



ASCOT AND VIRGINIA WATER VIEW

Property Market Focus - Winter/Spring 2012

Knight Frank



WELCOME

Welcome to our latest edition of Ascot and Virginia Water View, which brings you fresh insight into the local and wider property markets and showcases some of our finest properties, both for sale and sold.

Before we consider activity in our local market, it is useful to first analyse that of the wider country property market, and how that compares with prime central London.

There is no denying that the country property market has struggled to compete with London. While average country house prices have fallen by 1.7% over the past 12 months, annual price growth in London of 11.4% has translated into daily price rises of £1,117 over the same period.

In normal times the country property market would follow the growth cycle set by the central London market, with a lag of around 18 months; London booms, the country house sector follows. But these are not normal times.

Though the old picture of market ripples flowing from London remains evident in parts, notably the South East, there is a significant difference

between London and country - and this comes down to international buyers and the domestic economy.

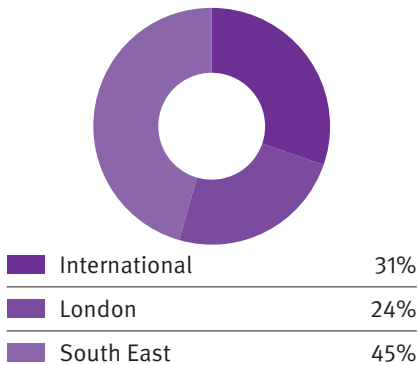
London has benefited enormously from international buyers seeking a 'safe-haven' investment. These buyers are a comparative rarity in the country property market. Where almost 50% of sales in London's £1m+ market go to international buyers, the figure is closer to 12% for country properties.

And despite the fact that buyers and sellers in the country market tend to be wealthier and far more equity rich than the average UK buyer, domestic concerns are key influences, where they are not in prime central London.

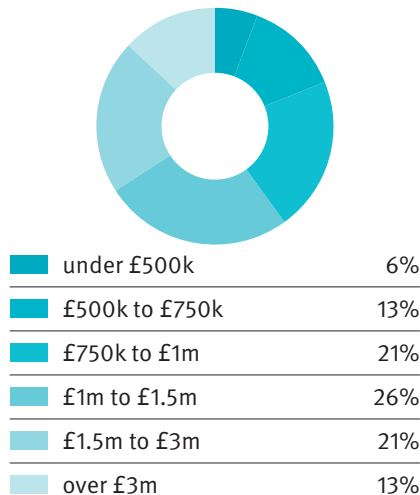
This gap presents an opportunity for those looking to sell their country house, as many London dwellers are choosing to capitalise on record prices in the Capital and spending their substantial budgets on country properties.

INDEED, THE VOLUME OF COUNTRY PROPERTY GOING UNDER OFFER INCREASED BY 32% OVER THE PAST YEAR AND WE HAVE SEEN COMPETITIVE BIDDING IN SOME CASES, PROVIDING MORE THAN JUST A GLIMMER OF HOPE.

Where do our buyers come from?



Sales by price band



*Figures reflect activity up to and including Q3 2011.



PRIME CENTRAL LONDON

PRICE GROWTH IN PRIME CENTRAL LONDON BETWEEN MARCH 2009 AND SEPTEMBER 2011 TOTALLED 37%. THIS IS THE FASTEST RATE OF RECOVERY SEEN IN THE MARKET FOR 35 YEARS.

London's prime market has benefited from a weak pound and growth in global wealth portfolios, demand for international educational opportunities, as well as for 'safe haven' assets on the back of recent geo-political concerns.

The diversity of demand for prime London property has been a significant strength, and the only impact from recent global financial and economic market turmoil has been to push more buyers into the central London market.

Looking ahead, there is a strong likelihood that geo-political issues will continue to push overseas buyers into London, especially at the top end of the market. We therefore forecast positive

price growth for 2012, but at a slower pace than we have seen over the past two years. We expect a rise of 5% across the whole of next year, compared with the strong double-digit growth seen this year.

While country house prices have failed to keep pace with those in London, the flow of buyers coming out of London is helping liquidity in the country house market. This flow is helping to create competitive bidding on some properties, especially in the south east of England.



LOOKING FORWARD

THE WIDENING GAP BETWEEN COUNTRY AND LONDON PROPERTY PRESENTS AN OPPORTUNITY THAT IS LIKELY TO RESULT IN MORE MONEY MOVING FROM LONDON TO DESIRABLE COUNTRY LOCATIONS IN THE SOUTH FROM 2013 ONWARDS.

To illustrate this point, if you were planning on selling a £5m property in London in early 2009 and spending the proceeds on a similar-priced property in the country, delaying for two years until now would have seen your London property rise in value to around £6.75m and the country property rise to around £5.5m at best, leaving a £1.25m margin for reinvestment.

