

The London Barometer

February 2014 / Sales

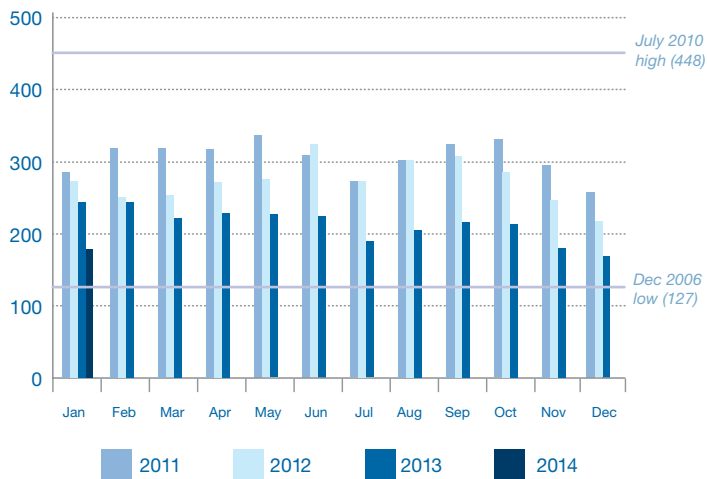
Market Comment

“Could 2014 finally be the year that homeowners decide to sell and the sales market experiences a resurgence in stock? Our January figures certainly support this as there was a 20% increase in the number of valuations taking place compared to this time last year. Vendors’ appetites to cash in on the London market may be growing but indecisiveness about whether or not to sell is still proving a stubborn obstacle.

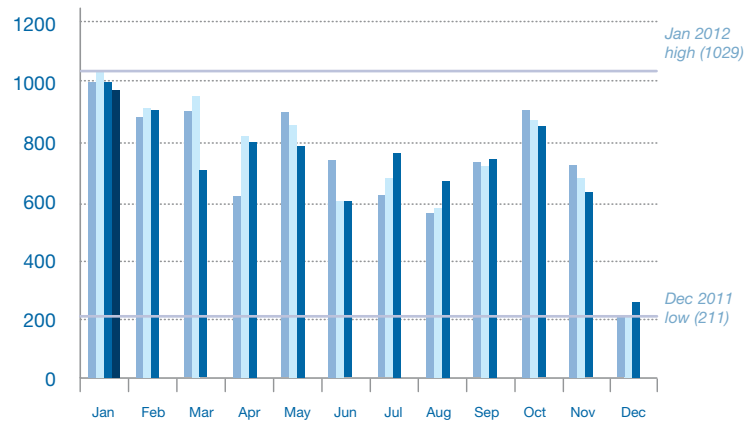
“Transaction times are increasing again and as prices continue to rise, and as a property nears exchange, some vendors are quite rightly questioning whether they are selling it for the correct amount.”

Ed Mead, Executive Director

Supply*

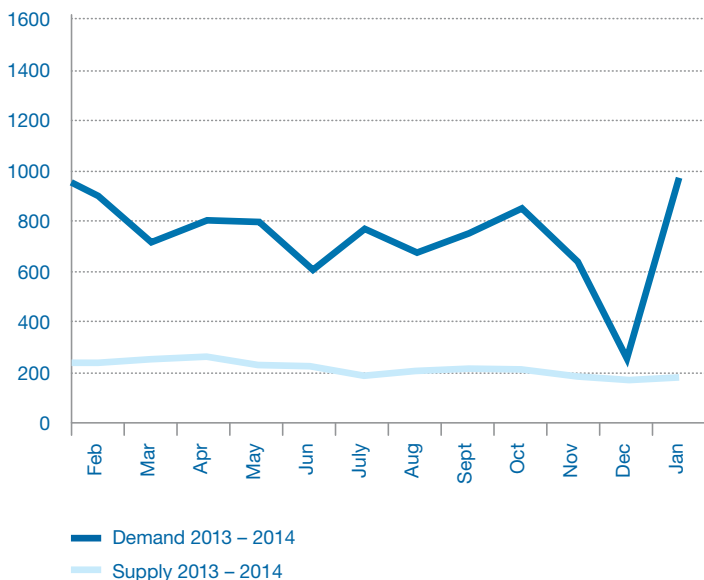


Demand*



*Supply and demand is determined by instructions and new applicants (respectively) within a given month across Douglas & Gordon's network of 14 sales offices in London

Supply & Demand



Douglas & Gordon Average London Sales Price Index*

	Q1 2013	Q2 2013	Q3 2013	Q4 2013
1 bed flat	£431,250	£455,833	£410,417	£489,583
2 bed flat	£669,583	£699,583	£732,500	£765,833
3 bed house	£1,467,083	£1,547,500	£1,605,833	£1,645,833
4 bed house	£2,250,000	£2,352,083	£2,429,167	£2,458,333

*The D&G Average London Sales Index is based on a periodic re-valuation of each property type from every D&G office across London with the increase or decrease in their values averaged

The London Barometer

February 2014 / Lettings

Market Comment

"The spike of sales valuations in January is being partially fuelled by landlords doing their annual valuation and in the case of some landlords, being tempted by substantial capital growth to cash in their asset.

