

The London Barometer/ Sales: July 2012

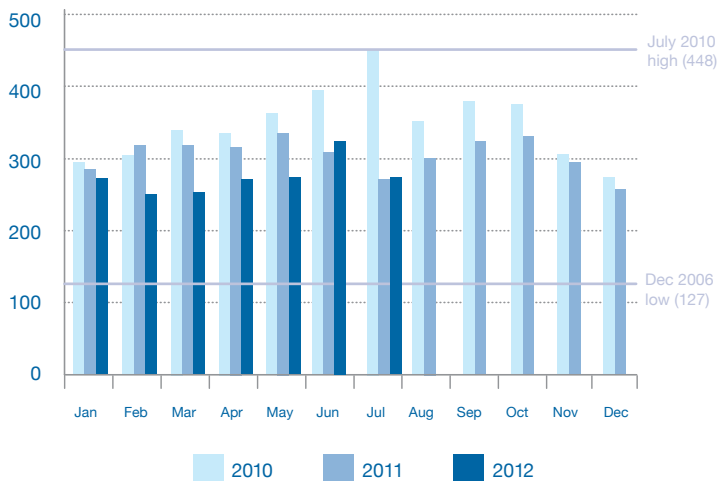
Market Comment

“July seems to show, rather surprisingly given the Olympics, Jubilee and summer holidays, that it’s pretty much business as usual for the London market. Applicants are up 20% year on year and stock levels remain stubbornly low. While sentiment in the UK generally seems to be negative London’s image as a go to City seems to be repairing itself in the reflected warmth of the Olympic Games.

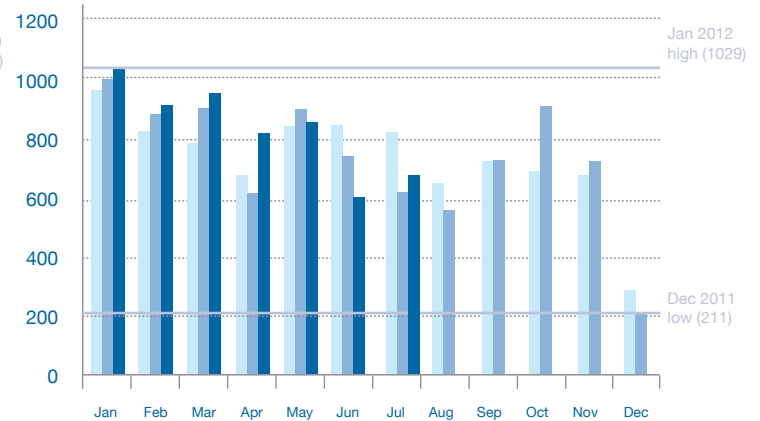
“Furthermore with five year fixed rate mortgages at under 3% perhaps real activity in the Autumn market will surprise us all.”

Ed Mead, Director

Supply*

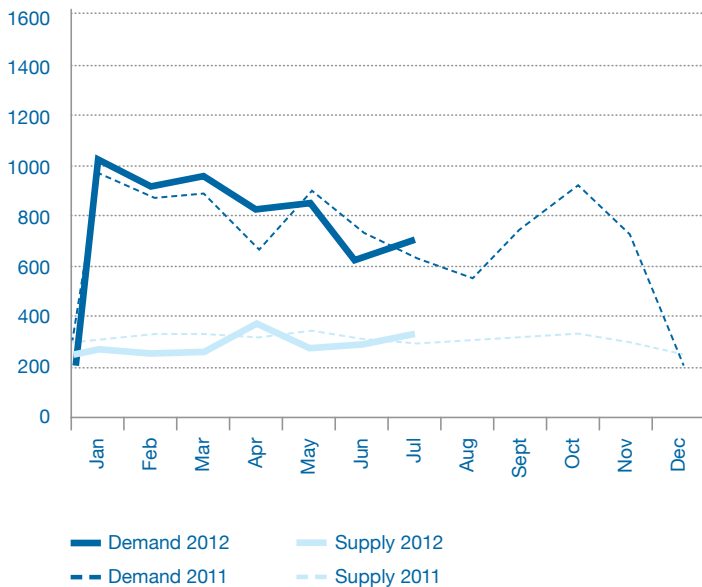


Demand*



*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

2012 Supply & Demand



Douglas & Gordon Average London Sales Price Index*

	Q3 2011	Q4 2011	Q1 2012	Q2 2012
1 bed flat	£ 383,750	£ 387,500	£ 404,167	£ 408,333
2 bed flat	£ 570,083	£ 579,583	£ 608,333	£ 620,833
3 bed house	£ 1,257,500	£ 1,277,083	£ 1,340,000	£ 1,367,917
4 bed house	£ 1,905,000	£ 1,933,333	£ 2,006,250	£ 2,025,000

