

Intellectual property

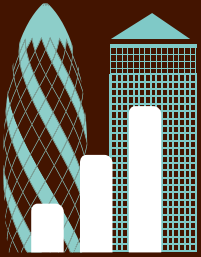
Marylebone & Mayfair



buyers for every available property in Marylebone & Mayfair

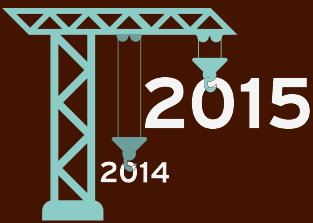


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44% increase in corporate tenants seeking property

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NEW HOMES: Construction starts in Q1 2015 were double what they were in Q1 2014 and up 177% on the quarterly average for the last 5 years

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Tarrant Place W1
£2,750,000 EPC=D



Derby Street W1
£4,750,000 EPC=C



Portland Place W1
£1,250 per week EPC=D

HOT PROPERTIES

Full local property listings inside

Or view online at:
marshandparsons.co.uk

Certainty restored: What's next for the London property market?

Now that the dust has settled on the outcome of the General Election, we believe home-owners in London can heave a sigh of relief, confident in the knowledge that the onerous policies of mansion tax and rent controls are off the agenda.

The unexpected Conservative majority does not mean it will be a universally smooth ride for the market. I fully expect the new Government to raise new taxes on expensive property, probably via increased council tax bandings. In reality, this may be difficult to implement so it will be interesting to see how this is proposed. Either way, my view is that property taxes will increase in the coming years. Whilst this cannot be seen as good news for the market, it will do little to dim the attraction of London as a world class place to both live and to do business, and the confidence engendered by a pro-business government will continue to draw in capital and talent from all corners of the globe. We should applaud this as London is, and will continue to be, a huge

driver of the economy for UK PLC and we should interfere with it at our peril!

“ We should applaud this as London is, and will continue to be, a huge driver of the economy for UK PLC ”

So, what does this mean for property prices? Central London, by definition does not have huge swathes of building land, therefore it seems obvious to me that prices in London will continue to rise. Central London has never been affordable for most people and we're kidding ourselves if we think it ever will be. However, the rise in value in Central London has had the ripple effect of allowing developers and builders to look further afield and build high quality property in areas ever further out and I believe prices in adjacent suburbs



Peter Rollings FRICS
Chief Executive

will continue to increase at pace. Areas where the communications are good and there is a supply of good quality, attractive period properties, will appreciate the fastest and will also appeal to buy-to-let investors. Buyers will however, be prepared to pay 'top dollar' for properties in outer-prime parts of London. It's a fact of geography that however much we try, supply in London will always be limited and with that in mind, prices will continue to rise.



Bryanston Square W1
£2,650,000

Within weeks of marketing this unmodernised, three-bedroom apartment, we attracted multiple competing offers, resulting in a sale which far exceeded our client's expectations.



Molyneux Street W1
£2,275,000

Following a successful marketing campaign, we recently sold this beautiful Georgian house to a local buyer for a great price; the second house we've sold on the street within a matter of months.



Clarence Gate Gardens NW1
£1,575,000

We were asked to sell this three-bedroom apartment after a number of other agents failed to find a buyer. After just three days, we attracted a fantastic offer resulting in a sale for the full asking price.

Local Sales Market Update

At the beginning of last year, the supply-demand ratio was 17 buyers for every property in Marylebone & Mayfair, and due to a lack of supply, prices were rising at an extraordinary rate. Conversely, in the second half of 2014 there was a complete shift with the number of active buyers easing significantly and as a consequence, the market stagnated.

As we entered 2015, the market in Marylebone & Mayfair, as with the rest of Prime Central London, returned to a healthier state. We have recorded a 9% increase in the number of properties on the market in the second quarter of this year, compared to the previous, and with a similar increase in the number of buyers searching for property, the supply-demand ratio now sits at a robust and stable 10 buyers for every property.

“ ... a property with a W1 postcode remains an essential element to complete an investment portfolio ”

W1

CITY OF WESTMINSTER

Along with local interest, we're registering buyers from all corners of the globe; traditional interest from the Middle East is still strong however, significant numbers of buyers are now coming from India and Singapore. An international appetite is something we're used to seeing in the prime central areas of London, which remains a blue chip investment for the international elite, and a property with a W1 postcode remains an essential element to complete an investment portfolio. The General Election saw The Pound Sterling surge against the U.S. Dollar and the Euro. Despite this making exchange rates less favourable, it has not dampened the appetite of those looking for stable and safe investment and personal wealth platforms to concentrate on central London, and specifically Marylebone and Mayfair.

