



# ELMBRIDGE MARKET INSIGHT 2017

**Price growth in Elmbridge has more closely tracked London than the rest of the UK over the last decade, buoyed by its broad appeal to young families and professionals**

Elmbridge is well-positioned to take advantage of buyers moving from London. As the River Thames winds from central London into the Home Counties, it is one of the first ports of call for those seeking change of pace, as well as more land and square feet for their money.

The local authority shares a long boundary with Greater London, with Richmond-upon-Thames to the north and the Kingston-upon-Thames to the east. Regular trains into central London take between 25 and 40 minutes.

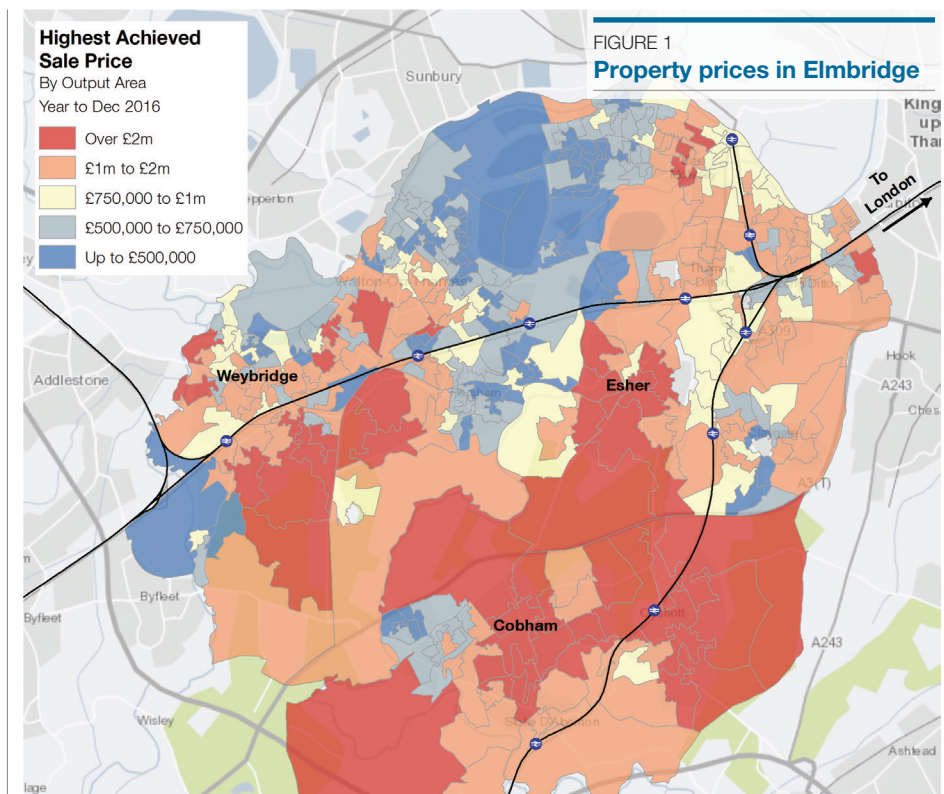
Internal migration statistics underline its appeal to city-based workers. The latest available data shows that in 2015 Elmbridge was the fifth most popular local authority in England for people moving out of London.

This steady flow of demand from the capital means that the area's property market has been relatively resilient to recent political and economic headwinds, with price growth in Elmbridge more closely matching that in London than the wider UK market over the last decade, as figure 4 shows.

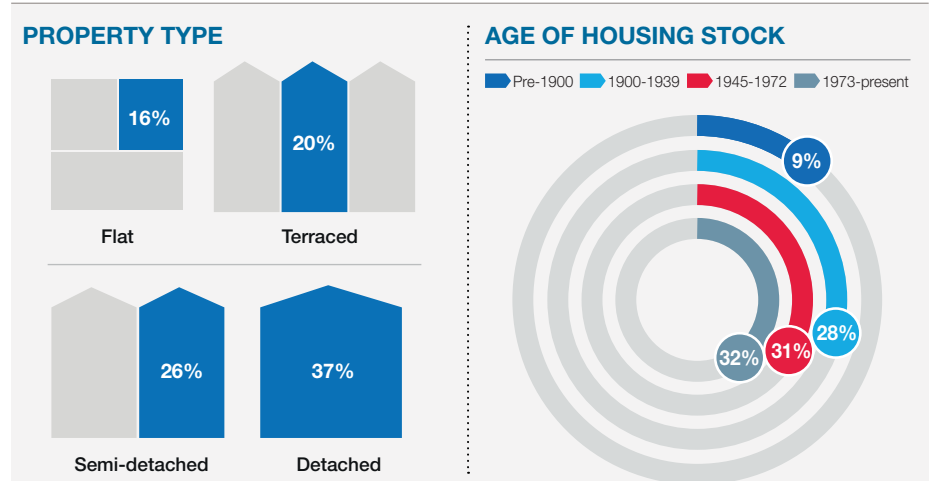
More recently higher stamp duty costs have put pressure on prices, something which is especially the case for properties valued above £2 million. Agents note that this has led to asking price adjustments in a number of cases.

