

Emily Englander, Lettings Manager, discusses how the Marylebone market has performed so far this year, who is looking to rent in Marylebone and what property types are in demand.

How has the Marylebone market performed so far this year?

We have seen an encouraging start to 2014, with good quality stock coming to the market and multiple offers for best in class properties. Interest from international tenants remains strong and encouragingly we are seeing more corporate relocation agents basing their search here. Our outlook for the year ahead remains positive, and with the latest Knight Frank Rental Index indicating Marylebone's annual returns have reached 16.2% in the past year, higher than any other part of prime central London, the future continues to look bright for Marylebone landlords.

What types of renters are attracted to the area?

We have seen a big increase in those working in the financial sector, mainly due to the areas transport links and easy access into the city. We are also seeing more internationals choosing Marylebone as their preferred central London base, with 75% of our tenants last year coming from overseas. The area also continues to prove popular with both UK and international students due to its close proximity to a number of academic institutions.

What property types are most in demand?

The requirement for turnkey properties is stronger than ever and this is a trend we see set to continue. Last year saw the launch of a number of luxury new developments in the area including Regent Street, Portman Square and Picton Place which have proved hugely popular.

“LAST YEAR 75% OF OUR TENANTS CAME FROM OVERSEAS.”

What advice do you have for landlords?

Stock levels have been high in the first quarter of 2014 and so we are advising our clients to invest in their properties in order to achieve optimum rental amounts. Applicants are viewing high numbers of apartments and so it is important that a property stands out. The best way to do this is through the marketing material which has become the most important tool when renting a property. Applicants expect to be able to see photographs and a floor plan prior to viewing a property. Dressing your apartment with rental furniture enhances photographs, gives scale and shows your property at its best. It is important to take time over the marketing material and to launch the property on the internet only when the marketing material is perfect. As an example, we recently took on a property that we felt would not show to it's best potential unfurnished. We introduced our client to Knight Frank Interiors who fully dressed the property. Once live on our website, it went under offer in less than 48 hours, at full asking price.



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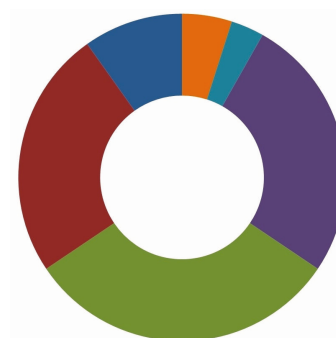
Marylebone lettings market at a glance

Figure 1
What do our applicants want to spend?
Applicants spend over the last 6 months



under £1500	0%
£1500 to £2000	6%
£2000 to £3000	24%
£3000 to £4500	37%
£4500 to £6500	15%
£6500 +	18%

Figure 2
Tenancies by price band
Tenancies over the last 6 months



under £1500	5%
£1500 to £2000	3%
£2000 to £3000	26%
£3000 to £4500	31%
£4500 to £6500	25%
£6500 +	10%

Charting the Marylebone Lettings market

Figure 3
Age of our tenants

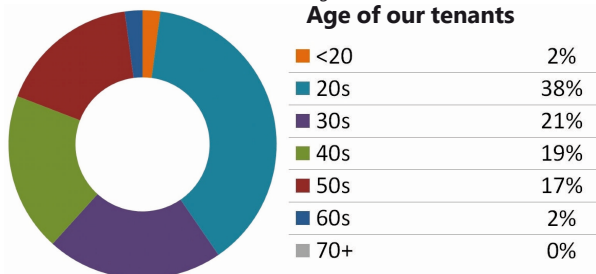


Figure 4
Nationality of our tenants

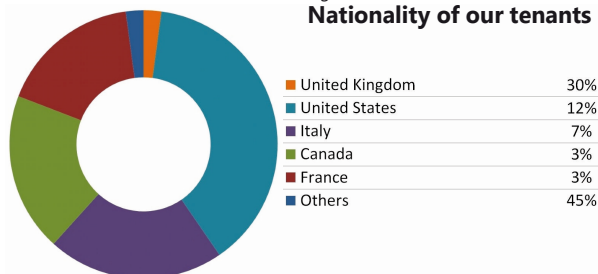


Figure 5
Source of our tenants

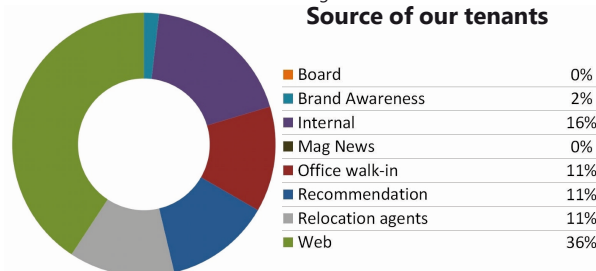
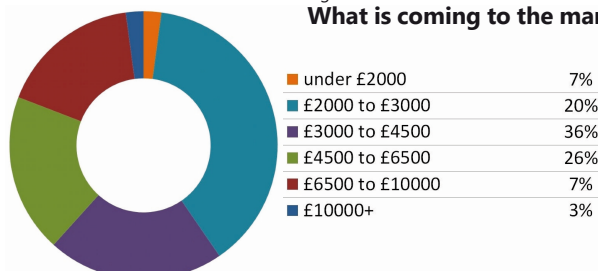


Figure 6
What is coming to the market?