Demand for quality one- and three-bedroom properties between £800,000 and £4,000,000 has continued as the strongest sector of the market. Indeed, we have sold two properties within this range on the same square in a short space of time.

The owner-occupier market has remained cautious and I believe this market will become more active over the second half of the year, boosted by the post-election wave of confidence. With more balanced market conditions and interest rates predicted to remain low. Now is a great time for sellers to act if they are considering a sale.



David Ruddock
Associate Director



Local Lettings Market Update

As expected at this time of year, the number of tenants looking for property in Marylebone and Mayfair has increased significantly (up 18% in Q2 2015 compared to the previous quarter), and fortunately, so too has the amount of available property.

Much of this demand is for high quality one-bedroom properties, with tenants favouring spacious reception areas, open-plan, kitchen/dining areas and outside space over an additional bedroom. And when they see something they love, tenants are making quick decisions. As a result, one-bedroom properties are often being snapped up within 24 hours of coming on to the market.

Two-bedroom properties priced at around £650-£850 per week are taking a little longer to rent, but landlords who ensure their properties are presented in the best possible light will attract plenty of attention from tenants; especially those with outside space, natural light and high ceilings - the latter being something that many period properties in Marylebone luckily seem to feature!

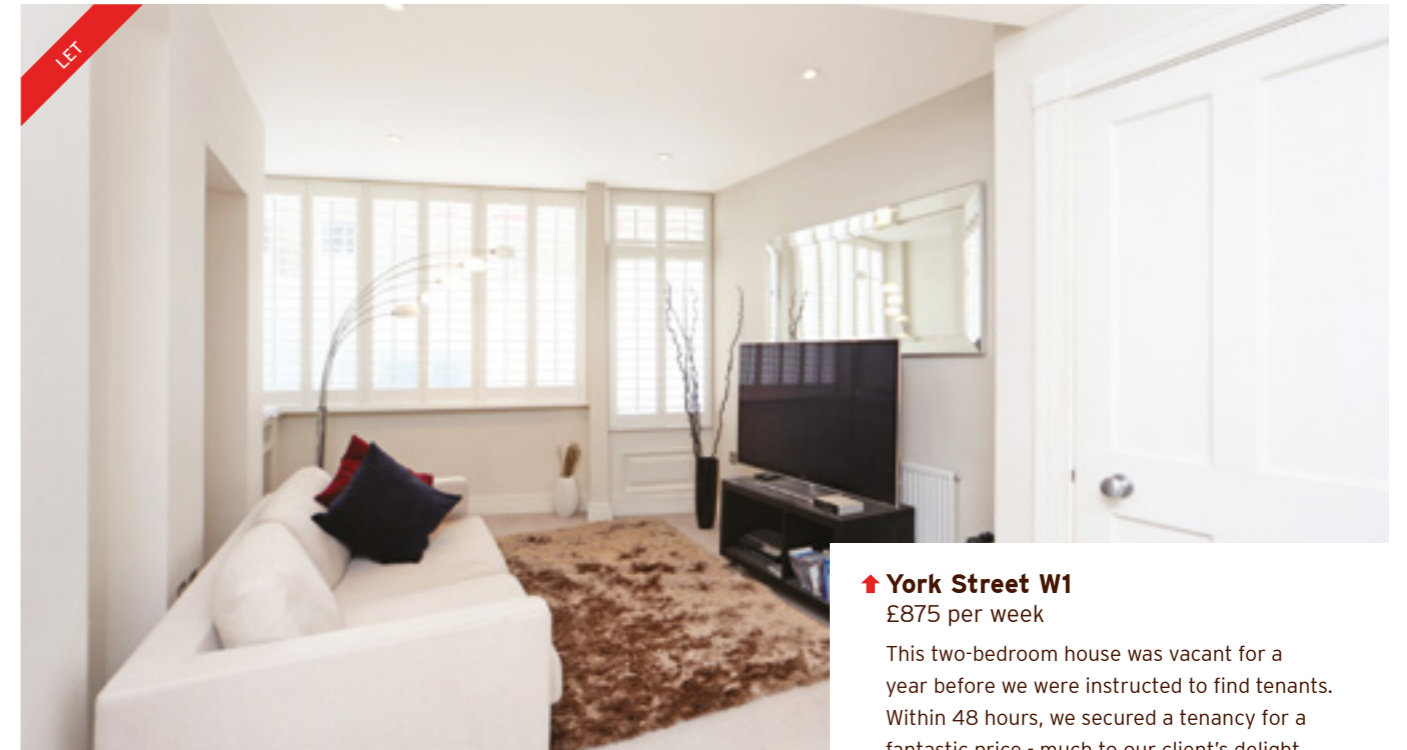
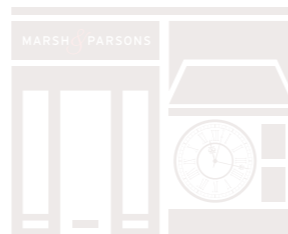
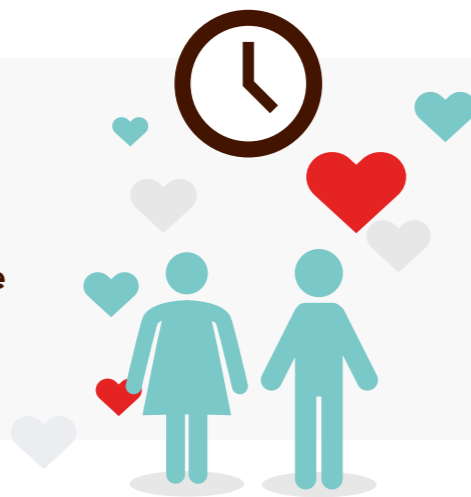
We have seen a significant increase in the amount of corporate professionals registering with our office directly, as well as with our Corporate & Relocation Services Department and they generally have budgets in excess of £1,000 per week. Marylebone and Mayfair will always be a favourite with corporate professionals given the incredible transport links in and out of the capital and its close proximity to popular areas such as Soho and Fitzrovia.

