



SURREY, SUSSEX & EAST HAMPSHIRE VIEW

Property Market Focus - Winter/Spring 2012

Knight Frank

WELCOME

Welcome to our latest edition of Surrey, Sussex & East Hampshire 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.

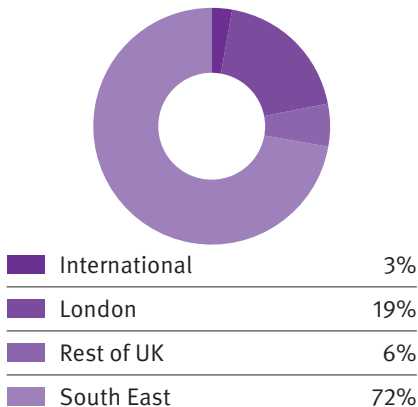
London has benefited enormously from international buyers seeking a 'safe-haven' investment. These buyers are a comparative rarity in the country property market. Where almost 50% of sales in London's £1m+ market go to international buyers, the figure is closer to 12% for country properties.

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.

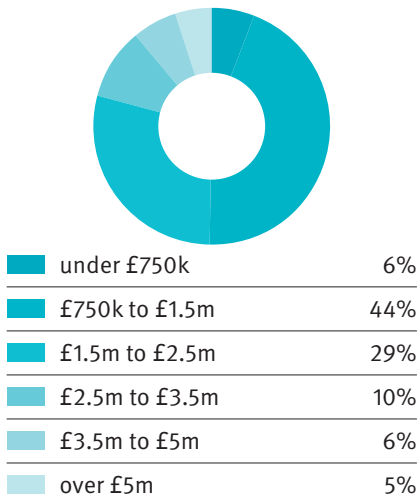
This gap presents an opportunity for those looking to sell their country house, as many London dwellers are choosing to capitalise on record prices in the Capital and spending their substantial budgets on country properties.

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.



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KNIGHT FRANK FINANCE

KNIGHT FRANK FINANCE IS A COMPLETELY INDEPENDENT MORTGAGE ADVISORY SERVICE FOR ALL, REGARDLESS OF WHICH ESTATE AGENT PEOPLE ARE BUYING THROUGH.

The main benefits of using Knight Frank Finance lie in the relationships they have built up with a wide variety of lenders. This allows them access to deals not available to other brokers and also enables them to get decisions very quickly, even where the circumstances are complex. By knowing the heads of credit at many of the lending organisations they can often go straight to the decision makers when helping clients.

Knight Frank Finance takes pride in helping clients and their families with all their mortgage requirements - there is no minimum deal size for new or remortgages. The organisation often arranges funding, for example, when a

child is studying in the UK and needs a flat near their college or university. It does however specialise in ultra-flexible mortgages from over £1m to in excess of £50m.

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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.



COUNTRY PROPERTY



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The market in 2011 was dominated by realistic pricing, which created an environment of confidence. We are fortunate to be able to offer many quality properties each year, many of which are sold under competition from two buyers or more. I believe we will see a repeat of this in 2012 where the bulk of the activity will be seen in the spring and summer months.

PROPERTIES FOR SALE

NR. GODALMING

A superb apartment in a stately setting



Guide Price £575,000

HASCOMBE

High on a hill with truly outstanding views



Guide Price £1,850,000

WORPLESDON

The ultimate house to downsize to



Guide Price £1,600,000

NR. CHOBHAM

Substantial Victorian manor house in a tranquil oasis



Guide Price £2,600,000

GOMSHALL

Perfectly positioned with 16 acres, ideal for outdoor pursuits



Guide Price £1,700,000

REIGATE

Elegantly proportioned Georgian family house with stunning gardens



Guide Price £3,250,000

SOLD PROPERTIES

HASCOMBE

The perfect Surrey Hills country house



SOLD Guide Price £7,500,000

BRAMLEY

Charming farmhouse in 8 acres, requiring modernisation



SOLD Guide Price £1,300,000

SUTTON GREEN

Beautiful country house in a parkland setting



SOLD Guide Price £2,750,000

"Thank you for helping us and your 100% professionalism. Being on the end of a telephone whilst on holiday was above and beyond the call of duty."

Mrs Scott, Godalming

BEARE GREEN

An outstanding Grade II Listed country house with outbuildings



Guide Price £2,450,000

WEST CLANDON

Immaculate family house with 7.5 acres



Guide Price £1,800,000

ELSTEAD

One of the finest Surrey estates



Guide Price £20,000,000

CHURT

A beautiful edge of village period home with versatile converted barn



Guide Price £1,350,000

ABINGER HAMMER

Attractive family home with magnificent barn with planning to convert



Guide Price £1,500,000

PUTTENHAM

A distinctive Grade II Listed village house



Guide Price £1,525,000

FARLEY GREEN

A charming cottage in a rural hamlet



SOLD Guide Price £1,100,000

ABINGER HAMMER

Set in its own private valley in the heart of the Surrey Hills



SOLD Guide Price £1,195,000

CHOBHAM

A fine period house and cottage, requiring total modernisation



SOLD Guide Price £1,250,000

COUNTRY PROPERTY



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Our success in the country market during the second half of 2011 has mainly been down to presenting quality property to the marketplace with the best possible marketing materials and at a price buyers identify as "good value". This strategy has led to strong results for our clients and demonstrated a trend we see continuing through the market in 2012.