Recently Let by Knight Frank

LET
Red brick mansion block
MONTAGU MANSIONS
3
£2,500 per week



LET
Lovely period building
WYNDHAM PLACE
2
£695 per week



LET
Exceptional spacious apartment
WELBECK STREET
2
£1,500 per week



LET
Exclusive development
REGENT STREET
1
£600 per week



LET
In the heart of Marylebone
MARYLEBONE STREET
42
£595 per week



LET
Sought-after portered block
DEVONSHIRE STREET
2
£595 per week



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SNAPSHOT SPRING 2014

RESIDENTIAL MARKET UPDATE

MARYLEBONE SALES



Christian Lock-Necrews, Head of Knight Frank Marylebone discusses the healthy local market and how the area has secured its place in London's super prime league.

How do you see your market performing this year?

2013 outperformed expectations. Prices in Marylebone grew by 8.4% in the last six months of the year, faster than any other central London area tracked by Knight Frank. We have already had a busy start to 2014 with double the number of instructions compared to this time last year with a significant increase in activity with transactions above £5m. It is clear appetite remains strong in Marylebone and although we expect this year to be slightly more tapered than last we are confident the market will remain strong throughout 2014.

What property types are in most demand?

We are seeing more and more buyers in search of high specification flats and lateral living but in contrast there is also a large demand for family homes, particularly from British buyers.

Where are the new hotspots?

Recently named London's coolest street by Conde Naste Traveller, Chiltern Street is being hailed as Marylebone's latest hotspot. Predominantly Victorian in character, this once quiet street of elegant red brick mansion blocks has now seen the arrival of a number of high end boutiques and more recently, the old fire station has been transformed into a super chic New York style hotel. Further down the street a new luxury development is being built by Galliard Homes which will encompass a swimming pool and private cinema. With its close proximity to the High Street, we have seen prices here increase by approximately 25% over the past year alone.

What's in the pipeline for the area?

Marylebone currently has approximately 2,266 private units in planning or under construction. On top of the Chiltern Street development previously mentioned, Moxton Street carpark also has plans for a new luxury property development.

MARYLEBONE HAS NOW ENTERED LONDON'S SUPER PRIME LEAGUE

Why is Marylebone becoming increasingly popular with buyers?

Marylebone was once described as an oasis of calm in a hectic city and this remains true. It still retains a distinct village feel which, combined with its close proximity to both Regent's and Hyde park and its convenient transport links both into the city and out to the country, makes it the ideal place to live. Further, despite its huge price growth over the past few years, the area is still perceived as good value for money compared to some of its super prime counterparts.



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Marylebone sales market at a glance

Figure 1
What is coming to the market
New instructions in the last 6 months



under £750k	4%
£750k to £1.5m	19%
£1.5m to £2.5m	21%
£2.5m to £3.5m	17%
£3.5m to £5m	15%
over £5m	25%

Figure 2
Where do our buyers come from
Buyers in the last 6 months



International	36%
London	62%
South East	0%
Rest of the UK	3%

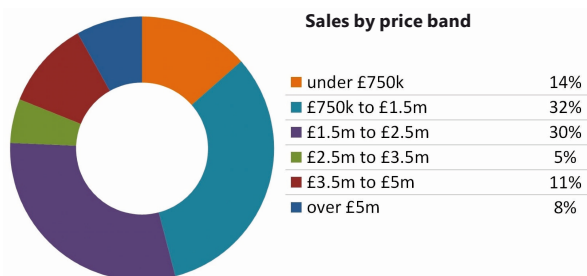
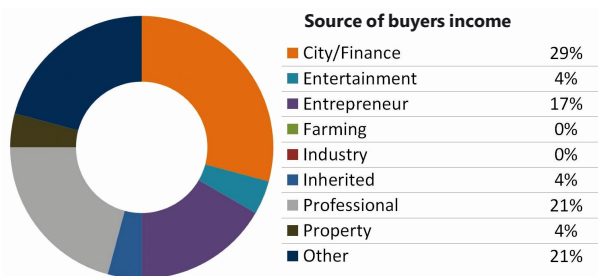
SNAPSHOT SPRING 2014

RESIDENTIAL MARKET UPDATE

MARYLEBONE SALES



Charting the Marylebone sales market



“BEST EXPERIENCE I HAVE EVER HAD WITH ESTATE AGENTS IN MY LIFE!”

“YOU AND YOUR TEAM PUT MANY OTHER ESTATE AGENTS TO SHAME.”

Recently sold by Knight Frank Marylebone

SOLD
Interior designed

DEVONSHIRE PLACE
🏠 2
£2m

SOLD
Six storey townhouse

HARLEY STREET
🏠 5
£9.75m

SOLD
Nash designed crescent

PARK CRESCENT
🏠 3
£4.75m

SOLD
Georgian Conversion

MONTAGU PLACE
🏠 3
£1.8m

SOLD
Contemporary lateral

BRYANSTON COURT
🏠 4
£2.775m

FOR SALE
Superb studio

HALLAM STREET
🏠 1
£450k

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