Our Corporate & Relocation Services Department now works with almost 800 organisations across varying sectors including finance, entertainment, and technology as well as 100s of relocation agents. Indeed, we've seen an astounding 44% increase in corporate tenants compared to the same period last year, and expect this to continue as London remains a global economic powerhouse for business. In our experience, these corporate tenants tend to be the most favourable as they invariably have excellent budgets, and spend very little time in the property, so minimising wear and tear.



Georgina Warwick MARLA
Lettings Manager

“when they see something they love, tenants are making quick decisions. As a result, one-bedroom properties are being snapped up within 24 hours of coming on to the market.”



↑ **York Street W1**
£875 per week

This two-bedroom house was vacant for a year before we were instructed to find tenants. Within 48 hours, we secured a tenancy for a fantastic price - much to our client's delight.

Property Showcase

↓ **Montagu Mansions W1**
£725 per week

Following a successful marketing campaign, we let this stunning one-bedroom apartment for the full £725 pw asking price. The tenant happily paid six months in advance.



↑ **Cornwall Terrace Mews NW1**
£750 per week

This property was on the market for just one week before we secured a corporate tenant via our Corporate & Relocation Services Department, who was relocating from the USA.





George Street W1
£4,999,000 EPC=C



Dorset Street W1
£4,650,000 EPC=E



Tarrant Place W1
£2,750,000 EPC=D



Chiltern Street W1
£1,995,000 EPC=D



Period property, extensively refurbished just off Harley Street



Glentworth Street NW1
£1,575,000 EPC=D



Bickenhall Street W1
£1,500,000 EPC=D



Crawford Street W1
£999,950 EPC=E



The Water Gardens W2
£875,000 EPC=E



Bickenhall Street W1
£850,000 EPC=D



Molyneux Street W1
£795,000 EPC=B



Sackville Street W1
£2,250 per week EPC=C



Colville Place W1
£1,500 per week EPC=C



Spring Mews W1
£1,095 per week EPC=F



Lisson Grove NW1
£975 per week EPC=C



Smartly designed living space, with magnificent glazed frontage



Glentworth Street NW1
£875 per week EPC=E



Bickenhall Mansions W1
£775 per week EPC=D



Berners Street W1
£750 per week EPC=D



Baker Street NW1
£725 per week EPC=D



Crawford Street W1
£695 per week EPC=D



York Street W1
£660 per week EPC=C

Matching people and property in London for over 150 years.

