



HARROGATE TOWN & COUNTRY VIEW

Property Market Focus - Winter/Spring 2012

Knight Frank



WELCOME

Welcome to the latest edition of Harrogate Town & Country View, which brings you fresh insight to the property market around Harrogate and further afield showcasing a varied selection of the properties we currently have for sale and recently sold.

As we progress in 2012, it will be interesting to see how our regional market place continues to be influenced by activity in the south of England and London in particular. In 2011 over a third of the buyers through Knight Frank Harrogate came from out of the Yorkshire and Humberside region. To many this might be a surprise given the current economic climate but yet on further analysis, it's continuing a trend that has been ongoing for the last three to four years.

Quality of life through a wonderful mix of excellent schooling, wide-ranging shops, high-quality restaurants, comprehensive social and sporting facilities regularly entice buyers to the Harrogate District from around the UK and indeed overseas. When one adds the town's locational attributes, 17 miles north of Leeds, three hours from London by train, close to the upgraded A1 motorway and with ever increasing flight options from Leeds Bradford Airport, it is understandable why the Harrogate area is increasingly popular to home

buyers across all price ranges and property types.

Town living in Harrogate has one significant attribute over many of its Yorkshire rivals, namely the wide expanse of The Stray, a 200-acre parkland surrounding the town centre, protected by an Act of Parliament, dating back to 1778.

Locations that adjoin or even overlook The Stray command understandable premiums with areas such as The Duchy and South Side that are within walking distance of central Harrogate, also popular and priced accordingly.

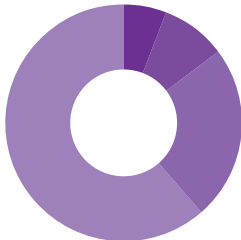
Many of the villages close to Harrogate lie in Nidderdale, often perceived as the unknown "Yorkshire Dale", despite large parts being a designated Area of Outstanding Natural Beauty. When one also considers the picturesque nature of villages towards Ripon, Leeds and east towards York, it is easy to understand why living in or around Harrogate is so popular.



Tim Waring FRICS
Partner/Office Head
T +44 (0) 1423 535373
Tim.waring@knightfrank.com

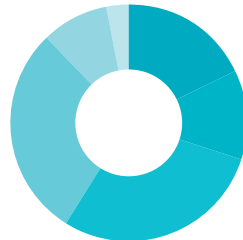
IN 2011 OVER A THIRD OF THE BUYERS THROUGH KNIGHT FRANK HARROGATE CAME FROM OUT OF THE YORKSHIRE AND HUMBERSIDE REGION.

Where do our buyers come from?



International	6%
London	9%
Rest of UK	24%
Yorkshire and Humberside	61%

Sales by price band



under £500k	18%
£500k to £750k	12%
£750k to £1m	29%
£1m to £1.5m	29%
£1.5m to £3m	9%
over £3m	3%

*Figures reflect activity up to and including Q3 2011.



KNIGHT FRANK IN YORKSHIRE

WITH 65 YEARS OF COMBINED RESIDENTIAL PROPERTY EXPERIENCE, THE HARROGATE OFFICE OF KNIGHT FRANK OFFERS A UNIQUE MIX OF MARKET INTELLIGENCE, KNOWLEDGE, PASSION AND BRAND AWARENESS.

In any competitive market place, there are many accepted industry norms with estate agency being no exception. At its simplest, all agents produce sale brochures with photos and floor plans, albeit these can be of vastly differing standards. Web site listing is mandatory on the likes of Rightmove and Primelocation in an electronic world, with advertising in local newspapers the traditional alternative usually supported by a high street shop window and colourful displays.

So how do potential sellers differentiate when deciding which agent to entrust with the disposal of possibly their most valuable asset?

In an ever more sophisticated electronic world, would you not expect

your agent to have an app download for smart phones such as the iphone? With many homebuyers, wherever they may be in the world, starting their search online, perhaps a website that is multi lingual would help. If nothing else, many are curious to see what a Harrogate town house looks like, presented in Russian or Chinese.

At the more traditional level, many buyers still love to receive high specification sale brochures that are accurate and informative, complemented by exceptional professional photography. And, if you like browsing newspapers and periodicals, rather than online, the adverts that stand out in the likes of The Yorkshire Post and Country Life do generate specific enquiries and

viewings. Talking of which, dedicated and knowledgeable viewing staff should be readily available seven days a week, not just during accepted office hours.

And when it comes to the all important negotiation, does your agent have the experience and ability to secure a good price, balanced by the requisite knowledge of the market place to correctly advise you in an uncertain world?

