



Imperial Wharf

LETTINGS ADVICE FOR INVESTMENT LANDLORDS

Knight Frank are confident that we can make the lettings process simple and rewarding for our overseas landlords.

We will be on hand before the tenancy to ensure the best advice on presenting and pricing your property to let in the current market. Once your tenants move in, all day-to-day matters will be handled by your dedicated property manager. In order to prepare your new property for lettings, you need to consider many factors that we can advise on.

Situated on the north bank of the River Thames, this impressive development is within easy reach of Chelsea's prestigious King's Road and Knightsbridge and offers a peaceful contrast to the fast pace of the city.

What property types are available and what do they cost?

Imperial Wharf is one of the newest and largest developments in Fulham and construction work on the final phase is approaching completion. Knight Frank is involved in the sale of the recently released phases - Chelsea Creek and Octavia House.

The development comprises a range of properties, from affordable studio apartments through to large, four-bedroom penthouses. Many of the properties have either direct river views or pleasant garden views over the recently finished landscaped communal gardens.

What are the transport links like?

The development has its own train station which provides a direct link to Clapham Junction to the south and West Brompton to the west, both of which enable commuters to access various lines on the underground network. Commuters are also served by a number of bus routes that stop near the development and the river taxi which stops at nearby Chelsea Harbour.

Why would you want to live there?

Imperial Wharf is the definition of a lifestyle development. Residents benefit from the convenience of having everything in one place, from the on-site shop to the wine store, bars and restaurants. The development also features secure underground parking, a 24-hour concierge service and a playground.

The traffic-free environment with 10-acre landscaped parkland make for the perfect setting and those who choose to live here will benefit from both a superb quality build and fantastic views at a fair price.

Being such a short distance from the thriving shopping and social scene in Chelsea make it an ideal choice for young professionals.

Do you tend to have shorter void periods here than elsewhere?

Imperial Wharf is one of the most popular developments in the area due to the amount of city workers and corporate tenants and it rarely experiences void periods.

Does it command higher rents than other developments?

We have achieved excellent rents in the past few years, often higher than other local developments and resulting in an average yield for the Imperial Wharf of 4.5%, considerably higher than most other developments in Chelsea.

Are there any plans in the pipeline for the area?

Talks of building a pier outside Imperial Wharf are at an advanced stage. This would allow the Thames River Taxi to dock outside, providing a fantastic alternative way of getting to the city. The river taxi runs from Putney Bridge to Blackfriars and would stop at Imperial Wharf along the way. This would allow access to Blackfriars within 30 minutes.

Riverside lettings market at a glance

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

Tenancies agreed		14%
Prospective tenants registered		41%
New property available		117%
Viewings		60%
Change in rents, last 3 months		3.6%

Figure 1
What do our applicants want to spend?
New applicants, last 12 months

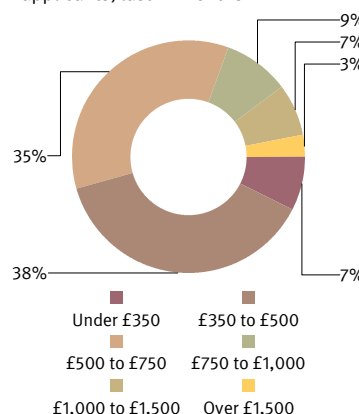
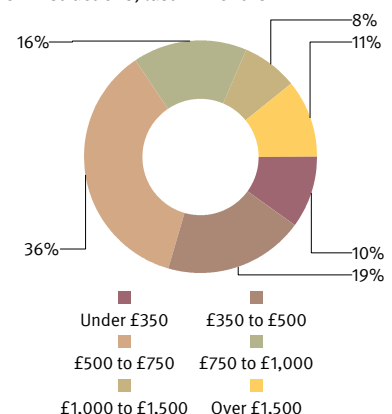


Figure 2
What is coming to the market?
New instructions, last 12 months



KNIGHT FRANK RIVERSIDE IMPERIAL WHARF INSIGHT

Knight Frank



Charting the market

Figure 4
Nationality of Knight Frank tenants
Prime Lettings, last 12 months

World region	Tenants
Africa	2.0%
Asia	4.9%
Australasia	3.6%
Europe	26.5%
India	1.4%
Middle East	2.9%
North America	10.7%
Russia & CIS	2.1%
South America	0.6%
UK	45.3%

Figure 5
Prime residential rents, indexed
Quarterly, last 5 years (Dec 2005 = 100)

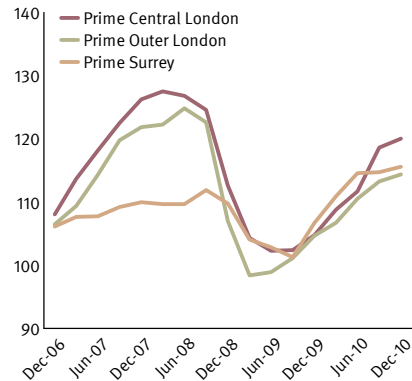
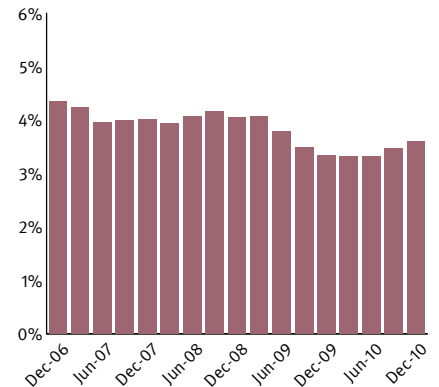


Figure 6
Prime London residential gross yields
Quarterly, last 5 years



Riverside properties and the Knight Frank team

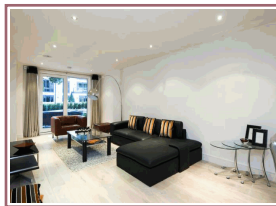
Stunning two bedroom apartment

LET

2 bed

Asking rent: £700pw

Consort House



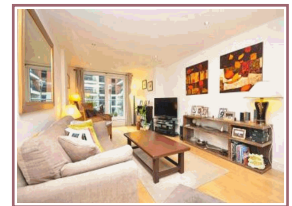
Perfect city living

LET

2 bed

Asking rent: £725pw

Consort House



Larger than average

LET

2 bed

Asking rent: £625pw

Consort House



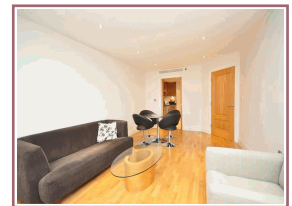
Superb two bedroom

TO LET

2 bed

Asking rent: £625pw

Greensward House



Two bedroom with lovely views

TO LET

2 bed

Asking rent: £675pw

Aspect Court



Three bedroom with direct river views

TO LET

3 bed

Asking rent: £900pw

Monarch Point



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