



# Welcome to Local View

Welcome to the latest edition of Local View, our seasonal update on the property markets that matter to you. In here we highlight why we love North East Hampshire as well as showcase some of our favourite sales from last year and look forward to 2015. Please contact your local team for more information and to find out what other opportunities we can offer.

**67%** of our sales in the last 12 months were priced under £1.5m

On average we have achieved **96%** of the guide price on sales in the past 12 months

In the last 12 months at least **30%** of our buyers have originated from London

**Knight Frank Basingstoke**  
27 London Street  
Basingstoke  
RG21 7PG  
+44 1256 350600  
[KnightFrank.co.uk/basingstoke](http://KnightFrank.co.uk/basingstoke)



**Mark Potter, Office Head**  
**T:** +44 1256 350600  
**E:** [mark.potter@knightfrank.com](mailto:mark.potter@knightfrank.com)  
**Specialism:** Country houses  
**Years of experience:** 30

Another busy year, but as always we have found time to support worthy local charities, one of which was another successful two-day event in aid of 4Youth Hampshire and Isle of Wight, helping them raise £24,000. We also became gold sponsors of Hampshire and Isle of Wight Air Ambulance Service.



I am often asked why I like living and working in this area, and for me it is the people. From landed gentry to local tradespeople, what they all have in common is a love of the countryside around us. A short hop to the Solent to relax on the waves also appeals.



**Shaun Hobbs**  
**T:** +44 1256 350600  
**E:** [shaun.hobbs@knightfrank.com](mailto:shaun.hobbs@knightfrank.com)  
**Specialism:** Country houses  
**Years of experience:** 30



Living locally, I have developed strong relationships with local banks enabling me to arrange bespoke terms for clients. Short term funding, the new name for 'bridging', has become the norm for those wishing to buy before selling and moving on and has become a cheaper and friendlier option to consider.



**Mark Russell**  
**T:** +44 7919 691772  
**E:** [mark.russell@knightfrank.com](mailto:mark.russell@knightfrank.com)  
**Specialism:** Finance  
**Years of experience:** 18



I have recently joined the dynamic Basingstoke team since becoming a member of the Royal Institution of Chartered Surveyors. Hampshire is a great place to work and I am spoilt to work in such beautiful countryside and enjoy country pursuits.



**Toby Speke**  
**T:** +44 1256 350600  
**E:** [toby.speke@knightfrank.com](mailto:toby.speke@knightfrank.com)  
**Specialism:** Country houses  
**Years of experience:** 3



This part of Hampshire offers the commuters dream with fast and regular train services from Basingstoke together with easy motorway access to the South Coast, West Country, London and Oxford and beyond to the north. It offers rural bliss with a mixture of woodland and wonderful open expanses of land.



**Edward Cunningham**  
**T:** +44 20 7861 1080  
**E:** [edward.cunningham@knightfrank.com](mailto:edward.cunningham@knightfrank.com)  
**Specialism:** Country houses  
**Years of experience:** 28



I support the team's clients and buyers in most country house matters, including assisting an overseas buyer set up a country house near Hartley Wintney, providing staffing advice and introductions to local services and suppliers. Our service broadens the scope of support we can provide during the sales process and beyond.



**Angus Harley**  
**T:** +44 1488 688511  
**E:** [angus.harley@knightfrank.com](mailto:angus.harley@knightfrank.com)  
**Specialism:** Country house consultancy and lettings  
**Years of experience:** 17

# 2015 Forecast

2014 saw another steady rise in property values in the UK outside of London, yet the price differential between those and properties in the capital remains at a record level meaning that the country is great value for those looking to trade up and out. However, uncertainty as a result of the upcoming General Election means that the market is undoubtedly going to differ this year. In spite of this, we expect demand will continue to increase, particularly in light of recent tax changes, especially for properties valued below £1m.

Property prices for houses in the country have been rising for seven consecutive quarters, the longest period of sustained quarterly price growth since 2007.

Rising confidence among buyers as a result of more positive economic news, the ripple effect from London and growing demand for family homes has resulted in improved conditions in the market in 2014, helping to release some of the pent-up demand that had built up following the downturn.

Figures released by the Land Registry confirm this. Over the year to September 2014, the number of homes sold for over £500,000 in England and Wales was 42% higher than at the same time last year and 74% higher than the corresponding period in 2010.

Properties in the southeast, within commutable range of a city and close to good schools have sold well. Continued low interest rates and attractive mortgage offers have also encouraged buyers to act.

London have grown by 74% and are 32% above their previous peak, making the country good value for those wishing to trade up and out.

But there are signs that the momentum seen during the first half of the year has eased. Uncertainty over the outcome of the general election, an impending interest rate rise and tighter mortgage lending have all cooled demand during the second half of the year.

There is some positive news however. Reforms to property taxation announced by the Chancellor during the Autumn Statement mean that the majority of home purchasers will pay lower levels of stamp duty when buying a house. As a result of the changes those buying homes worth up to £937,500 will see their tax bills reduced. Additionally, there is an anomaly between £1,000,001 and £1,124,990 where less tax is payable under the new system.