We believe that the wider UK housing market will experience a 'slow correction' over the next few years, with low transaction numbers and price falls in real terms.

Housing demand will remain strong however, and it seems reasonable to assume that access to mortgage lending will become more relaxed in the future. Though interest rates are likely to rise from 2013, they are likely to remain low in a historic context for the foreseeable future, keeping the cost of borrowing down. We expect household income growth to remain subdued in the long term.



ASCOT PROPERTY



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Despite current economic gloom, our award-winning website is still attracting discerning purchasers worldwide. Across all price ranges it is apparent that clients who adopt a realistic pricing policy are able to sell and move on with their lives.

PROPERTIES FOR SALE

WINDLESHAM

Charming detached chalet-style bungalow



Guide Price £590,000

ASCOT

Beautiful apartment in former Royal Hunting Lodge



Guide Price £620,000

ASCOT

5-bedroom modern family home situated in a non-estate location



Guide Price £875,000

WINKFIELD

4-bedroom home located on the outskirts of Windsor in about one acre



Guide Price £1,750,000

ASCOT

Beautifully presented and close to Ascot racecourse



Guide Price £1,980,000

SUNNINGHILL

A truly impressive detached family home in Charters School catchment area



Guide Price £1,995,000

SOLD PROPERTIES

SUNNINGHILL

3-bedroom cottage in Titnes Park



SOLD Guide Price £660,000

ASCOT

5-bedroom house in Charters School catchment area



SOLD Guide Price £739,500

WARFIELD

Period 4-bedroom house with views over countryside to front and rear



SOLD Guide Price £795,000

*“you acted professionally throughout...
without your knowledge and tenacity
the sale would have fallen through.”*

Roger Huntingford



SUNNINGHILL

An exclusive collection of luxury apartments with spa facilities



From £975,000

SUNNINGDALE

Detached house close to Sunningdale golf course



Guide Price £1,195,000

FINCHAMPSTEAD

Spacious detached family home with swimming pool



Guide Price £1,575,000

SUNNINGHILL

A well-presented 5-bedroom family home in sought-after road



Guide Price £2,150,000

BRAY

Charming family home set within stunning grounds



Guide Price £2,200,000

SUNNINGDALE

Spacious family home close to the centre of Sunningdale



Guide Price £2,500,000

WINKFIELD

Stylish and contemporary living with large terrace ideal for entertaining



SOLD Guide Price £1,350,000

WINDLESHAM

5-bedroom house in beautiful south facing gardens



SOLD Guide Price £1,925,000

ASCOT

Occupying a unique and secluded position



SOLD Guide Price £2,000,000

PRIME PROPERTY



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In North Surrey in 2011, Knight Frank sold over 250 properties ranging from £200,000 to in excess of £35,000,000. Many of these sales were to international buyers channelled through our London-based Country Department and International Department with its dedicated Russia and India Desks.

PROPERTIES FOR SALE

ASCOT

Outstanding period manor house in grounds of around one acre



Guide Price £2,950,000

SUNNINGDALE

Delightful period family home with views over golf course



Guide Price £3,500,000

SOUTH ASCOT

Spacious and well-presented house in a private road



Guide Price £3,700,000

WENTWORTH

Luxurious brand new mansion currently under construction



Guide Price £6,500,000

WENTWORTH

Character house with modern interior, fronting the golf course



Guide Price £10,000,000

WENTWORTH

6-bedroom house with indoor pool and tennis court



Guide Price £4,950,000

SOLD PROPERTIES

ASCOT

An outstanding new-build home by Applegate Homes



SOLD Guide Price £5,950,000

ASCOT

Spacious family home close to Ascot racecourse



SOLD Guide Price £2,195,000

HOLYPORT

A fine Georgian house with equestrian facilities



SOLD Guide Price £4,500,000

“Knight Frank have sold several properties for me, and the main reason I use them is their ability to draw in potential buyers from both near and far.”

D.M. Wentworth



SUNNINGDALE

Unique opportunity to acquire a superb new-build 6-bedroom home

Computer Generated Image



Guide Price £4,250,000

SUNNINGDALE

Imposing and spacious home overlooking Sunningdale golf course



Guide Price £4,950,000

CHOBHAM

Outstanding lakeside setting in Chobham



Guide Price £4,500,000

VIRGINIA WATER

4-storey town house forming part of a Grade I Listed building



Guide Price £1,395,000

WENTWORTH

6-bedroom family home, close to the village centre



Guide Price £2,450,000

VIRGINIA WATER

Well-presented 5-bedroom family home in a cul de sac



Guide Price £875,000

VIRGINIA WATER

4-bedroom town house in a gated development



SOLD Guide Price £725,000

ENGLEFIELD GREEN

Town house in gated development adjoining Windsor Great Park



SOLD Guide Price £1,295,000

ENGLEFIELD GREEN

Beautifully presented detached family home



SOLD Guide Price £1,275,000

VIRGINIA WATER PROPERTY



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Pricing, presentation and a national exposure remain the key to a successful sale and the benefit of using an international agent with local presence speaks volumes.