That said, the market remains busy – especially where properties are competitively priced – with transactions rising slightly in 2016 compared with the previous year (figure 5).

The signs are that this growth has the potential to continue through 2017. Knight Frank figures show a year-on-year pick-up



**FIGURE 2 Elmbridge fact sheet:** as a proportion of total housing stock



Source: Knight Frank Research

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in new buyer registrations and viewings between January and March.

Additionally, the recent fall in the value of sterling, following the UK's vote to leave the EU, has stimulated demand from overseas. Many such buyers are drawn to the quality of schooling in the area which includes the ACS international school in Cobham, amongst a high volume of other private schools.

Some 37% of properties in Elmbridge are detached, which underlines the area's appeal to families. Five and six-bedroom houses in the towns of Cobham, Esher and Weybridge are among the most sought after and prices can range from £400 to £600 per square foot.

In terms of capital values, our analysis shows that the Elmbridge is home to the highest number of properties valued above £1 million in the UK outside of London.

In the super-prime market, larger houses located on private estates including St Georges Hill and the Crown Estate mean it also has one of the highest proportions of £5 million-plus properties in the UK, behind only the London boroughs of Kensington and Chelsea, Westminster and Camden.

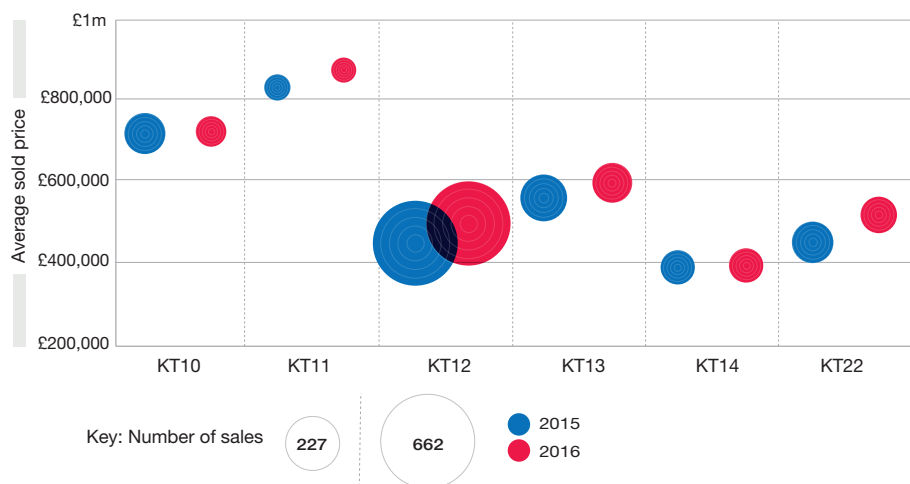
Elmbridge's strong track record of house price growth and the appeal and convenience of town centre living make it well positioned to benefit again this year. The primary drivers of the market are also unchanged with good local schooling and excellent transport links back to the capital and internationally remaining a key draw.

Furthermore, interest rates continue to be at record low levels with buyers, especially those with access to high levels of equity, able to take advantage of competitive fixed-term mortgage deals – which will continue to underpin sales.

FIGURE 3

### Average sold prices and sales volumes by neighbourhood

Note: Variations in average sold prices between different time periods do not necessarily indicate price growth

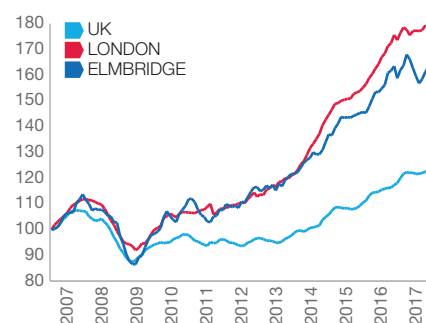


Source: Knight Frank Research

FIGURE 4

### Elmbridge: Long-run price growth

Indexed 100 = Jan 2007

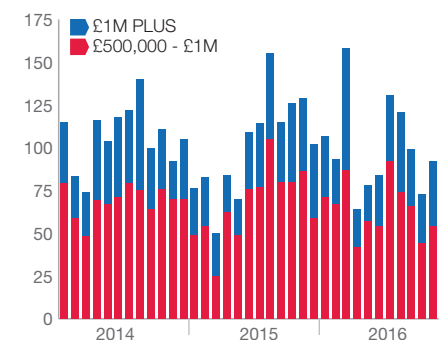


Source: Knight Frank Research

FIGURE 5

### Elmbridge: Monthly sales volumes

£500,000+



Source: Knight Frank Research

### Elmbridge in numbers

- The highest number of properties valued **above £1m** outside of London (9th overall including London Boroughs)
- The highest number of properties valued **between £1m & £2m** outside of London (11th overall)
- The highest number of properties valued **between £2m & £5m** outside of London (7th overall)
- The highest proportion of properties valued **above £5m** outside of London (4th overall)

Source: Knight Frank Research

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