



SOUTH WEST VIEW

Property Market Focus - Autumn 2012

Knight Frank



WELCOME

Welcome to South West View, our seasonal update on the property markets that matter to you. Along with a snapshot of activity in Devon, Cornwall and West Somerset, we discuss what's happening in the wider country house market and how it is affected by the booming central London market.

We also outline how important it is to expose your property to as wide an audience as possible, and give you a glimpse of some of our properties in the area, both for sale and sold.

Country properties are growing in favour with Londoners enjoying record prices in the Capital and overseas buyers benefiting from currency movements.

Average country house prices fell in the second quarter of 2012, taking the annual decline to 4.8%, according to the latest Knight Frank Country House Index.

The significant gap in price performance between the country market and the booming prime central London market does however present an opportunity for the country market, with some London homeowners cashing in on the record-high values in the Capital to get more property for their money in the country.

Prices in prime central London have risen by 48% since 2009. For example, a property valued at £1.8 million in

prime central London in early 2009 would now be worth around £2.66 million, so the owners would have an extra £864,000 to spend on a bigger country home or more land.

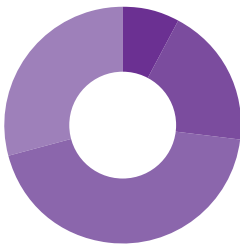
Furthermore, currency movements are helping to make country property even more attractive to overseas buyers. Singaporeans can now benefit from a 40% discount compared to prices back in March 2008, thanks to the combination of house prices and these currency movements. Those buying in US dollars can benefit from a 34% discount, and Europeans can save more than 20%.

The growing interest from London buyers is demonstrated by the emergence of a number of country 'hotspots' bucking the overall downward price trend, many of which are close to or within commuting distance of London. Property prices in Oxford, for example, rose by 2.5% in the second quarter this year, while Henley saw a 0.5% rise and Guildford a 0.2% rise.



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Where do our buyers come from?



International	8%
London	19%
Rest of UK	44%
South West	29%

Sales by price band



under £500k	14%
£500k to £750k	27%
£750k to £1m	17%
£1m to £1.5m	22%
£1.5m to £3m	10%
over £3m	10%

* Figures reflect activity up to and including Q2 2012.



PRIME CENTRAL LONDON

HOW A £1M INVESTMENT MADE £407 A DAY, EVERY DAY, FOR THREE YEARS.

Prime central London property prices reached a new high in June, but with values almost 50% higher than they were in March 2009, the rate of price growth is beginning to slow.

Our index confirms that £1m invested in central London property in March 2009 would now be worth approximately £1.48m. This growth equates to an average monthly appreciation of £12,400, or £407 daily. Some market observers have questioned whether this strong price growth will continue.

Over the past few years international buyers have seen London property as a safe-haven investment in an increasingly volatile global economy. Evidence of this is the fact that European (non-UK) buyers accounted

for around 10% of the £2m+ central London market between 2005 and 2010 and now account for 20% (2011 and 2012 to date).

While this safe-haven factor continues to support the market, we are beginning to see resistance from buyers to ongoing price increases and the difference between asking and achieved prices is beginning to widen, with the percentage of the asking price achieved having fallen from 96% in March to 92% in June.



TAKING YOUR PROPERTY GLOBAL

KNIGHT FRANK'S 244 OFFICES SPANNING 43 COUNTRIES MEAN THAT OUR PROPERTIES RECEIVE INTEREST FROM BUYERS AROUND THE WORLD.

With most buyers starting their property search online, your home for sale has never had a wider audience. Most estate agents will have a direct feed to the ever-increasing number of property portals, as well as displaying your home on their own website.

However, to truly reach a global buyer market and fulfil your property's potential, you need a global platform, which is why Knight Frank's international network and pioneering use of technology deliver a genuine competitive edge. Our global property search is now available in over 15 different languages, including German, Spanish, French, Russian and Chinese, and our iPad and iPhone app means that you can search for properties "near me" wherever you are in the world.

With 600,000 visitors a month to our website, people from around the world click through to Knight Frank property details every five seconds, meaning that your property is exposed to the widest audience possible. Any of the 2.27 billion internet users across the world could be the right buyer for your home; so it makes sense that we make it as easy as possible for them to find it.

But it is not just digital media that is important, only a comprehensive presence in the international market can truly give your home the exposure it deserves. Our offices around the world are constantly in touch and introducing buyers from one country to another. Whilst the internet provides a valuable platform, we understand that busy people can struggle to find time to

search online and would rather build a relationship with a knowledgeable property expert.

To view the website visit search.knightfrank.com



COUNTRY PROPERTY



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We have sold more property in the first 6 months of this year than the same period in any of the last 4 years. The reason is very simply – correct pricing. Where the price is right and seen as good value and it is presented properly to the national market then we are achieving quick and good results.