*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/ Lettings: July 2012

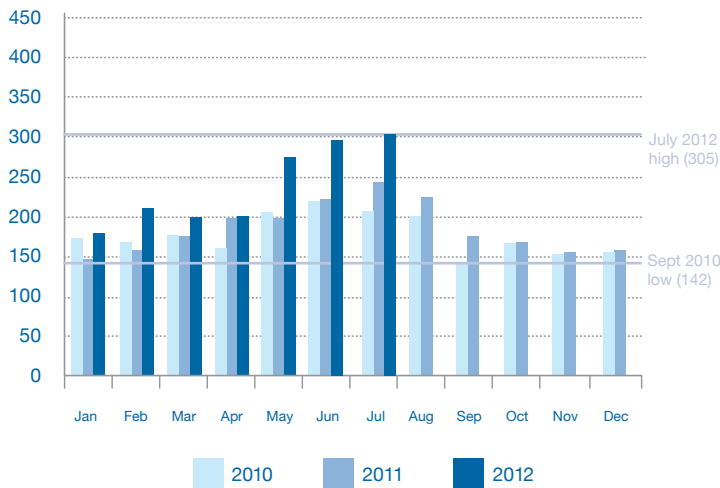
Market Comment

"Now is a really brilliant time to think about renting a property with the market quiet due to the 'no fly zone' created by the Olympics and supply at a three year high which is forcing landlords to be flexible. All the indicators are that pent up market activity will make September a phenomenally busy month for the London rentals market.

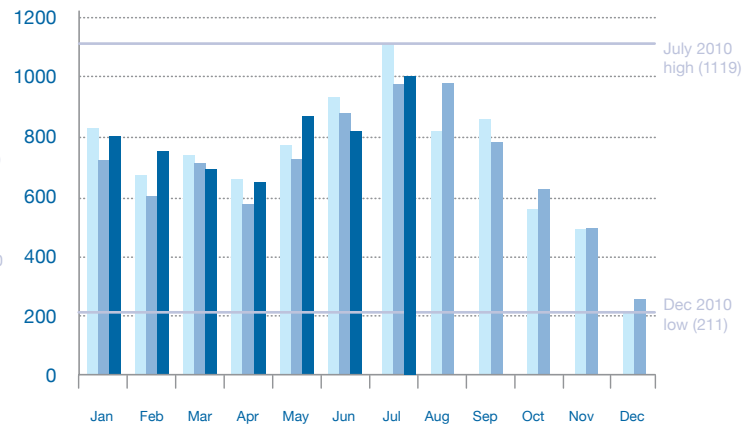
"Book early to avoid disappointment."

Virginia Skilbeck, Lettings Director

Supply*

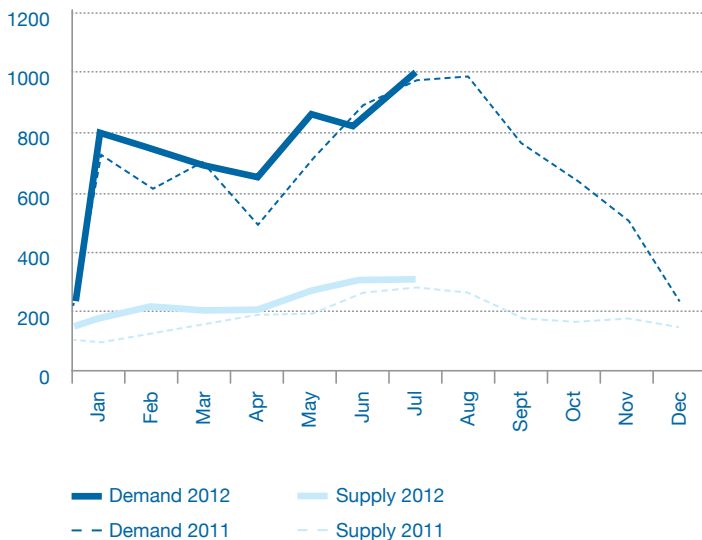


Demand*



*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

2012 Supply & Demand



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

	Q3 2011	Q4 2011	Q1 2012	Q2 2012
1 bed flat	£ 399	£ 394	£ 387	£ 386
2 bed flat	£ 537	£ 531	£ 533	£ 527
3 bed house	£ 927	£ 912	£ 925	£ 907
4 bed house	£ 1,641	£ 1,556	£ 1,462	£ 1,513

*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