



## Confidence returns to the London property market

**The entire property industry breathed a collective sigh of relief on Friday 8th May as confidence returned to the residential property market following news of the Conservative Party's majority victory in the recent general election.**

Fraser&Co, like many of the capital's leading estate agents, experienced a huge uplift in enquiries on the morning the results were announced, endorsing our view that many would-be buyers had been holding off until the political climate stabilised.

Conservatives have pledged to extend the Help to Buy Equity Loan scheme, and a new Help to Buy ISA supporting those who are saving for a deposit.

The Right to Buy scheme is also being extended to enable housing association tenants to buy their own homes.

At the luxury end of the market, the threat of a Mansion Tax in the £2m+ price bracket has now been removed, giving buyers the confidence to return to the market in significant numbers.

Fraser&Co have seen an increase in valuation requests from potential sellers who are now more confident that their properties will achieve an optimum price.

On the lettings front, it's something of a relief that the threatened increased rent controls and obligatory three-year tenancies have now been removed, measures that would have surely deterred potential investors. ▲

## Sales update

POST-ELECTION OPTIMISM IN THE LONDON PROPERTY MARKET

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## Lettings update

AN ANALYSIS OF THE CENTRAL LONDON RENTAL MARKET

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## Hot Properties

### SALES



WESTMINSTER  
£1,600,000

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### LETTINGS



ST JOHNS WOOD  
£850 PER WEEK

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## New Homes



LEWISHAM  
From £299,950

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## SALES UPDATE



### POST-ELECTION OPTIMISM IN THE LONDON PROPERTY MARKET

By Gavin Cohen  
Sales Director, Fraser&Co

During the first quarter of 2015, the residential property market in central London was in many ways a game of two halves, with properties under £2million achieving a record high after enjoying a 3.8% increase in price per square foot compared to Q1 2014, while properties

over £2million decreased in price by 2% per square foot in the same period.

Potential buyers cautiously awaited the outcome of the general election and the possibility of the introduction of a mansion tax. Added to this, recent changes to Stamp Duty Land Tax and the tightening of the mortgage market (making it harder to borrow money), also took some of the heat out of the market.

However, although the -0.5% annual price change represents a significant slowdown compared to the end of 2014 when prices were rising at an annual rate of 11.4%, the Conservatives' recent victory in the general election means that the situation is likely to improve. ▲

### FRIDAY 8TH MAY

was our busiest day of the year so far, with a huge volume of enquiries received for homes in all price brackets, but particularly in the £2million+ price range.

Since then, all our offices have been extremely busy suggesting that this trend is set to continue. Unsurprisingly, given the current low rates of interest, we have also seen an increase in interest from buy-to-let

investors and due to this renewed interest in the London property market, by the end of the year we could quite feasibly see the value of some properties increasing by as much as 10%.

At Fraser&Co we firmly believe that property in central London makes an excellent long-term investment and, with the political climate stabilised and confidence rapidly returning, now is a good time to buy. ▲



## FOR SALE

### CHISWICK



**TW8**  
CLAYPONDS LANE  
£465,000

- 2 bedrooms, 2 bathrooms
- Balcony
- Gym and communal gardens
- Secured underground allocated parking
- Close to mainline and underground stations



**W3**  
BROMYARD AVENUE  
£775,000

- 2 bedrooms, 2 bathrooms
- Stunning 56 sq.ft. roof garden
- East-facing views over London
- Beautifully designed kitchen
- Allocated parking space



**TW8**  
KEW BRIDGE ROAD  
£1,500,000

- 3 bedrooms, 3 bathrooms
- 3 south-facing balconies with river views
- Secure underground parking
- Communal gym & gardens
- Minutes from Kew Bridge overground station



**SW11**  
HOLMAN ROAD  
£659,995

- 2 bedrooms, 2 bathrooms
- Private balcony
- Modern kitchen
- Daytime concierge
- Minutes from the River Thames

### PADDINGTON



**SW1**  
ARTILLERY ROW  
£1,600,000

- 2 bedrooms, 2 bathrooms
- Second floor
- Very high ceilings
- Contemporary finishes
- Prime central London
- Close to Victoria station



**W2**  
EDGWARE ROAD  
£630,000

- 1 bedroom, 1 bathroom
- 3rd floor
- Modern kitchen
- 24-hour security
- Close to Edgware Road and Marble Arch stations



**W2**  
PRAED STREET  
£1,600,000

- 3 bedrooms, 2 bathrooms
- 4th floor with private balcony
- South-west facing views over Waterside
- Secure underground parking space
- Close to Edgware Road and Marble Arch stations



**W2**  
SUSSEX GARDENS  
£1,100,000

- 2 bedrooms, 1 bathroom
- Video entry system
- Minutes from Hyde Park
- Excellent transport links
- Top universities close by

### BAKER STREET



**NW1**  
GLENTWORTH STREET  
£2,550,000

- 4 bedrooms, 3 bathrooms
- Private balcony
- 24-hour concierge
- Residents' roof terrace
- Baker Street location



**NW1**  
HAREWOOD AVENUE  
£899,950

- 2 bedrooms, 2 bathrooms
- 2nd floor
- Private balcony
- 24-hour concierge
- Close to Baker Street and Marylebone stations



**NW1**  
PARK ROAD  
£1,150,000

- 2 bedrooms, 1 bathroom
- 3rd floor
- Share of freehold
- Stunning views into Regent's Park
- Close to Baker Street Station



**W1**  
CLEVELAND STREET  
£790,000

- 1 bedroom, 1 bathroom
- 2nd floor
- Secure audio entry system
- Close to Great Portland Street station
- Quiet mews location