

THE WATERFRONT PREMIUM

Prime waterfront properties in the UK are worth up to 70% more than their inland counterparts on average, according to Knight Frank's Prime Waterfront Index.

Key headlines

Prime waterfront properties can command a 70% premium on average across the UK

The South West offers the potential for the most added value, followed by the South East and East Anglia

Private slipways have the potential to push the premium up to as much as 118%

The index measures the potential value uplift for prime homes with a view of water compared with similar properties located further inland.

A closer look at the data reveals that the premium varies by location, with the South West – home to the longest coastline of any English region – offering the most added value at up to 91%.

The region boasts some of the country's most expensive waterfront properties, with Sandbanks, Rock and Salcombe some of the prime hotspots.

In the South East the very best waterside homes can command premiums up to 44%, falling to 41% in East Anglia and 33% in Scotland.

Amenities are also a crucial factor for many buyers and having direct access to water is something many people are prepared to pay a premium for.

Private slipways are considered the most valuable feature, pushing up the waterfront premium up by as much as

118%. Properties with a private mooring or pontoon can see the waterfront premium rise to 106% and 105% respectively, while jetties and private beach access can add up to 91% and 86%.

In terms of location types, homes situated on estuaries command the largest uplift of up to 96% compared to a similar property inland. Prime harbour side properties enjoy an uplift of up to 91% due to their rarity and prime coastal properties are worth up to 67% more.

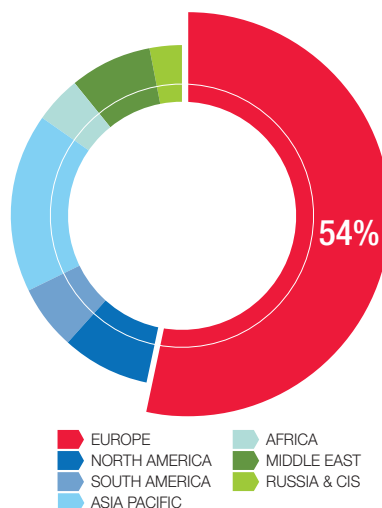
Heading away from the sea, lakeside homes are 40% pricier than their waterless equivalent, and being situated next to a river can add up to 67% to the value of a prime residential property.

Our data suggests that interest in UK waterfront properties extends beyond these shores with individuals from all over the world searching for a waterfront home in the UK last year. Excluding the UK, where the majority of web searches originated, this was led by potential buyers in Europe and Asia Pacific (figure 1).

FIGURE 1

International demand

Web searches on www.knightfrank.co.uk for prime UK waterfront property (excluding UK searches)

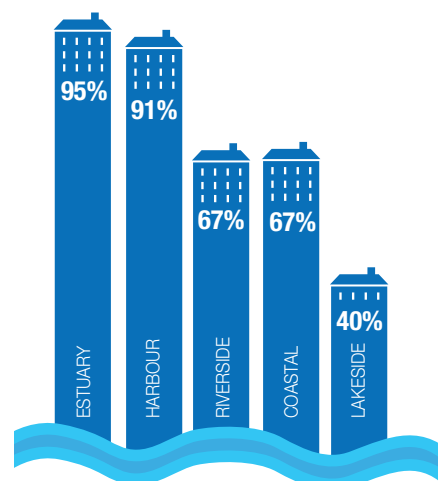


Source: Knight Frank Residential Research

FIGURE 2

Property location and potential uplift in value

Q2 2015



Source: Knight Frank Residential Research



OLIVER KNIGHT
Residential Research

“Having direct access to a river or a lake is something many people are prepared to pay a premium for.”

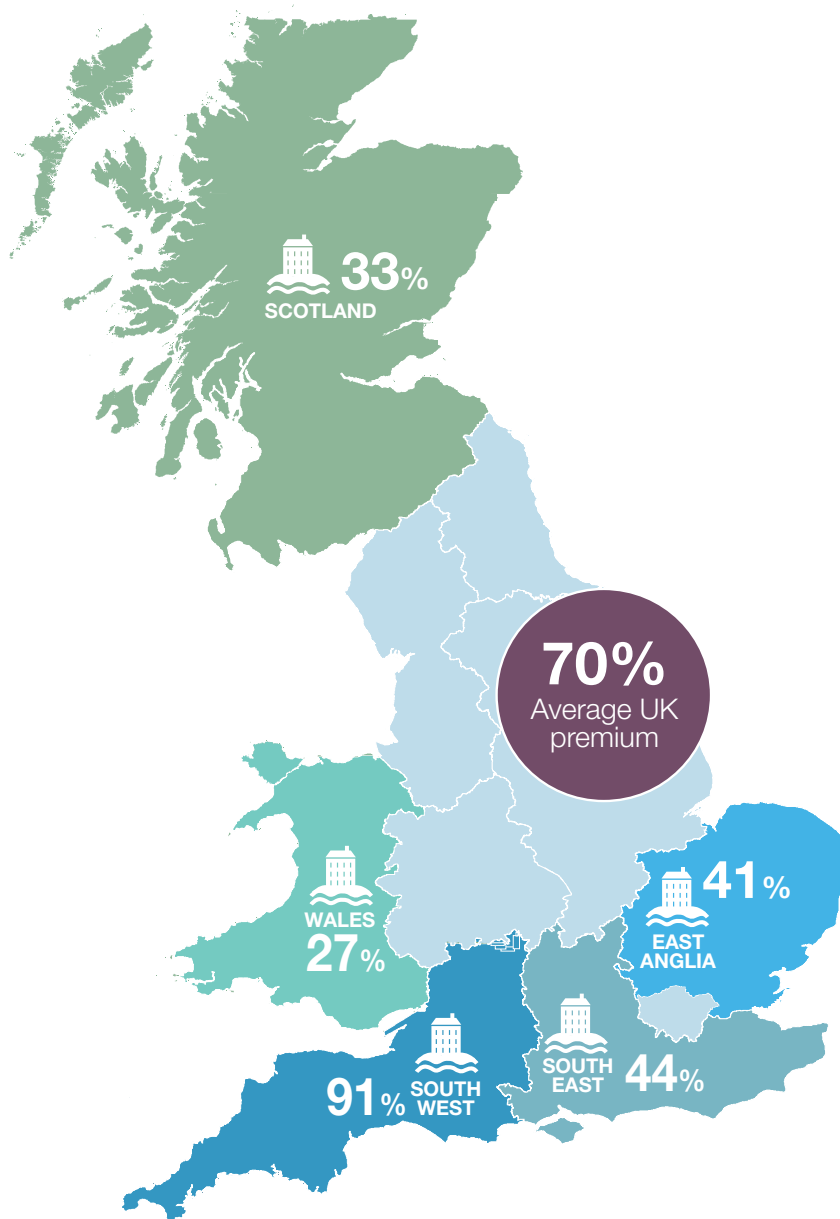
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For the latest news, views and analysis on the world of prime property, visit [Global Briefing](#) or [@kfglobalbrief](#)



FIGURE 3

Prime waterfront premium by region



Source: Knight Frank Residential Research

RESIDENTIAL RESEARCH

Oliver Knight

Residential Research

+44 20 7861 5134

oliver.knight@knightfrank.com

UK WATERFRONT SALES

Christopher Bailey

Head of National Waterfront

+44 13 9284 8822

christopher.bailey@knightfrank.com



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