The proposals are likely to be welcomed by buyers, ultimately increasing transaction levels below the £937,500 threshold. That is likely to have a knock on positive impact on consumer sentiment.

Against this backdrop, we are forecasting price growth of 2% across the country market in 2015, with outperformance in some locations driven by increased demand and, in some cases, improvements to infrastructure.

Homes located in town and city markets will see above average price growth driven by demand from those relocating from London and downsizers. Markets within commutable distance of the capital will also outperform. We are forecasting that price growth for family homes in the South East, South West and East of England will outpace local mainstream markets as values are boosted further by the "ripple effect" from London.

Agents report that demand has been bolstered by an increase in the number of buyers looking to take advantage of the gap between urban and rural values, particularly those moving from London. Prices in the country look good value on a historical basis having experienced several years of static or modest growth since the end of the financial crisis.

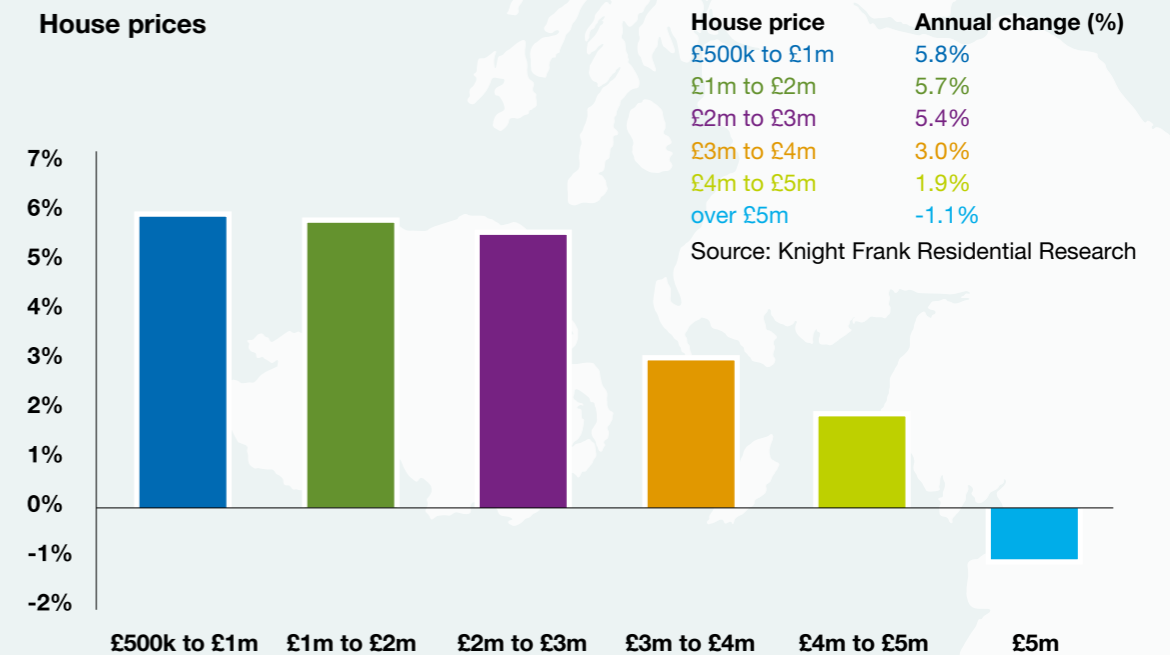
To illustrate this point, houses in the country have risen in value by 5.6% since the market low in 2009 and currently sit 16% below the previous market peak. In contrast, house prices in prime central

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## Registered voters

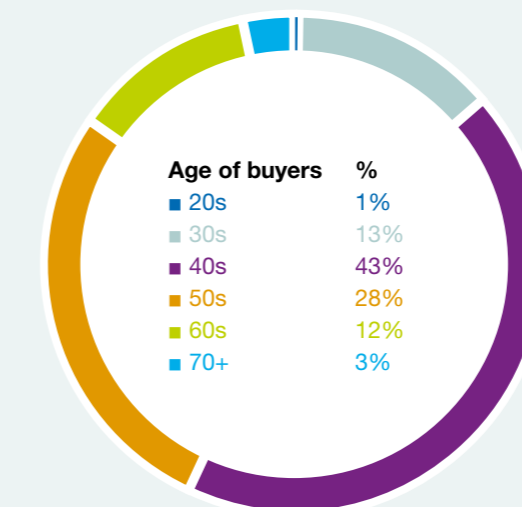
In 2010 there were **45,597,461** registered voters, **3.1%** more than in 2005

### House prices



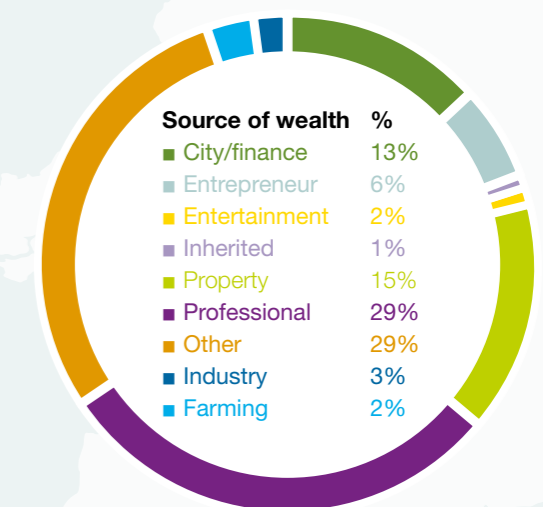
### For all sales less than or equal to £2m

#### Age of buyers



Source: Knight Frank Residential Research

#### Source of wealth



Source: Knight Frank Residential Research

# Highlights of 2014

Here we highlight our top 10 properties sold last year.