Prime Sales

Whilst Prime Central properties priced over £5 million have faced headwinds over the last twelve months, recent activity has been promising. In a recent four-week period, we exchanged close to £40 million worth of property in Notting Hill alone, with an average value in excess of £8 million; this points to a positive and welcome improvement in market conditions at the higher end of the market. Strong capital appreciation and a good number of transactions in outer London led to a lot of inaccurate commentary in 2014.

In reality though we saw measured capital appreciation for properties valued over £5 million in our central region, and while good premiums were achieved, careful management and profiling remains crucial. With credit markets still tight, constrictive City legislation and greater transaction

costs, buyer confidence still needs to be won. This said, with the threat of a Mansion Tax lifted and London's appeal as a global centre more certain, I believe the 12-month outlook will be positive and look forward to a good activity-inducing period of stability. While international reach is important in the sale of Prime London property, I find it's equally important not to undermine the value through haphazard advertising, marketing "glare" and unwelcome intrusion. Often, our best results are achieved through a highly targeted approach, where discretion is preserved and potential buyers are identified through our existing network; the largest network of offices in Prime Central London. Our Prime Sales Department offers a bespoke service, where our experience and intimate understanding of the Prime London Market enables us to navigate through the difficulties that might otherwise derail transactions.



Keith Gorny
Prime Sales Director

To find out more about our Prime Sales service, please feel free to contact Keith Gorny, Director of Prime Sales.

Contact Keith on:
T 020 7368 4197
E kgorny@marshandparsons.co.uk



Kensington Park Gardens W11

Within hours of our being consulted on the sale of this magnificent Notting Hill house, we identified a buyer. We had been working



with the purchaser for some time and knew that their requirements perfectly matched the property's attributes. The price achieved represents the highest amount ever paid for an un-modernised, Notting Hill house.

£24,000,000 (£2,181/sqft)

Argyll Road W8

Following unsuccessful marketing campaigns with several agents, we advised the vendor to withdraw all advertising material and take a



short break from the market. Having restored confidence, we introduced the house through our network to well qualified buyers whose search criteria were the best match. A sale was agreed in excess of the value sought earlier in the year.

£9,000,000 (£2,297/sqft)

Pembridge Place W2

After showing a prospective purchaser several apartments in the Hyde Park area, we approached an owner whose property



wasn't on the market, but that we knew would be a good match for their requirements. Capitalising upon the positive relationship we had developed with the buyer and the tight control of the apartment's profile, we achieved a precedent price.

£12,275,000 (£2,866/sqft)

New Homes

The London residential development market is one of the most dynamic markets in the world. In terms of development activity, the last time the Capital witnessed such a boom in housing delivery was in the 1930s, and much of that was on greenfield land. Whilst much criticism is rightly levelled at an undeniably bureaucratic and overburdened planning system, we should not judge it too harshly.

The statistics below make for compelling reading:

- 01 Construction starts in Q1 2015 were double what they were in Q1 2014 and 177% up on the quarterly average for the last five years (source: Molior)
- 02 Total units under construction are double what they were in the previous peak in 2007
- 03 There are eight regeneration zones being delivered simultaneously across the capital comprising a total of 84,000 units - this is an unprecedented level of development! The regeneration zones are: Vauxhall/Nine Elms, Silvertown, Brent Cross, Old Oak Common, Earl's Court, King's Cross, Greenwich Peninsula and Stratford/Olympic Park.

To put this into context, since 2008 London's population has increased by 600,000 to a level of 8.6m. By 2020 it is forecast to be 9m and by 2031 it is predicted to breach the 10m barrier. From a supply perspective, it is well known that London faces a chronic under-supply of housing. What is perhaps less well known is what it will take to remedy this scenario. According to research undertaken for the Mayor's Office, London needs to see twice the current increase in house building levels to deliver 42,000 new homes a year until 2035. That is the equivalent of 50% of the combined total units being provided across London's eight regeneration zones in a single year for 20 years!