PROPERTIES FOR SALE

WENTWORTH

Modern 5-bedroom home with south-facing garden



Guide Price £2,450,000

VIRGINIA WATER

Brand-new house of quality overlooking fields to the rear



Guide Price £3,950,000

VIRGINIA WATER

Bespoke character home with magnificent galleried hallway



Guide Price £3,750,000

WENTWORTH

A magnificent 6-bedroom mansion with indoor pool



Guide Price £5,450,000

WENTWORTH

Mansion adjoining the 17th green of the West Course



Guide Price £6,750,000

WENTWORTH

Superb recently built family home with indoor pool complex



Guide Price £7,950,000

SOLD PROPERTIES

ENGLEFIELD GREEN

Unique Grade II Listed Georgian residence



SOLD Guide Price £2,250,000

WENTWORTH

Charming family home with many recent improvements



SOLD Guide Price £1,950,000

WENTWORTH

Family home providing versatile accommodation



SOLD Guide Price £1,750,000



"I was delighted with the advice and service provided by the whole Knight Frank team. They made a very stressful time easier."

Mrs E Seaden

WENTWORTH

6-bedroom house built to a high specification



Guide Price £4,350,000

WENTWORTH

Situated close to the village, with south-facing garden



Guide Price £3,700,000

WENTWORTH

A fantastic recently built mansion with spacious accommodation



Guide Price £4,975,000

ENGLEFIELD GREEN

Recently refurbished period house with detached studio



Guide Price £775,000

ENGLEFIELD GREEN

An immaculately presented family home, close to the village



Guide Price £1,100,000

WINDSOR

Grade II* Listed Georgian residence in a prime location



Guide Price £2,100,000

WENTWORTH

Development potential on Wentworth main island



SOLD Guide Price £3,500,000

WENTWORTH

Magnificent newly built mansion, close to the village



SOLD Guide Price £6,500,000

WENTWORTH

Stunning house built to an extremely high standard



SOLD Guide Price £3,000,000

LETTINGS



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The lettings market has seen exceptionally high demand and a lack of decent new instructions. Good levels of activity continue and we look to maintain our success. Demand is anticipated to remain strong, prices remaining stable until the start of the next corporate season.

PROPERTIES TO LET

WENTWORTH

Beautifully presented with grand proportions constructed in 2010



Guide £15,000 PCM

SUNNINGDALE

7-bedroom family home in one of Sunningdale premier locations



Guide £12,500 PCM

WENTWORTH

Meticulously maintained 5/6 bedroom property to rent in Wentworth



Guide £8,500 PCM

OLD WINDSOR

Exclusive 5-bedroom home close to Windsor Great Park



Guide £5,500 PCM

VIRGINIA WATER

4-bedroom town house within gated development in Virginia Water



Guide £3,250 PCM

ASCOT

5-bedroom town house in a popular area of Ascot



Guide £2,500 PCM

LET PROPERTIES

WENTWORTH

Superb family home with cinema room and indoor swimming pool



LET **Guide £19,000 PCM**

SUNNINGDALE

Impressive country house, sought-after location and magnificent grounds



LET **Guide £16,500 PCM**

SUNNINGHILL

Exclusive apartment benefiting from residents spa and concierge facilities



LET **Guide £5,500 PCM**

“We really liked your approach and the way you have kept us in the loop.”