PROPERTIES FOR SALE

BRATTON CLOVELLY, DEVON

An impressive manor house set in its own valley



Guide Price £1,700,000

SIDBURY, DEVON

Delightful valley setting with superb views



Guide Price £995,000

WELLINGTON, SOMERSET

An outstanding residential and equestrian property



Guide Price £2,500,000

CHAGFORD, DEVON

Superbly presented non listed family home



Guide Price £1,350,000

SWIMBRIDGE, DEVON

Farmhouse with annexe, offices and outbuildings



Guide Price £1,700,000

UPLOWMAN, DEVON

Beautiful Grade II Listed house in a private and tranquil location



Guide Price £1,500,000

SOLD PROPERTIES

TIVERTON, DEVON

Historic Victorian Gothic splendour within a picturesque valley



SOLD Guide Price £2,000,000

NORTH TAWTON, DEVON

A small residential estate in a peaceful location



SOLD Guide Price £4,000,000

SPAXTON, DEVON

Queen Anne house in parkland setting



SOLD Guide Price £1,650,000



“.....the Knight Frank brand helped us reach the right buyer.”

Mrs J Laffan

SALCOMBE, DEVON

Spacious house in an elevated position at Batson Creek



Guide Price £1,250,000

TIVERTON, DEVON

A stunning Grade II Listed country house with outstanding views



Guide Price £2,250,000

MAMHEAD, DEVON

Enchanting house in fantastic Capability Brown gardens



Guide Price £3,000,000

STOCKLAND, DEVON

A good sized non listed home surrounded by its own land



Guide Price £1,450,000

EXFORD, SOMERSET

An imposing house in a stunning location



Guide Price £1,600,000

TWITCHEN, DEVON

Large family home in delightful location



Guide Price £1,250,000

BAMPTON, DEVON

Delightful family house close to Exmoor National Park



SOLD Guide Price £3,250,000

KINGSBRIDGE, DEVON

Stunning Queen Anne house



SOLD Guide Price £3,250,000

DARTMOOR, DEVON

Grade II Listed moorland farmhouse



SOLD Guide Price £875,000

COUNTRY & WATERFRONT PROPERTY



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Associate

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Correct pricing combined with first rate marketing is key to every sale, we have demonstrated this widely where the guide prices have been achieved or even exceeded.

PROPERTIES FOR SALE

NORTH HUISH, DEVON

Pretty south-facing house with excellent views



Guide Price £600,000

TOTNES, DEVON

Privately located house and cottages between Dartmouth and Totnes



Guide Price £1,950,000

THURLESTONE, DEVON

Dramatic coastal views



Guide Price £1,250,000

ST. DOMINICK, CORNWALL

Lovely cottage overlooking the Tamar



Guide Price £495,000

BOTUS FLEMING, CORNWALL

A fully refurbished detached house on small exclusive development



Guide Price £800,000

MAKER, CORNWALL

2 apartments and 2 townhouses



Guide Price £395,000 - £695,000

SOLD PROPERTIES

TOPSHAM, DEVON

Views over the Exe and to the Haldon Hills



SOLD Guide Price £895,000

GORRAN HAVEN, CORNWALL

Contemporary house in dramatic cliff top location with uninterrupted views



SOLD Guide Price £1,300,000

TREYARNON BAY, CORNWALL

Overlooking the beach at Treyarnon Bay



SOLD Guide Price £1,650,000



“Extremely good service from start to finish and could not have been bettered’.”

Mr & Mrs J Macphail

KINGSWEAR, DEVON

Waterfront views from all principal rooms



Guide Price £1,395,000

POLRUAN, CORNWALL

Right on the Fowey estuary with running mooring



Guide Price £1,100,000

RESTRONGUET WEIR, CORNWALL

Deep water access and views over the Fal Estuary



Guide Price £1,750,000

STOKE GABRIEL, DEVON

Overlooking the Dart with direct water access



Guide Price £1,500,000

HARBERTON, DEVON

Farmhouse and cottage close to Totnes



Guide Price £800,000

BOLVENTOR, CORNWALL

The good life on Bodmin Moor



Guide Price £565,000

POLZEATH, CORNWALL

Beautifully refurbished farmhouse and top quality holiday let barns



SOLD Guide Price £2,000,000

TOPSHAM, DEVON

Former boat warehouse with pontoon, slipway and deep water mooring



SOLD Guide Price £2,000,000

TREMATON, CORNWALL

Outstanding Grade II Regency house set within Bailey of Norman Castle



SOLD Guide Price £700,000

COUNTRY & WATERFRONT



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Premium sale prices are still being achieved due, primarily, to a lack of available, quality waterfront properties. There are fewer proceedable buyers than last year but families still want to move on with their lives.

