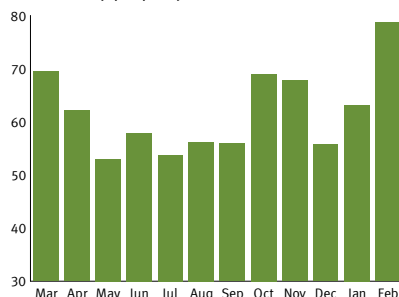
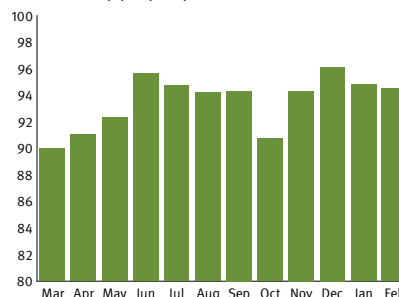


Figure 5  
Average % of guide price achieved  
Prime country property, last 12 months (%)



## Your properties, our people

### Pretty cottage in sought after area

#### FOR SALE

5 bed

**Guide price:**  
£785,000

Shotton, Stratford upon  
Avon upon Avon



### Superb country home with land

#### FOR SALE

6 bed

**Guide price:**  
£2,750,000

Bidford on Avon,  
Warwickshire



### An immaculately presented house

#### RECENTLY SOLD

6 bed

**Guide price:**  
£1,500,000

Temple Grafton,  
Warwickshire



### A stunning Cotswold stone property

#### RECENTLY SOLD

3 bed

**Guide price:**  
£1,225,000

Saintbury, Gloucestershire



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