These are just a few of the many attributes that contribute to Knight Frank's success in Yorkshire and why we are passionately professional in everything we do.

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 FROM 2012 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.

Whilst many out of the capital may envy the price growth in central London over the last couple of years, the residential property market in Yorkshire has seen demand from southern based house

buyers increase as a result. Almost 10% of purchasers through Knight Frank Harrogate in 2011 came directly from London, with a further 24% from elsewhere in the UK, including other locations in the south-east. We believe this trend will continue, and may well increase, given the perceived value for money and locational attributes available in Yorkshire.



COUNTRY PROPERTY



Lindsey Thomas
Associate
T +44 (0)1423 535375
lindsey.thomas@knightfrank.com

Location remains key with access to the major conurbations via road or rail being the principle driver of demand for country houses across the greater Harrogate district, with quality of life being a further significant attraction to house buyers.

PROPERTIES FOR SALE

BLUBBERHOUSES

An elegant mullioned manor house with contemporary interiors



Guide Price £1,450,000

BECKWITHSHAW

An immaculate five-bedroom country house in 8 acres



Guide Price £1,650,000

BREARTON

A picturesque five-bedroom house with outbuildings and paddocks



Guide Price £1,350,000

KIRK HAMMERTON

A four-bedroom detached house in a convenient village



Guide Price £525,000

GRAFTON

A traditional farmstead with two dwellings and considerable potential



Guide Price £750,000

GRANTLEY

A substantial six-bedroom house with lovely southerly views



Guide Price £615,000

SOLD PROPERTIES

BURTON LEONARD

A delightful four-bedroom house with paddock and stabling



SOLD Guide Price £735,000

GARGRAVE

A listed country house and detached holiday cottage



SOLD Guide Price £1,500,000

MARKINGTON

A pretty four-bedroom country house requiring modernisation



SOLD Guide Price £595,000

“Everything was great. Professional and the staff were great. Very good. Would recommend Knight Frank.”

Mr Leonard

KEPWICK

A listed Victorian coach house in 7.5 acres



Guide Price £975,000

MARKINGTON

A charming two-bedroom cottage requiring modernisation



Guide Price £295,000

STAVELEY

An individual country house and detached barn



Guide Price £815,000

GRANTLEY

An outstanding six-bedroom country house with equestrian facilities



Guide Price £1,595,000

DARLEY

A prominent Dales long house with equestrian facilities



Guide Price £995,000

BLUBBERHOUSES

A four-bedroom barn conversion in a lovely Dales setting



Guide Price £785,000

SAWLEY

A pristine county house with significant secondary accommodation



SOLD Guide Price £1,700,000

LEATHLEY

A wonderful five-bedroom country house with potential to extend



SOLD Guide Price £1,450,000

HEALEY

A modernised mill conversion with two secondary dwellings



SOLD Guide Price £1,150,000

TOWN PROPERTY



Alex Goldstein
Senior Negotiator
T +44 (0)1423 535372
alex.goldstein@knightfrank.com

Town living in Harrogate continues to create high demand, especially where sellers are realistic on their guide prices. Recent marketing campaigns have seen increased viewers from London and the Home Counties leading to encouraging results.

PROPERTIES FOR SALE

ST JAMES DRIVE

Former carehome with a range of alternative uses



Guide Price Excess £1,250,000

SWAN ROAD

An excellent development opportunity in a sought after-location



Excess £800,000

KNARESBOROUGH

A high specification new build six-bedroom family house



Guide Price £835,000

BECKWITHSHAW

An individual mews house in an exclusive parkland setting



Guide Price £475,000

FOLLIFOOT

An impressive detached house with equestrian facilities and paddock



Guide Price £1,295,000

RUDDING DOWER

A contemporary three-bedroom conversion close to Rudding Park



Guide Price £495,000

SOLD PROPERTIES

ST WINIFREDS ROAD,

An elegant detached house in a highly convenient location



SOLD Guide Price £795,000

SOUTH HARROGATE

An immaculate family house close to The Stray



SOLD Guide Price £875,000

KNARESBOROUGH

A newly constructed five-bedroom family house



SOLD Guide Price 745,000

“Good friendly feedback and efficient service. Thanks to all.”