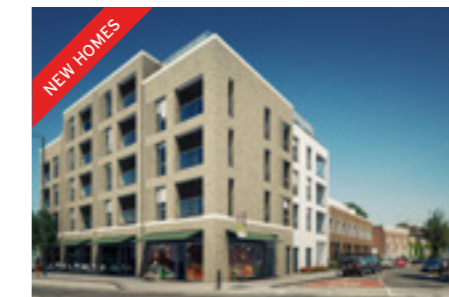
Outside of a dramatic overhaul of our planning system and a streamlining of the manner in which development land (and specifically land held in the public sector) is brought forward for development, it is hard to see the demand / supply imbalance being corrected any time soon. All of which means that despite the inevitable ups and downs of a cyclical market, the long term projection for house prices and



Hampton Row Woking Close, SW15

12 contemporary apartments and nine luxurious townhouses in a stunning development overlooking Barnes Common.

£675,000 - £2,550,000



Parkside Place Ravenscourt Park, W12

Parkside Place brings the vibrant and fashionable West London lifestyle to your doorstep. Close to three tube stations.

£500,000 - £1,100,000



Embassy Gardens Nine Elms Lane, SW8

This luxury development comprises a variety of apartments with amazing views of Nine Elms Linear Park.

£540,000 - £2,750,000



Charles Holland MRICS
Director, Head of Residential Developments & Investments

rents remains upward and it is hard to argue against the consensus forecast of 25% growth in London house prices over the next five years. What is certain however, is that there has never been a more dynamic or exciting time to invest in the London residential development market, given the truly world class supply of cutting edge residential developments on offer.

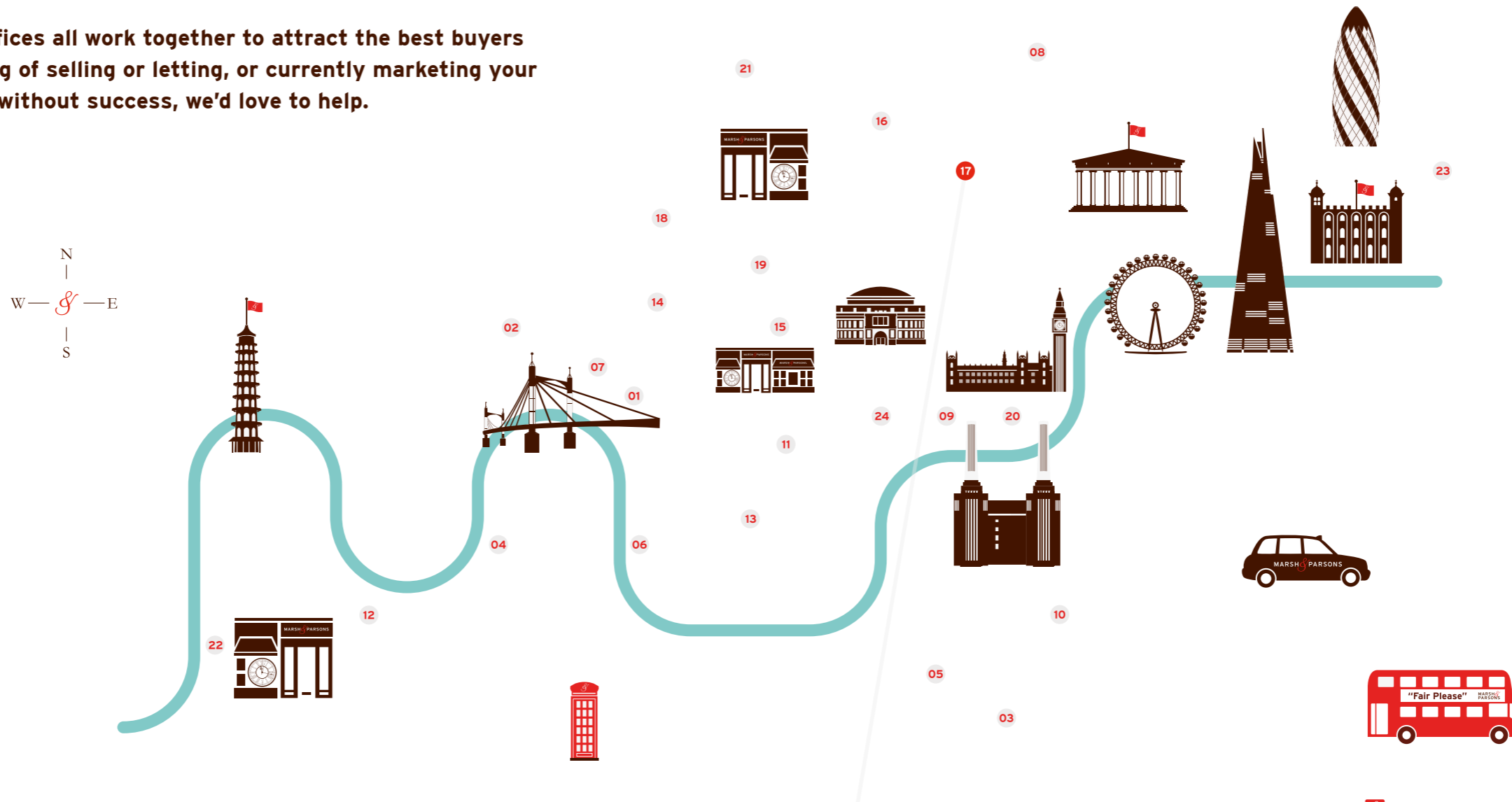
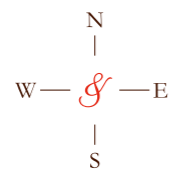
T 020 7368 4831
E cholland@marshandparsons.co.uk



