



COBHAM MARKET INSIGHT

Cobham's property market has proven remarkably resilient over the last decade

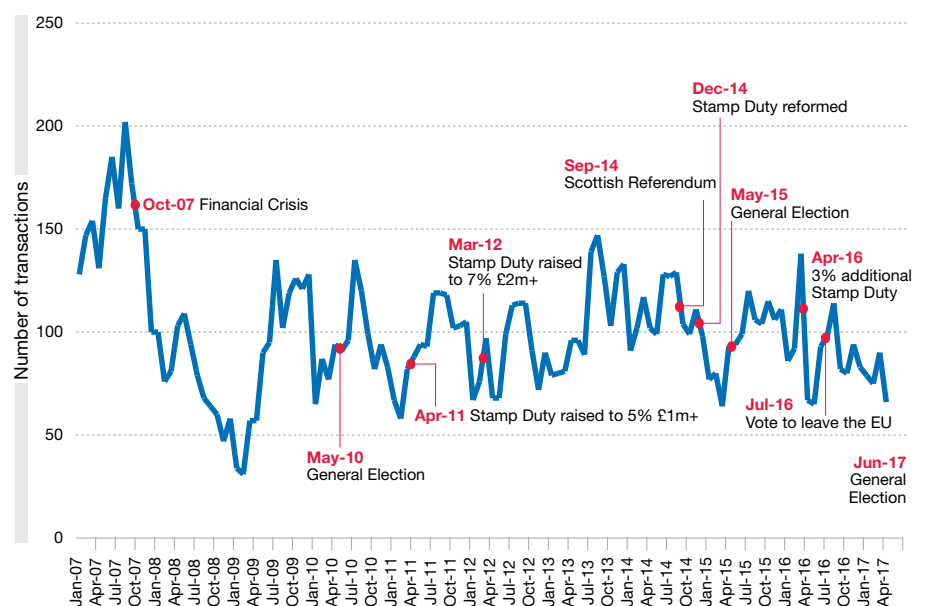
The effects of the Global Financial Crisis on the UK property market were immediate. The average UK house price fell by 19% from peak to trough. Transaction levels, which reached a record high of more than 1.7 million in 2007, fell to below 750,000 in the 12 months to the end of June 2009.

Cobham, Oxshott and the surrounding area was no exception, although as our analysis of Land Registry data shows, it was more resilient than the wider market.

Prices fell by 14% from their peak in 2008 to their trough nearly a year later. Sales volumes effectively halved in 2008 compared with the previous year, as shown on the chart opposite.

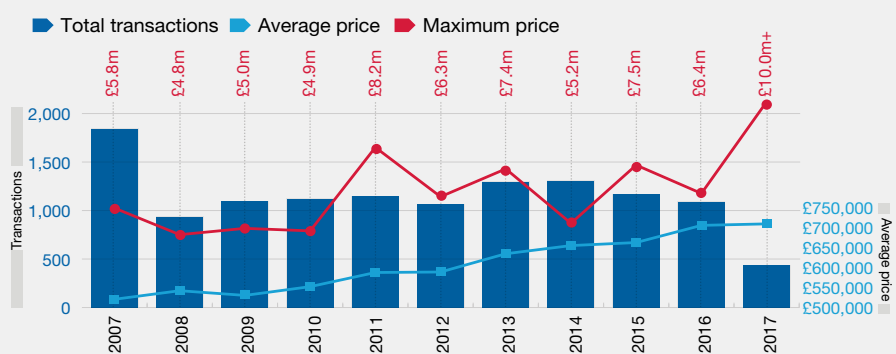
Since then, mirroring the wider UK housing market, prices and activity have picked up, underpinned by economic growth over this time, as well as a sustained period of low interest and mortgage rates.

FIGURE 1
Cobham transaction volumes



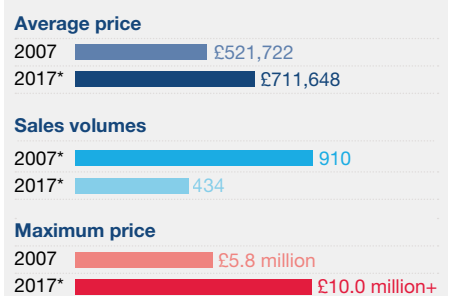
Source: Knight Frank Research / Land Registry

FIGURE 2
Cobham and Oxshott transaction volumes and pricing data



Source: Knight Frank Research

FIGURE 3
Cobham and Oxshott 10-year comparison



*January to June
Source: Knight Frank Research / Land Registry

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The market has also benefitted from its location within London's commuter belt, which makes it an attractive proposition to buyers moving out of the capital in search of more space, a change of lifestyle, or for schooling for their children. A relatively short journey to Heathrow and Gatwick Airport adds a global appeal, as does the International ACS School in Cobham, especially for those working for one of the blue-chip companies located nearby.