PROPERTIES FOR SALE

IPING

Barn conversion in the heart of the South Downs National Park



Guide Price £1,450,000

COMPTON

Detached Grade II Listed farmhouse



Guide Price £1,250,000

LODSWORTH

An attractive period cottage in a peaceful, tucked-away location



Guide Price £750,000

LYNCHMERE

Period family house in quiet location close to Haslemere



Guide Price £1,175,000

PASSFIELD

A striking country house, ideal for the commuter



Guide Price £825,000

IPING

A substantial mill house in this popular West Sussex village



Guide Price £1,850,000

SOLD PROPERTIES

BEPTON

Modern living at the foot of the South Downs



SOLD Guide Price £1,750,000

BRAMSHOTT

Family home in a wonderful setting



SOLD Guide Price £1,150,000

IPING

Superb property in a classic riverside setting



SOLD Guide Price £1,850,000

“What a relief! We were delighted to complete on our property last week. You were always level headed and calm, which greatly helped the family situation. Thank you again for your part in this.”

Mrs Newport, Haslemere

LODSWORTH

A fine period cottage in a much sought-after village



Guide Price £795,000

HASLEMERE

Beautifully presented smallholding in an enviable setting



Guide Price £1,650,000

HASLEMERE

Substantial wing of an Arts and Crafts mansion near Haslemere



Guide Price £1,600,000

RAKE

An imposing village house, requiring modernisation



Offers in excess of £1,000,000

LIPHOOK

An eco-friendly style house providing comfortable living accommodation



Guide Price £1,075,000

PLAISTOW

A classic Grade II Listed 16th-century farmhouse



Guide Price £3,250,000

SOUTH HARTING

In an enviable position at the foot of the South Downs



SOLD Guide Price £1,300,000

STEDHAM

A beautifully positioned country house in rolling West Sussex countryside



SOLD Guide Price £2,500,000

LIPHOOK

An historic Grade II Listed attached house in a popular village



SOLD Guide Price £665,000

COUNTRY PROPERTY



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Following the opening of the Horsham office in February 2011, we have enjoyed great success across West Sussex and into East Sussex and intend to build on this through 2012. From the Surrey borders to the newly formed South Downs National Park and down to the South Coast, we are able to market our region on the strongest possible platform in conjunction with Guildford, Haslemere, Tunbridge Wells and Sevenoaks.

PROPERTIES FOR SALE

CONEYHURST

Wonderful example of a barn conversion with 2.3 acres



Guide Price £795,000

HORSHAM

Substantial family house with equestrian facilities in 12.6 acres



Guide Price £1,975,000

CONEYHURST

Classic Sussex village house in rural setting



Guide Price £1,175,000

HORSHAM

Magnificent contemporary house in parkland setting



Guide Price £1,875,000

BURY

Generous apartment in converted manor house



Guide Price £475,000

BILLINGSHURST

Substantial country house of exceptional character



Guide Price £1,950,000

SOLD PROPERTIES

PULBOROUGH

Substantial country house in a superb elevated position



SOLD Guide Price £3,500,000

RUDGWICK

Converted water mill in idyllic setting



SOLD Guide Price £1,500,000

WARNINGLID

Country estate in the heart of Sussex set in 160 acres



SOLD Guide Price £4,950,000

“It was an all too rare example of what, I feel, estate agency should be.”

Mrs and Mrs Cranmore, Horsham

HORSHAM

Exceptional country house with magnificent south-facing views



Guide Price £2,450,000

PULBOROUGH

Fantastic converted barn close to village and South Downs



Guide Price £860,000

FRISTON

Country house on private lane with views over the Downs



Guide Price £1,750,000

HAYWARDS HEATH

Period country house with two cottages and equestrian facilities



Guide Price £3,250,000

PULBOROUGH

Handsome Edwardian village house with wonderful views



Guide Price £1,170,000

ANSTY

Exciting newly converted period property in 8 private acres



Guide Price £1,400,000

ALFRISTON

Stunning conversion with contemporary edge and equestrian facilities



SOLD Guide Price £2,500,000

TELSCOMBE

Georgian former rectory in picturesque village on the South Downs



SOLD Guide Price £2,500,000

RODMELL

Family house with equestrian facilities and stunning views



SOLD Guide Price £1,995,000

TOWN PROPERTY

“The contact was always done precisely and quickly so we were never left in mid-air.” **Horsham office**

“Everyone we had contact with at Knight Frank were friendly, professional and a pleasure to deal with.” **Guildford office**

PROPERTIES FOR SALE

GUILDFORD

A sensational penthouse with private parking for 2 cars



DORKING

Set in a private road with spectacular views



WOKING

A substantial Tarrant house within one mile of the station



STEYNING

Character cottage situated in the heart of this popular market town



HASLEMERE

Edwardian house within striking distance of the mainline station



HASLEMERE

Edwardian house close to Haslemere town centre



SOLD PROPERTIES

WOKING

Substantial and very stylish house, in outstanding gardens



GUILDFORD

Truly exceptional family house in an elevated setting



GUILDFORD

A fine family house set at the top of Fairway





“The results are there to be seen! Thank you again for an excellent service.”