Our network

Our network of 24 London offices all work together to attract the best buyers and tenants. If you're thinking of selling or letting, or currently marketing your property with another agent without success, we'd love to help.

- 01 Head office**
80 Hammersmith Road, W14 8UD
T 020 8846 2320
- 02 Askew Road**
120 Askew Road, W12 9BL
T 020 8102 0123
- 03 Balham & Clapham South**
45 Balham Hill, SW12 9DR
T 020 8673 4377
- 04 Barnes**
73/75 Church Road, SW13 9HH
T 020 8563 8333
- 05 Battersea**
118 Northcote Road, SW11 6QP
T 020 7228 9292
- 06 Bishops Park**
333 Fulham Palace Road, SW6 6TE
T 020 7993 9888
- 07 Brook Green**
107-109 Shepherds Bush Road, W6 7LP
T 020 7605 7760
- 08 Camden & Regents Park**
27 Parkway, NW1 7PN
T 020 7244 2200
- 09 Chelsea**
Rawlings House 2a Milner Street, SW3 2PU
T 020 7591 5570
- 10 Clapham**
28 Old Town, SW4 0LB
T 020 7501 3666
- 11 Earls Court**
246 Old Brompton Road, SW5 0DE
T 020 7835 0620
- 12 East Sheen**
202 Upper Richmond Road West, SW14 8AN
T 020 8878 2828
- 13 Fulham**
103-105 Moore Park Road, SW6 2DA
T 020 7736 9822
- 14 Holland Park**
57 Norland Square, W11 4QJ
T 020 7605 6890



- 15 Kensington**
9 Kensington Church Street, W8 4LF
T 020 7368 4450
- 16 Little Venice**
35 Maida Vale, W9 1TP
T 020 7993 3050
- 17 Marylebone & Mayfair**
94 Baker Street, W1U 6FZ
T 020 7935 1775
- 18 North Kensington**
136 Lancaster Road, W11 1QU
T 020 7313 8350
- 19 Notting Hill**
2-6 Kensington Park Road, W11 3BU
T 020 7313 2890

- 20 Pimlico & Westminster**
53 Warwick Way, SW1V 1QS
T 020 7828 8100
- 21 Queens Park**
91 Salisbury Road, Queens Park, NW6 6NH
T 020 7624 4513
- 22 Richmond**
1 The Quadrant, TW9 1BP
T 020 8939 1770
- 23 Shoreditch**
70-72 Bethnal Green Road, E1 6GQ
T 020 7613 2746
- 24 South Kensington**
29 Harrington Road, SW7 3HD
T 020 7590 0800

Marylebone & Mayfair



David Ruddock
Associate Director, Sales
druddock@marshandparsons.co.uk



Georgy Warwick MARLA
Lettings Manager
gwarwick@marshandparsons.co.uk

-  marshandparsons.co.uk
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Immaculate plot with south-facing patio

Matching people and property in London for over 150 years.

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