Mrs Bufton



DUCHY ROAD

A substantial six-bedroom Edwardian family house with mature gardens



Guide Price £955,000

LEEDS ROAD

A contemporary detached family house in south Harrogate



Guide Price £1,350,000

ROYAL PARADE

A stylish two-bedroom second floor apartment in central Harrogate



Guide Price £345,000

KENT ROAD NORTH

A well presented six-bedroom family house in the Duchy



Guide Price £1,450,000

RUTLAND ROAD

A beautifully presented ground-floor duplex apartment



Guide Price £559,950

OTLEY ROAD

A large five-bedroom townhouse close to the Grammar School



Guide Price £625,000

BECKWITHSHAW

An interesting four-bedroom house in a parkland setting



SOLD Guide Price £485,000

PARK EDGE

A fine Edwardian house in substantial grounds in south Harrogate



SOLD Guide Price £1,450,000

VICTORIA ROAD

A private three-bedroom house close to West Park Stray



SOLD Guide Price £899,500

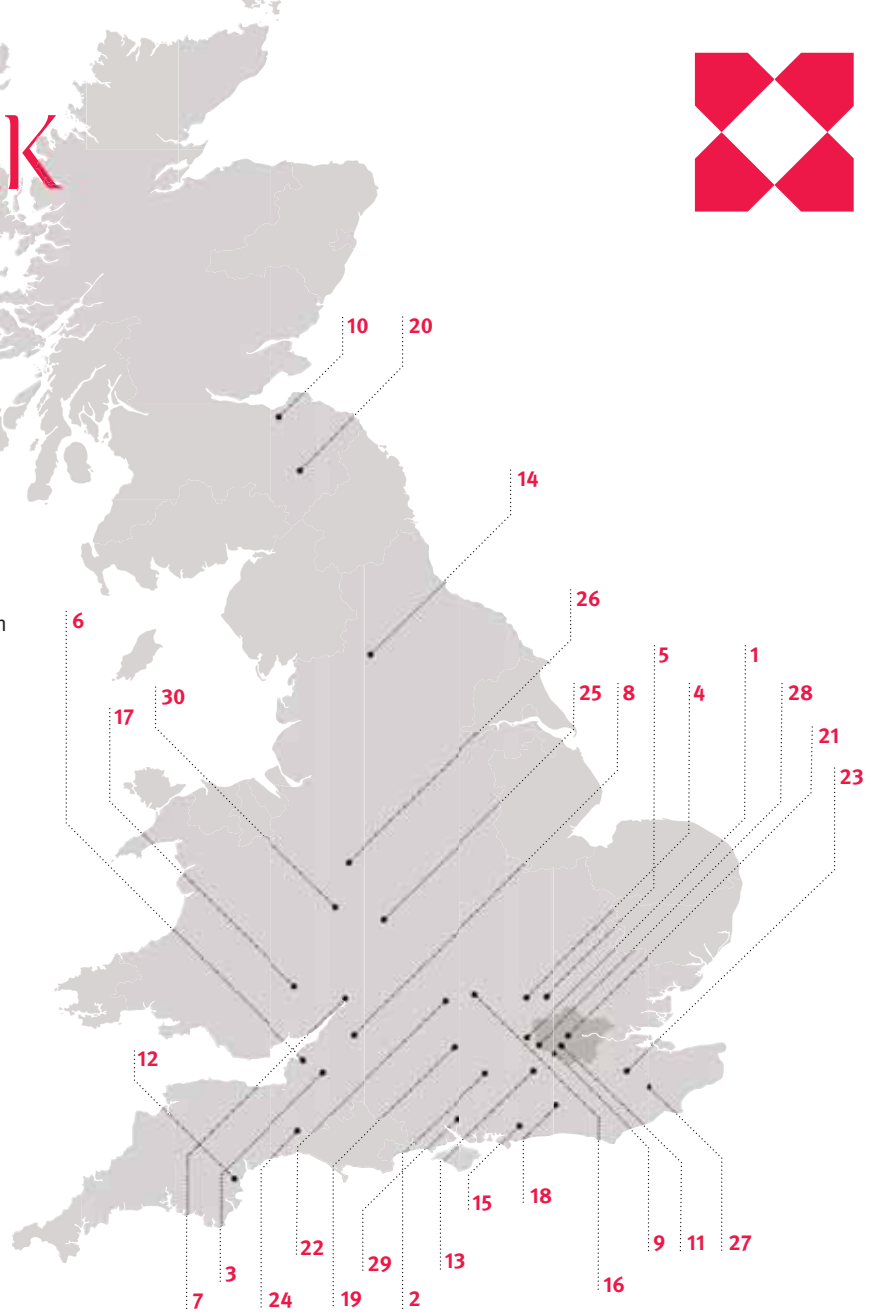
UK NETWORK

Knight Frank



- | | |
|----------------|------------------------|
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| 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



Harrogate

24 Albert Street, Harrogate, HG1 1JT

+44 (0)1423 530088

KnightFrank.co.uk

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ENGLISH RUSSIAN CHINESE FRENCH GERMAN ITALIAN PORTUGUESE SPANISH

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