



Kings Chelsea is one of the most sought after developments in Central London.

Formerly the site of Kings College, the Kings Development is a Grade II listed building set in 7.5 acres of walled parkland which was converted into 289 houses and apartments in 2005. The beautifully restored old buildings in the development and finely crafted new apartments are always in high demand for the discerning buyer in Chelsea looking for exceptional specification and generous living space. The site is a precious part of London's heritage, yet it has been adapted to the needs of a new generation of Londoners, all in a landscaped parkland setting. 24 hour security, total privacy, the prime location and an array of facilities make Kings Chelsea a unique and highly desirable proposition for buyers and tenants alike.

KINGS CHELSEA

SALES MARKET

What nationalities are buying in the area?

Our most recent sales in Kings Chelsea have been to a mix of nationalities, including Canadian, Russian and Swedish. This is unusual compared to the rest of Chelsea where we find the buyers are predominantly European, especially from France and Italy. However, the uniqueness of Kings Chelsea to the area means it attracts a wide audience, with buyers looking for a great investment as well as a secure and safe home.

What's the most interesting sale you and your team have been involved in recently?

We have sold many properties within the development, ranging in sizes, but in particular we have recently been involved in selling a two bedroom flat where we had multiple bidders. There was a lot of interest in this from buyers wanting it for their primary home as it was spacious with a good outlook, as well as those looking for a safe investment for the future. In the end it was agreed to the successful party and we also found the under-bidder an alternative flat within the development, which they were extremely happy with.

What makes your local market special?

One of the only gated developments in the Royal Borough of Kensington and Chelsea, Kings Chelsea is popular amongst overseas investors for its 24 hour security and concierge, parking and manicured gardens. The development is known as a hassle free and secure London base for frequent travellers and young professionals living alone.

Kings Chelsea has proven a popular haven for investors over recent years, offering competitive pricing considering the extensive amenities on offer. With the nearby Chelsea Walk development recently selling out in quick time and the construction phase of new apartments at the Lots Road Gas Works set to begin, there are clear signs of uplift in the localised market.

Where are the 'hidden gems'?

The penthouses benefit from some very large roof gardens. Internal garden facing two and three beds also offer good views and great lateral living space. Flats refurbished to a high standard are popular with renters and can provide a good rental return for prospective investors.

Contact: Tom Kain, Negotiator
Harriet Taylor, Negotiator

Charting the Chelsea sales market



Figure 1
What is coming to market?
New instructions, past 12 months

under £750k	16%
£750k to £1.5m	31%
£1.5m to £2.5m	13%
£2.5m to £3.5m	11%
£3.5m to £5m	9%
over £5m	20%



Figure 2
Sales by price band
Exchanges, past 12 months

under £750k	10%
£750k to £1.5m	32%
£1.5m to £2.5m	14%
£2.5m to £3.5m	19%
£3.5m to £5m	8%
over £5m	17%



Figure 3
Nationality of our buyers
Buyers, past 12 months

English	37%
Other	27%
French	9%
Greek	2%
Italian	9%
Russian	4%
South African	4%
Swedish	4%
U.A.E	4%



LETTINGS MARKET

How has your market performed so far this year?

January started with a flourish of new applicants after a relatively quiet December. Those who had put their search on hold prior to the new year are now looking in earnest. Our Corporate Department are testament to this having one of their busiest months with Corporate Registrations and Relocations; with start dates from two weeks to two months, across all price ranges. One bedroom and two bedroom flats are most sought-after in the Kings Chelsea Development.

Have any particular trends emerged recently in your rental market?

The recent declines in rental prices in Prime Central London and the increase of market wide stock availability has given potential tenants the ability to compare and criticise. It is therefore vitally important to present your property in its best light. A warm, welcoming and well-presented property will outperform the competition.

How do you think the market will fare in the coming months?

We are continuing to register applicants looking specifically at the Kings Chelsea Development; with those arriving from abroad or those who travel extensively; Kings Chelsea is and will remain and highly sought after prospect. With Corporate Assignees and Relocations registering in their numbers, the coming few months will be certainly busy; with turnkey and well-presented properties performing well.

Contact: Andrew Green, Negotiator



Figure 4
Tenancies by price band
Exchanges, past 12 months

under £350	8%
£350 to £500	17%
£500 to £750	31%
£750 to £1,000	16%
£1,000 to £1,500	8%
£1,500+	20%



Figure 5
Source of our tenants
Tenants, past 12 months

International	10%
Office walk-in	17%
Recommendation	14%
Web	50%
Other	9%

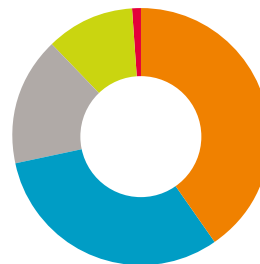


Figure 6
Age of tenants
Tenants, past 12 months

<20	0%
20s	11%
30s	31%
40s	41%
50s	16%
60s	1%
70s	0%

Kings Chelsea properties

SOLD

Well-presented second floor flat

LUCAS HOUSE

Two bedrooms

£1,300,000



LET

Larger than average studio apartment

BENHAM HOUSE

Studio

£425 per week



FOR SALE

Dual-aspect apartment

MATHISON HOUSE

One bedroom

£655,000



LET

Exceptional flat with communal gardens

MATHISON HOUSE

Two bedrooms

£1,295 per week



Knight Frank Chelsea

352a Kings Road, Chelsea, London SW3 5UU

+44 (0)20 7349 4300 / chelsea@knightfrank.com

KnightFrank.co.uk/Chelsea

LONDON LIVING

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