

OLD CHELSEA

This area is where the village of Chelsea once lay and is generally recognised as the area between Oakley Street in the east, Beaufort Street in the west, King's Road in the north, and the river to the south.

While the first recording of Chelsea as a settlement pre-dates the Domesday book, it was established as a residential address by Thomas More and Henry VIII, who both had palaces there in the 16th century. Since then, the area has become synonymous with the arts as home to many artists, painters and poets. In the 1960s, the King's Road was the centre of 'Swinging London' and has evolved to become one of the most fashionable shopping districts in the capital. The area is widely regarded as one of the most popular and historic areas to live, particularly with buyers and tenants from the UK, 'Old Europe' and the US.

SALES MARKET

How has the sales market in the Old Chelsea area performed this year?

Sales activity in the Old Chelsea area has exceeded expectations. The increased demand – particularly from overseas buyers – coupled with a supply shortage, is driving prices up. In most cases values have shot to the highest levels ever seen.

Who is buying in the area?

While the range of nationalities buying here continues to widen, the area remains extremely popular with Europeans, Americans and UK buyers. Many are doing so to be able to send their children to school in the UK. Others are doing so as an investment as they see London as a safe haven for future capital growth. The clients we deal with tend to choose their primary residence here. They often have other properties, either in the country or abroad, but spend most of their time here.

What advice can you give sellers?

First impressions really do count – buyers respond best to clean, uncluttered spaces that enable them to visualise the possibilities that a property offers. Setting your price at an appealing level is the only way to attract competitive bidding. Several of our recent properties reached a sealed bid, securing prices considerably above the guides. It is also important to speak to your solicitor early on in the process to ensure all relevant documents are ready to send across to the buyer's solicitor.

Contact: John Waters, Associate

Charting the Chelsea sales market



Figure 1
What is coming to market?
 New instructions, past 12 months

under £1m	33%
£1m to £2.5m	28%
£2.5m to £3.5m	12%
£3.5m to £5m	10%
£5m to £7m	8%
over £7m	9%



Figure 2
Sales by price band
 Exchanges, past 12 months

under £1m	23%
£1m to £2.5m	24%
£2.5m to £3.5m	24%
£3.5m to £5m	9%
£5m to £7m	9%
over £7m	11%

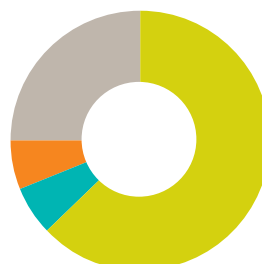


Figure 3
Where do our buyers come from?
 Buyers, eight months to March 2011

London	63%
South East	6%
Rest of UK	6%
International	25%



LETTINGS MARKET

How has the lettings market performed this year?

Very well indeed, particularly during the summer months. We have a large number of tenants and demand is outstripping supply. Coupled with the fact that over 70% of tenants are renewing existing contracts, this is contributing further to the supply shortage, pushing rents higher than have previously been seen in the capital.

Who is renting in this area?

There is a real mix of nationalities renting here, but Europeans have taken around 30% of new lets over the last year. Compared to most other areas in prime central London there is a large proportion of English families renting here. The area appeals in particular to those seeking close proximity to open spaces, garden squares and classic London architecture.

What advice do you have for landlords and tenants?

It is imperative that landlords ensure their property is presented in the best way possible for photographs and viewings as this will guarantee the best price is achieved. Tenants must act quickly when they find a property that matches their criteria, and they should also offer a sensible price when they do, or risk being out-bid. Prices achieved in the current market tend to be within 2% or 3% of the asking price.

Contact: Harriet Taylor, Senior Negotiator

Chelsea properties

SOLD

Well presented apartment with far-reaching views

CARLYLE MANSIONS

3
 £4.25m



FOR SALE

Exquisite low-built house with roof garden

JUSTICE WALK

5
 £11.5m

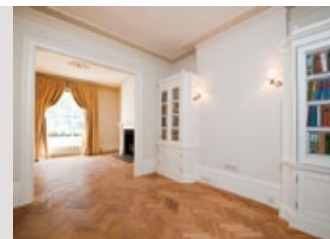


TO LET

Prime garden square

PAULTONS SQUARE

3
 £2,850pw



LET

Former fire station house

CHEYNE ROW

3
 £2,500pw



Charting the Chelsea lettings market

Figure 4
What is coming to market?

New instructions, past 12 months



under £500pw	18%
£500pw to £750pw	24%
£750pw to £1,000pw	16%
£1,000pw to £1,500pw	13%
£1,500pw to £2,500pw	12%
over £2,500pw	17%

Figure 5
Tenancies agreed, past 12 months

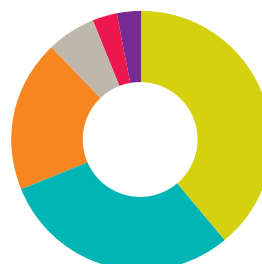
Tenancies agreed, past 12 months



under £500pw	31%
£500pw to £750pw	22%
£750pw to £1,000pw	12%
£1,000pw to £1,500pw	9%
£1,500pw to £2,500pw	13%
over £2,500pw	13%

Figure 6
Nationality of our tenants

Tenants, past 12 months



UK	39%
USA	30%
French	19%
Dutch	6%
Russia	3%
Other	3%

Knight Frank Chelsea

352a Kings Road, Chelsea, London SW3 5UU
 +44 (0)20 7349 4300 / chelsea@knightfrank.com
knightfrank.co.uk/chelsea

ALL OUR PROPERTIES GET
 THE SAME RECOGNITION,
 NO MATTER WHAT SIZE
 KnightFrank.co.uk

