



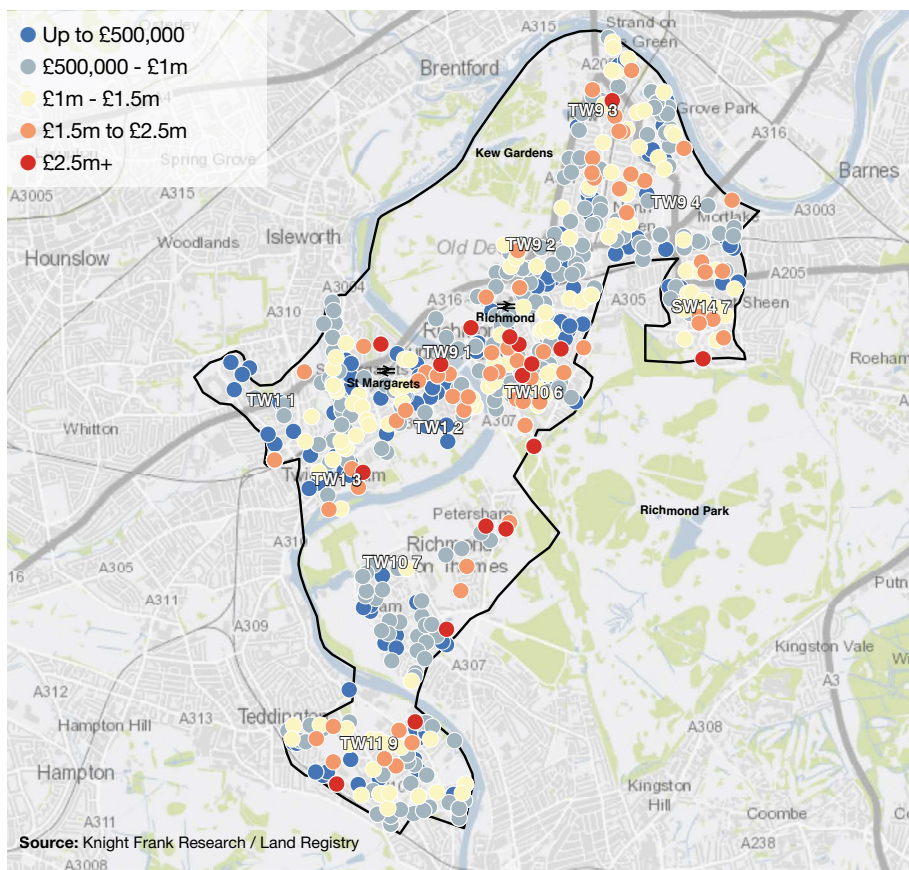
# RICHMOND MARKET INSIGHT 2018

FIGURE 1

## Property prices in Richmond

Achieved prices, 12 months to December 2017

Circles can denote multiple sales in the same postcode, in which case the highest value is displayed



### Richmond market update

Average prices in Richmond fell 1.6% in the year to March, a decline that was broadly in line with the 1.9% average fall across prime south-west London. Despite the decline, sales volumes were stable in 2017, including higher-value sales, as figure 2 shows. The ratio of new prospective buyers to new listed properties - a measure of underlying demand - was 14.3 in March 2018 compared to 4.4 in March 2017, which will support upwards pressure on pricing.

### Mathew Hahn, Richmond office head

“There is a growing mood of pragmatism in the Richmond property market. Pricing appears to have bottomed out, which means more buyers are comfortable making a financial commitment. Asking prices have re-based in many but not all instances but as more comparable sales evidence becomes available, it will support transaction volumes. Trading remains particularly strong in the traditionally popular areas of Richmond Hill and Richmond Green as buyers feel less exposed to future pricing volatility. However, peripheral areas such TW1 are in growing demand because of the relative value they offer.”

FIGURE 2

## Richmond fact sheet

Population: 78,172

### £1 MILLION-PLUS SALES

Year to December 2017	361
Year to December 2016	311
Year to December 2015	346

### £2 MILLION-PLUS SALES

Year to December 2017	66
Year to December 2016	58
Year to December 2015	72

### £3 MILLION-PLUS SALES

Year to December 2017	22
Year to December 2016	21
Year to December 2015	20

Source: Knight Frank Research / Land Registry

### BLUE PLAQUES

Virginia Woolf, author  
 Sir Christopher Wren, architect  
 JMW Turner, painter  
 Sir Noel Coward, playwright

### STOCK BY PROPERTY TYPE

Flat	51%
Terraced	28%
Semi-detached	15%
Detached	6%

### AGE OF HOUSING STOCK

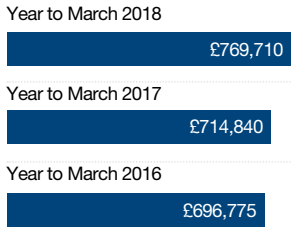
Pre-1900	26%
1900-1939	36%
1945-1972	16%
1973-1999	13%
2000-present	9%

Source: Knight Frank Research

# RICHMOND MARKET INSIGHT 2018

FIGURE 3 Richmond in numbers

**Average prices**



Source: Knight Frank Research / Land Registry

**14.3**

The ratio of new prospective buyers to new listed properties in March 2018. It compared to 4.4 in March 2017. A higher ratio suggests increased upwards pressure on pricing.