However, like other prime property markets in the UK, Cobham, Oxshott and the surrounding area has had to cope with considerable regulatory change over the last decade. In the past five years alone, the tally of property tax reforms totals nearly 30, ranging from stamp duty, inheritance tax, non-dom taxes and mortgage interest relief.

Added to that, a lack of clarity surrounding Brexit and the snap General Election earlier this year has led to hesitancy among some buyers and sellers, according to agents.

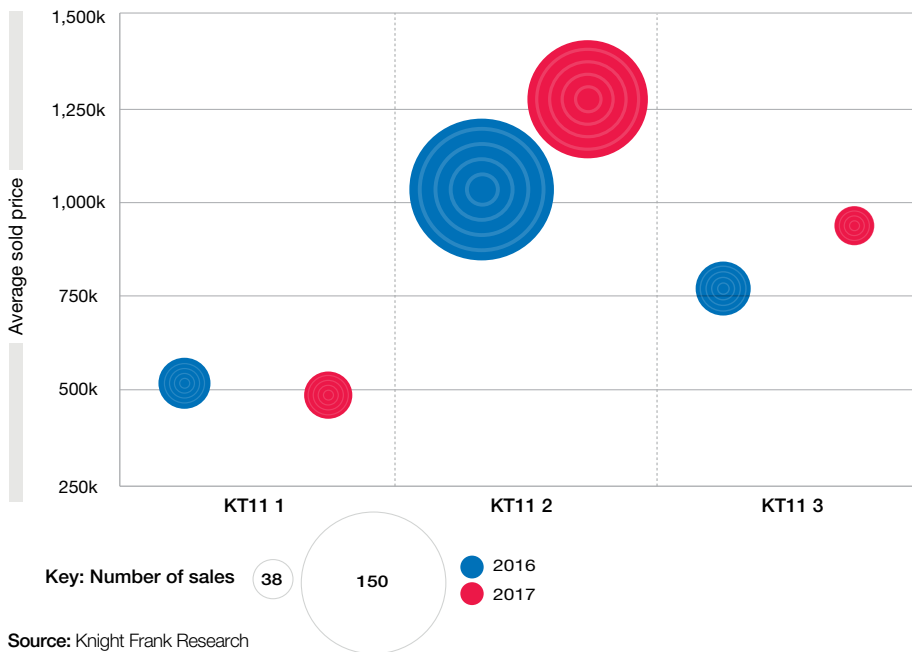
The immediate impact of these changes has been to make buyers incredibly price sensitive and agents note that adjustments have been made to asking prices to meet with buyer expectations. Where this has happened, deals are being done.

Indeed, Knight Frank figures indicate that sales volumes are higher so far in the first six months of 2017 than any other similar period since the office opened ten years ago, indicating that there is demand at every level of the market for property which is competitively priced.

FIGURE 4

Average sold prices and sales volumes by neighbourhood

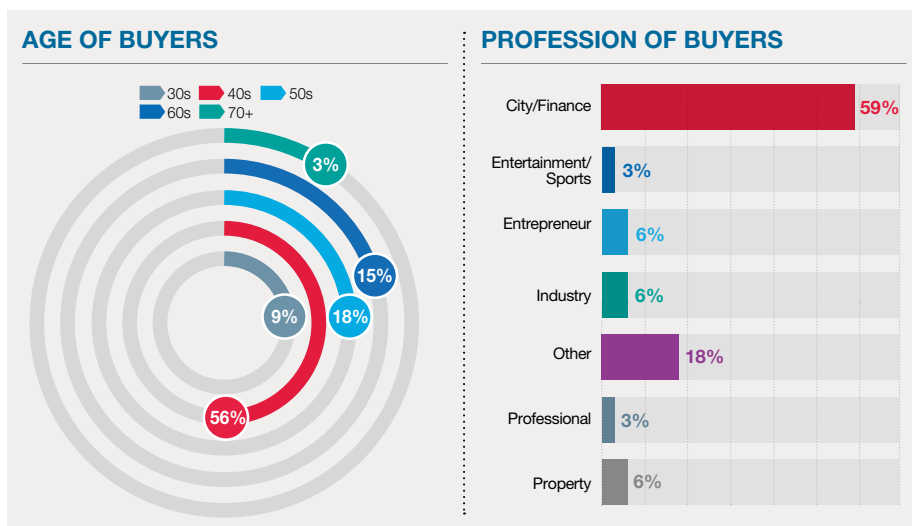
Note: Variations in average sold prices between different time periods do not necessarily indicate price growth



Source: Knight Frank Research

FIGURE 5

Who buys in Cobham? 2017



Source: Knight Frank Research



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