PROPERTIES FOR SALE

STOKE FLEMING, DEVON

Family house in stunning position overlooking Start Bay



Guide Price £2,250,000

PUTSBOROUGH, DEVON

North Devon coastal perfection with direct access on to Putsborough Sands



Guide Price £3,250,000

STOKE FLEMING, DEVON

Superb luxury and quality, with dramatic sea views



Guide Price £3,000,000

PORTHPEAN, CORNWALL

A magnificent villa by the beach



Guide Price £1,950,000

ROCK, CORNWALL

A prime position in Rock



Guide Price £2,200,000

LANDULPH, CORNWALL

Rural living; estuary views and lifestyle



Guide Price £1,750,000

SOLD PROPERTIES

ROCK, CORNWALL

Contemporary living in the heart of Rock



SOLD Guide Price £2,200,000

RESTRONGUET POINT, CORNWALL

Panoramic views; deep water access



SOLD Guide Price £2,750,000

NEWTON FERRERS, DEVON

A beautiful waterside home on the River Yealm



SOLD Guide Price £2,500,000

“They were consistently in touch with me at every level, worked hard and ultimately very supportive.”

Mrs G Titchener-Barrett Lenain

DAWLISH, DEVON

An impressive Regency style house in a spectacular cliff top location



Guide Price £1,950,000

PORT ISAAC, CORNWALL

Rural living with coastal views and lifestyle



Guide Price £2,850,000

RIVER DART, DEVON

Peaceful seclusion overlooking the Dart Estuary



Guide Price £3,500,000

TOTNES, DEVON

Peaceful farmhouse with good income stream



Guide Price £1,500,000

PORT QUIN, CORNWALL

Overlooking the turquoise waters at Port Quin



Guide Price £900,000

ST IVES, CORNWALL

A large elegant Victorian house with fine sea views



Guide Price £1,495,000

SALCOMBE, DEVON

New England style house in stunning location



SOLD Guide Price £3,200,000

ST ISSEY, CORNWALL

Quiet spot 5 miles from Padstow in excellent order



SOLD Guide Price £1,000,000

CRACKINGTON HAVEN, CORNWALL

Cottage in prime village



SOLD Guide Price £585,000

COUNTRY PROPERTY



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Many sales have taken place across the board, particularly in the sub - £1,000,000 market. The autumn market is likely to remain buoyant, led by a lack of good quality stock so vendors who are sitting on the fence should look to take advantage of this.

PROPERTIES FOR SALE

DULVERTON, SOMERSET

Far reaching views over the Exe Valley



Guide Price £625,000

WHEDDON CROSS, SOMERSET

Spacious barn conversion in beautiful surroundings



Guide Price £595,000

BRANSCOMBE, DEVON

Beautiful period farmhouse within highly favoured coastal village



Guide Price £995,000

CHULMLEIGH, DEVON

Mid Devon's Finest Views



Guide Price £835,000

DODDISCOMBSLEIGH, DEVON

An historic detached property in Teign Valley village



Guide Price £850,000

HIGHER ASHTON, DEVON

A charming detached cottage in popular village



Guide Price £425,000

SOLD PROPERTIES

WITHYPOOL, DEVON

Non listed farmhouse with superb facilities



SOLD Guide Price £1,000,000

PORLOCK HILL, SOMERSET

Panoramic views from Porlock Hill



SOLD Guide Price £625,000

DOLTON, DEVON

Immaculate thatched farmhouse with income potential



SOLD Guide Price £635,000

CITY & VILLAGE PROPERTY



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Knight Frank continue to attract buyers looking within the Exeter area from far and wide. The majority of our buyers come from London and the rest of the UK and with limited stock available in the city, houses are being snapped up quickly.