01

Little London, Hampshire  
**SOLD | GUIDE PRICE £799,950**

This five bedroom individual village house attracted 26 viewings in a month and sold over the guide price.



03

Heckfield, Hampshire  
**SOLD | GUIDE PRICE £1,550,000**

This imposing period seven bedroom house sold at the guide price. On average we achieve 96% of the quoted guide price.



02

Newnham, Hampshire  
**SOLD | GUIDE PRICE £1,950,000**

We sold this charming period house without any public marketing. Our database of buyers is extensive and sales are often arranged on this basis.



04

This well presented five bedroom house sold within seven days at the guide price to an applicant from our Esher office.

Wolverton Common, Hampshire  
**SOLD | GUIDE PRICE £850,000**



05

This charming semi-detached cottage exchanged contracts within 30 days of going onto the market.

Dummer, Hampshire  
**SOLD | GUIDE PRICE £495,000**



This first class six bedroom village house generated 16 viewings, multiple offers and sold in excess of the guide price.

Oakley, Hampshire  
**SOLD | GUIDE PRICE £1,400,000**



06



07

This beautiful three bedroom cottage sold in a month at the guide price having previously been on the market with another agent.

North Waltham, Hampshire | **SOLD | GUIDE PRICE £499,950**



08

This new four bedroom house in a great setting is one of the 67% of properties we sold below £1,500,000.

Mortimer, Berkshire | **SOLD | GUIDE PRICE £1,150,000**



09



This is the second time Knight Frank has sold this cottage. 41% of the properties we have sold this year are for previous clients, a sign of the excellent service we always strive to provide.

Riseley, Berkshire  
**SOLD | GUIDE PRICE £699,950**



10



Located in a lovely setting, this five bedroom house sold to a London buyer. On average 30% of our buyers are from London.

Axmansford, Hampshire  
**SOLD | GUIDE PRICE £1,100,000**

# London Expansion

The London property market has always driven activity outside of the capital, as Londoners sell or let their homes and seek greater value for money in different parts of the UK.

Outside of Prime Central London, we have seen growth in traditionally affordable areas, with sales price increases of up to 14% in parts of zone two over the last 12 months. These increases see those sellers in North West London and along the River Thames achieving record prices for their homes.

At Knight Frank, our team of experienced analysts are continually looking for the next hotspots in order to embrace the increased demand in these areas. We were therefore delighted to open four new offices in London in 2014. The addition of these offices in Barnes, Clapham, King's Cross and Chiswick means our London network now totals 24, and there are plans for further expansion this year.

This increased catchment area means we are better placed than ever to drive cash buyers to our country properties. In addition, the considerable growth of our lettings division has meant that we can assist those clients who are not yet looking to cash in their investment, but still wish to move out of London. The lettings team work closely with our relocations team to place international corporate tenants, often for up to three years, to ensure buyers from London still have the steady stream of income needed to facilitate a move.

With the net widening it is vital that any agent with a London presence covers the key growth areas. A move to the country is no longer the leap it might once have been considered by many hardened city dwellers, as what are described as "London's villages" are becoming increasingly prevalent. Moving to one of these areas first is becoming the preference amongst many families, with them acting as a stepping stone to the countryside further out of London. James Williams, head of Knight Frank Barnes says:

"It is fantastic to now have a shop front in such a wonderful location. It is such a friendly environment to work in". With the fashion being a two-stage move, we can now nurture long-term relationships with our clients. So whether they are looking for a different pace altogether or a move to a smaller town or city, we are able to put them in touch with a Knight Frank agent for every step they wish to take.

If you have a property that might be of interest to one of our London buyers, please call your local Knight Frank office for a complimentary market appraisal.



"A move to the country is no longer the leap it once might have been considered by many hardened city dwellers"

# About Us

In 2014, throughout the UK, Knight Frank sold:

2,740 swimming pools

68 shoots 4,336 new developments

1,166 listed buildings

2,852 properties with concierge 2,678 gyms

14 golf courses

604 tennis courts

1,127 properties with equestrian facilities

131 fishing facilities 1,719 properties by the water

207 farms and estates 1 houseboat

150 development plots

518 penthouses

For more information on the services we provide visit [KnightFrank.co.uk](http://KnightFrank.co.uk)

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# first-mover advantage

If selling a property is one of your plans for 2015, now is the time to speak to an expert. Whilst others are waiting on the outcome of the forthcoming election, we are anticipating a busy start to the year.

So, at a time when staying one step ahead has never been more important, will you be one of the first movers in 2015?

For your complimentary market appraisal, call us today on: **+44 1256 369177**