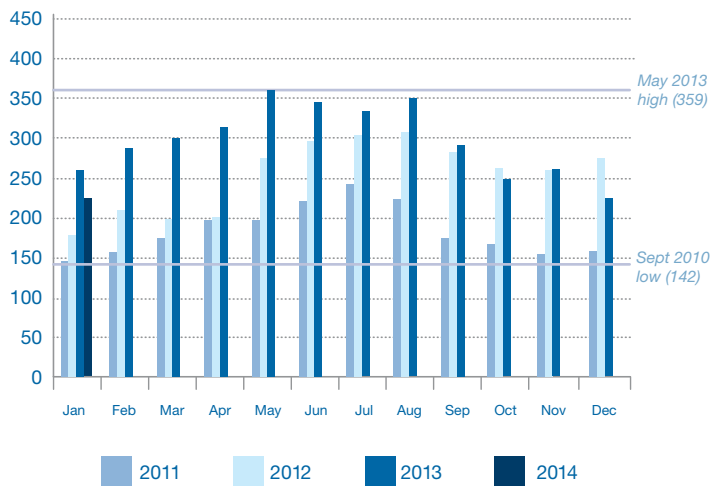
"The extraordinary house price rises and hype surrounding the sales market in emerging prime areas is attracting some landlords to sell as they are anticipating a peak. Just like the stock market, people are trying to call the market to maximise their return.

"Conversely we have also seen an increase in new landlords choosing to rent out their London home rather than selling up because of the fear of being priced out of the London sales market.

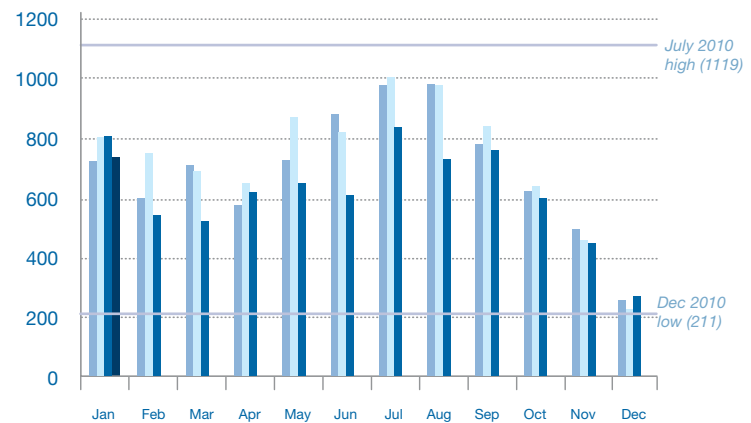
"Relocation agents, acting on behalf of corporate tenants, were particularly active in January and the number of searches we dealt with was indicative of a high number of people relocating from overseas to work in London. Corporate tenants typically rent a property in London for two to three years."

Virginia Skilbeck, Lettings Director

Supply*

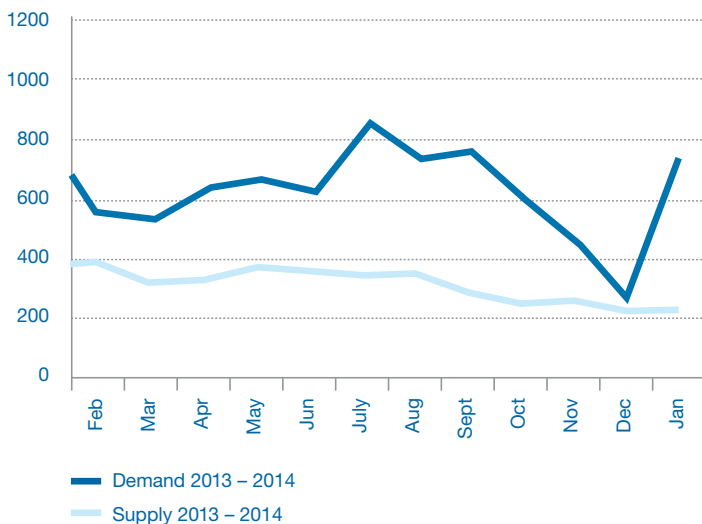


Demand*



*Supply and demand is determined by instructions and applicants (respectively) within a given month across Douglas & Gordon's network of 12 lettings offices in London

Supply & Demand



Douglas & Gordon Average London Rent Index* (per week)

	Q1 2013	Q2 2013	Q3 2013	Q4 2013
1 bed flat	£380	£375	£375	£378
2 bed flat	£509	£506	£510	£509
3 bed house	£831	£818	£826	£826
4 bed house	£1,368	£1,378	£1,392	£1,380

*The D&G Average London Rent Index is based on a periodic re-valuation of each property type from every D&G office across London with the increase or decrease in their values averaged