

CHELSEA – TEN ACRE ESTATE

Knight Frank



TEN ACRE ESTATE

SALES MARKET

How has your market performed this year?

We have had an excellent year, in many ways far better than we had originally expected. Instead of holding off, many buyers have taken money from banks and the stock market and invested it into property seeing this as a securer investment in the long run, especially in the prime parts of London such as Chelsea and South Kensington.

What nationalities are buying in your area?

We have had a mixture of European and English buyers but in particular Greeks and French. This is obviously due to the current elections / economic uncertainty in both these countries. Most of the buyers are looking to put their money into a safe haven investment and prime London property is very much seen to be the preferred option and location.

What's the most interesting sale you and your team have been involved in recently?

We haven't had any unusual sales but we have seen an increased number of short and midterm lease properties coming on the market for no apparent reason. It's best if the vendors are in a position to serve notice on the purchasers behalf, or at least have an idea to the approximate cost of the lease extension.

Do you think the stamp duty increase will affect your market?

I think inevitably it will affect those buyers looking to buy property priced around £2m or just over the £2m mark. However, generally I think buyers looking at the long term will realise that whilst they have an initial increase in cost to pay but if they hold onto the property for a number of years they will make this cost back and more likely than not, make a considerable amount more so actually in the long run they will only benefit.

What property types are most in demand?

Typical Chelsea family houses with 3-4 bedrooms and a garden between £2-4m and good 2-3 bedroom flats with some outside space particularly for investors looking for buy to let properties again between £1-2m. Whilst these are the most in demand, there is generally a lack of stock at all levels.

Contact: Lucy Holroyd, Associate

Ten Acre Estate overview

Since the 'gentrification' of Fulham Road between Chelsea and Westminster hospital and Beaufort Street, the Ten Acre Estate has become a hugely popular area to live in, particularly with young families. The residences are predominantly houses with some conversion flats, however anyone looking for a purpose built flats can find Elm Park Mansions and Devonshire Mews on Park Walk. The boundary of the Estate is Fulham Road to the north, King's Road to the south Park Walk to the east and Slaidburn Street/ Netherton Grove to the west.

Charting the Chelsea sales market



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

under £750k	17%
£750k to £1.5m	31%
£1.5m to £2.5m	17%
£2.5m to £3.5m	8%
£3.5m to £5m	12%
over £5m	14%



Figure 2
Sales by price band
Exchanges, past 12 months

under £750k	18%
£750k to £1.5m	24%
£1.5m to £2.5m	16%
£2.5m to £3.5m	16%
£3.5m to £5m	9%
over £5m	18%

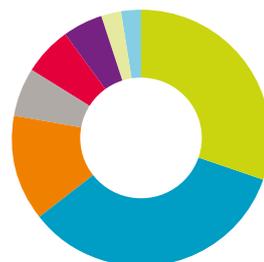


Figure 3
Nationality of our buyers
Buyers, past 12 months

English	25%
Other	28%
Russian	11%
Italian	5%
French	5%
South African	4%
Bermudan	2%
Spanish	2%

*%s may not add up to 100% due to rounding



LETTINGS MARKET

How has the lettings market performed so far this year?

The healthy lettings market continues with a historically limited number of quality properties available to rent. Whilst accurate pricing is critical, the best properties are attracting quality tenants as soon as they come to the market, in some cases we are able to place the property with no marketing whatsoever due to our extensive contact lists. Over the last four months we have experienced a slight increase in the numbers of new properties coming to the market but we feel rents will continue to rise throughout 2012. We continue to register applicants looking specifically at living within this leafy part of Chelsea and the area continues to offer a highly-sought after prospect for many.

What type of property is in high demand?

There is always a high demand for the well-presented family houses this area is known for. Presentation is key, both the internal specification and the exterior of a property will be valued by the best tenants. The family house market in SW3/SW10 has been particularly buoyant over the last 3 months with more family houses securing tenants than in the preceding 6 months combined. Landlords should address all decorative issues and consider updating kitchens and bathrooms that appear dated. Clean, comfortable modern spaces are greatly appreciated and present a strong marketing image to a potential tenant.

What type of tenants are attracted to the area?

This part of prime central London has a strong synergy with tenants from mainland Europe, North America and from the UK. The typical profile is an upwardly mobile couple or family who enjoy the café culture and fantastic schooling all within walking distance, often working in the financial, legal or media sectors in London.

Contact: David Mumby, Partner

Ten Acre Estate properties

SOLD

Un-modernised house with private parking

LIMERSTON STREET

4 bedrooms

£2,650,000



TO LET

Newly refurbished family house

LAMONT ROAD

4 bedrooms

£3,500 pw



SOLD

Un-modernised garden square house

LAMONT ROAD

5 bedrooms

£3,250,000



LET

Beautifully designed and unique

SHALCOMB STREET

4 bedrooms

£2,500 pw



Figure 4
What is coming to market?
New instructions, past 12 months

under £500	10%
£500 to £750	37%
£750 to £1,000	11%
£1,000 to £1,500	10%
£1,500 to £2,500	11%
£2,500+	21%

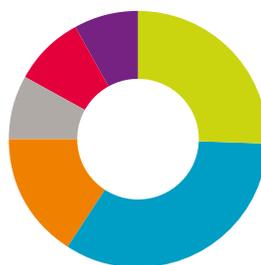


Figure 5
Tenancies by price band
Exchanges, past 12 months

under £500	26%
£500 to £750	34%
£750 to £1,000	16%
£1,000 to £1,500	8%
£1,500 to £2,500	9%
£2,500+	8%

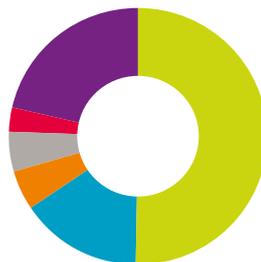


Figure 6
Nationality of our tenants
Tenants, past 12 months

United Kingdom	50%
United States	15%
France	5%
Russian Federation	5%
Germany	3%
Others	21%

*%s may not add up to 100% due to rounding

Knight Frank Chelsea

352a Kings Road, Chelsea, London SW3 5UU

+44 (0)20 7349 4300 / chelsea@knightfrank.com

knightfrank.co.uk/Chelsea

LONDON LIVING

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