ST LEONARDS, DEVON

One of the most desirable addresses in Exeter



Guide Price £1,650,000

WOODBURY SALTERTON, DEVON

An elegant, private and peaceful house with outstanding views



Guide Price £1,250,000

EXETER, DEVON

A centrally located super town house



Guide Price £395,000

EXETER, DEVON

A large detached Grade II Listed house very well located for Exeter centre



Guide Price £575,000

PLYMOUTH, DEVON

Property overlooking Plymouth Sound and Drakes Island



Guide Price £695,000

ST LEONARDS, DEVON

Georgian house in prime Exeter location



Guide Price £1,100,000

SHALDON, DEVON

A delightful waterfront cottage with direct water access



SOLD Guide Price £495,000

POLPERRO, CORNWALL

180 degree views of Polperro harbour and the open sea beyond



SOLD Guide Price £995,000

COCKWOOD, DEVON

South facing with 4.5 acres and lovely views over Cockwood and the Estuary

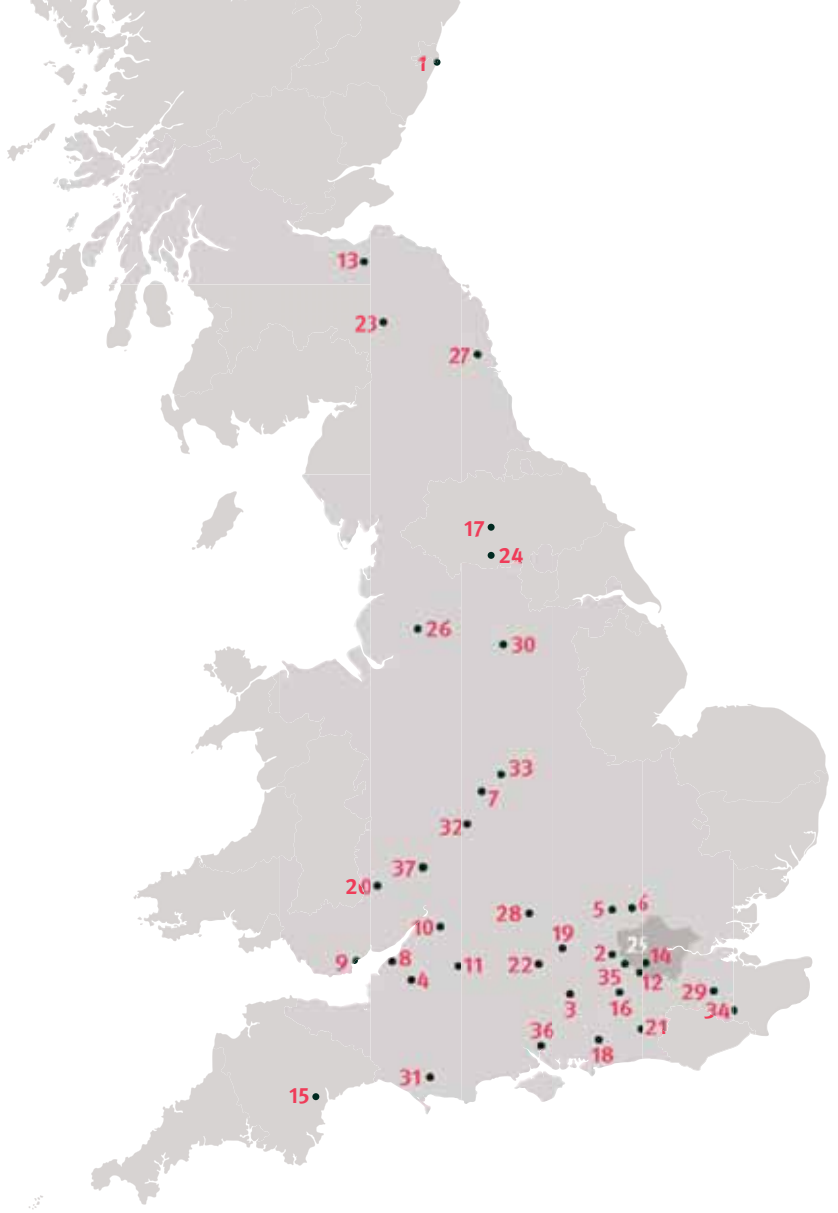


SOLD Guide Price £625,000

UK NETWORK

- | | |
|---------------------|------------------------|
| 1 Aberdeen | 20 Hereford |
| 2 Ascot * | 21 Horsham |
| 3 Basingstoke | 22 Hungerford |
| 4 Bath | 23 Lauder |
| 5 Beaconsfield | 24 Leeds |
| 6 Berkhamsted | 25 London † |
| 7 Birmingham | 26 Manchester |
| 8 Bristol | 27 Newcastle |
| 9 Cardiff | 28 Oxford |
| 10 Cheltenham | 29 Sevenoaks |
| 11 Cirencester | 30 Sheffield |
| 12 Cobham * | 31 Sherborne |
| 13 Edinburgh | 32 Stratford-upon-Avon |
| 14 Esher * | 33 Sutton Coldfield |
| 15 Exeter | 34 Tunbridge Wells |
| 16 Guildford | 35 Virginia Water |
| 17 Harrogate | 36 Winchester |
| 18 Haslemere | 37 Worcester |
| 19 Henley-on-Thames | |

* Lettings Service
† 19 offices across Central London



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KNOWING THE BEST
HIDING PLACES



KNOWING THE SUNNIEST
FLOWER BEDS



KNOWING THE NEW OWNERS
HAVE ALL THIS TO COME

THE SALE IS IN THE DETAIL.

By understanding what you love about the home you're selling, we can find people who will appreciate it as much as you do. This is why, when it was time for Keith and Sally Bowry to sell their home, our attention to detail made all the difference. To quote Sally, "Knight Frank understood the property... our home is all about the setting".

To hear more about why the Bowrys chose Knight Frank, visit our website or call 020 3641 9565.

KnightFrank.co.uk/FranklySpeaking

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