Haslemere office

GUILDFORD

One of Guildford's finest, within 1.25 miles of the High Street



Guide Price £2,250,000

HORSHAM

Detached house in rural location yet close to town centre



Guide Price £875,000

WOKING

Unsurpassed quality, close to Hook Heath



Guide Price £4,500,000

HASLEMERE

A beautifully renovated Edwardian house on the edge of the town



Guide Price £2,750,000

HASLEMERE

Beautifully presented house with far-reaching views over Blackdown



Guide Price £1,500,000

HASLEMERE

Detached period house in the heart of Haslemere



Guide Price £1,500,000

DORKING

A superb Arts & Crafts country house with stunning gardens



SOLD Guide Price £2,750,000

HASLEMERE

A superb family property, presented to the highest of standards



SOLD Guide Price £4,000,000

HASLEMERE

Luxurious new home within Haslemere



SOLD Guide Price £1,175,000

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 |

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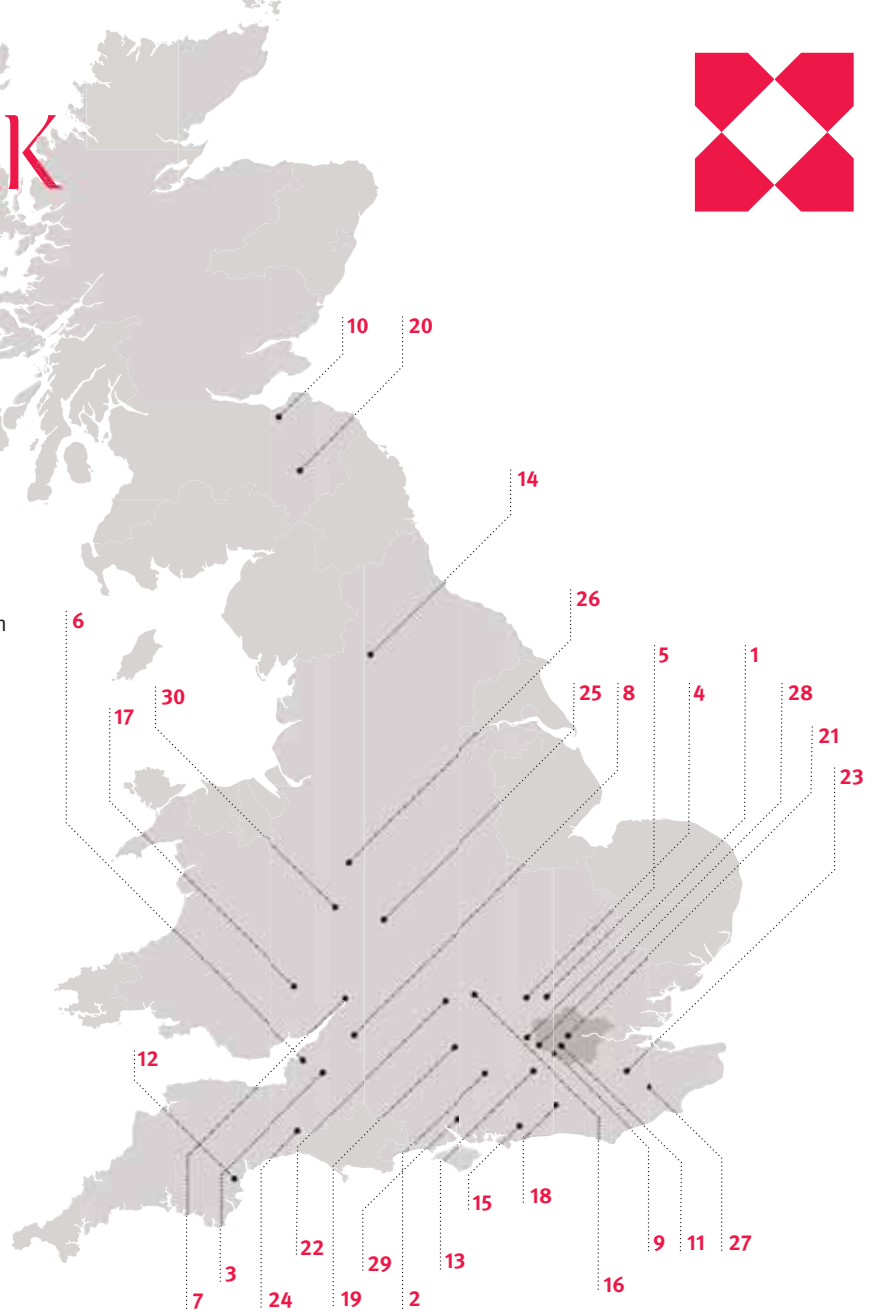
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ENGLISH RUSSIAN CHINESE FRENCH GERMAN ITALIAN PORTUGUESE SPANISH

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