Source: Knight Frank Research

**79.6%**

The London borough of Richmond's employment rate, which is the highest in London (2015)

**49%**

At 2,360 acres, Richmond Park represents nearly half of the total area of London's Royal Parks

**1625**

The year Charles I moved his court to Richmond and introduced deer to the park

Source: Knight Frank Research

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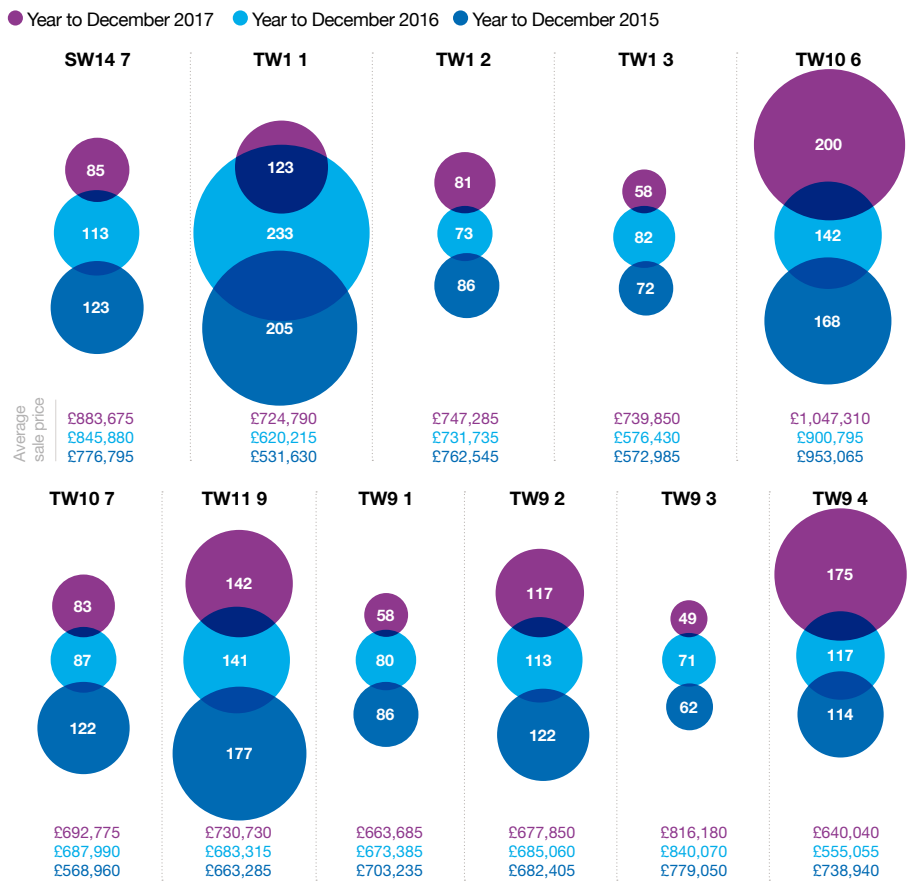


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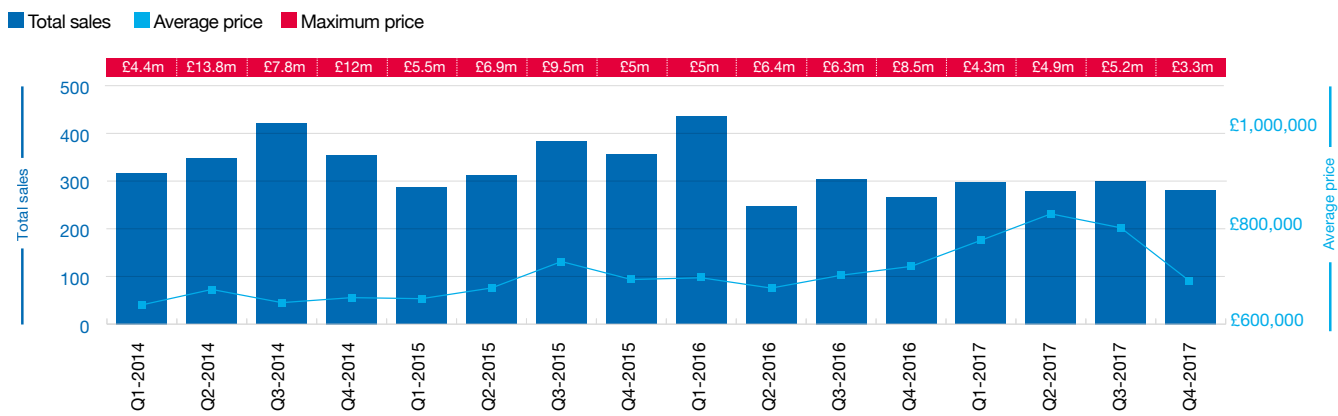
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FIGURE 4 Sales volumes and average achieved price by neighbourhood



Source: Knight Frank Research / Land Registry

FIGURE 5 Transaction volumes and pricing data



Source: Knight Frank Research / Land Registry