Mr and Mrs Crocker



SUNNINGDALE

Within a central gated development sits this superb family home



Guide £8,360 PCM

SUNNINGHILL

Apartment with exclusive use of Charters Spa and facilities



Guide £8,000 PCM

ASCOT

An impressive 6-bedroom detached family property, close to Ascot



Guide £6,950 PCM

ASCOT

3-bedroom home in a gated development in central Ascot



Guide £2,300 PCM

SUNNINGDALE

Generously spacious 2-bedroom apartment to rent in Sunningdale



Guide £2,000 PCM

ASCOT

2-bedroom apartment in stunning setting adjoining Golf Club



Guide £1,600 PCM

ENGLEFIELD GREEN

Prestigious town house adjacent to Windsor Great Park



LET Guide £4,450 PCM

ASCOT

Charming Victorian house tucked away in a picturesque location



LET Guide £2,750 PCM

ASCOT

Central apartment within a prestigious development with underground parking



LET Guide £1,550 PCM

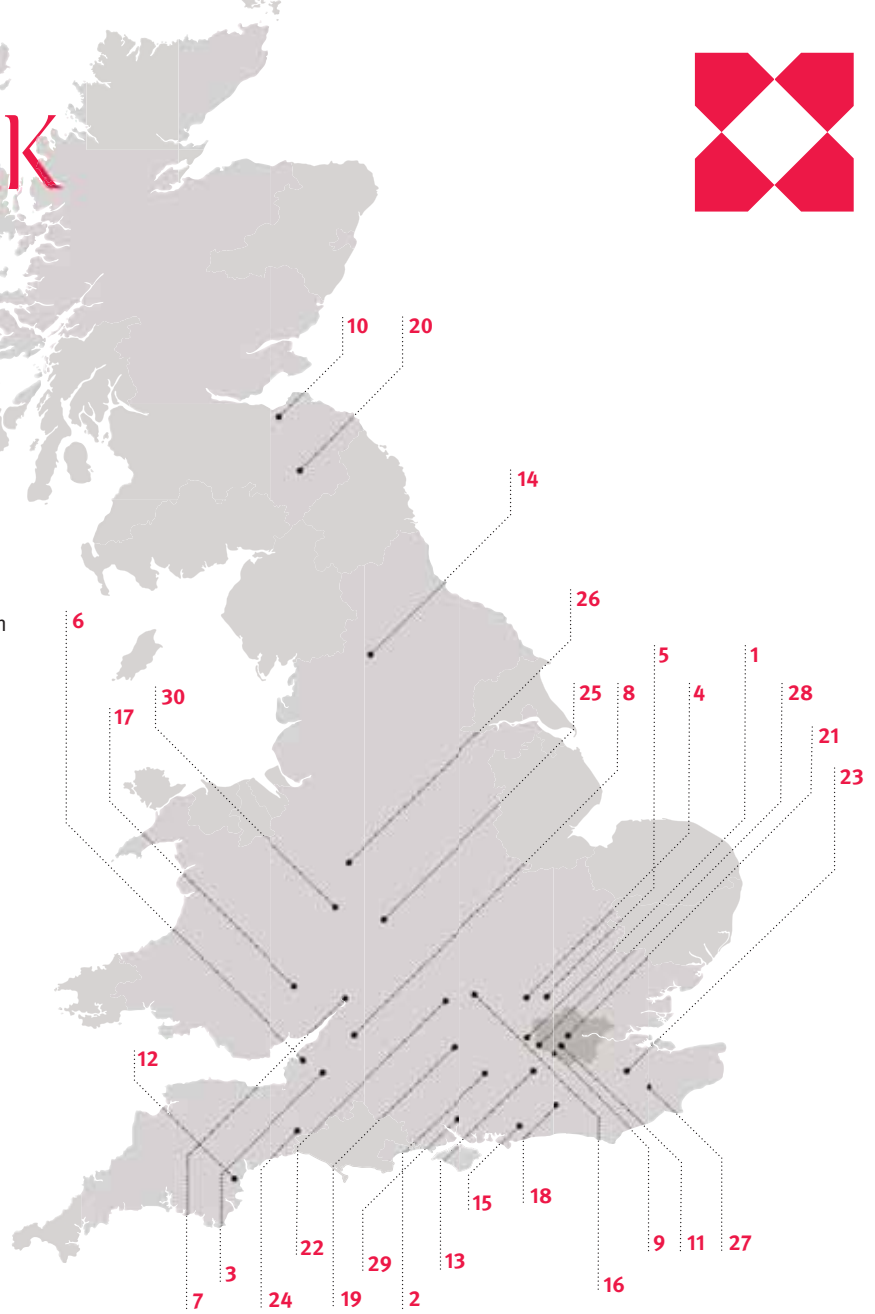
UK NETWORK

Knight Frank



- | | |
|----------------|------------------------|
| 1 Ascot * | 16 Henley |
| 2 Basingstoke | 17 Hereford |
| 3 Bath | 18 Horsham |
| 4 Beaconsfield | 19 Hungerford |
| 5 Berkhamsted | 20 Lauder |
| 6 Bristol | 21 London |
| 7 Cheltenham | 22 Oxford |
| 8 Cirencester | 23 Sevenoaks |
| 9 Cobham * | 24 Sherborne |
| 10 Edinburgh | 25 Stratford-upon-Avon |
| 11 Esher * | 26 Sutton Coldfield |
| 12 Exeter | 27 Tunbridge Wells |
| 13 Guildford | 28 Virginia Water |
| 14 Harrogate | 29 Winchester |
| 15 Haslemere | 30 Worcester |

* Lettings Service



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KnightFrank.co.uk

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ENGLISH RUSSIAN CHINESE FRENCH GERMAN ITALIAN PORTUGUESE SPANISH

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