



Nigel Mitchell, partner in the Guildford office, discusses how the market has been performing, where buyers are moving from, and tips for homeowners thinking about selling.

How has your market performed so far this year?

Since the start of the year, the market has remained relatively buoyant but very price sensitive. The autumn market, however, has seen a reduction in the number of new properties being launched, resulting in sensibly priced property creating competition and, in some cases, being sold for more than the guide price.

Where do your buyers tend to come from?

With Surrey having such good connections to the Capital by both road and rail, nearly a quarter of our buyers move down from London, predominantly south-west London. This is a natural progression that we have seen year upon year. Other reasons for moving to Surrey include the excellent schools for all ages and beautiful countryside on the doorstep.

What different types of buyers are attracted to this area?

The majority of our buyers are families with young children looking for more space and land. In addition, many people have lived in their houses for a generation or so and wish to downsize to something more manageable in one of the villages.

What types of properties are typical to the area?

The Guildford office is fortunate enough to sell everything from pretty country cottages to impressive landed estates and everything in between.

What advice would you give to a homeowner thinking about selling?

Although the number of properties on the market is still low, this is not a reason to quote an inflated price. Property that is competitively priced and presented to the

highest of standards still receives a high level of interest. Therefore, it is vital that sellers prepare their house before launching it to the market and produce the highest quality marketing material possible.

“WITH SURREY HAVING SUCH GOOD CONNECTIONS TO THE CAPITAL, NEARLY A QUARTER OF OUR BUYERS MOVE DOWN FROM LONDON.”

Why should people think about buying or selling now?

The autumn market normally runs out of steam by early to mid-November, when buyers tend to focus on the Christmas period. With that in mind, we are encouraging sellers to either place their house on the market now or wait until spring next year.

How does your local market differ from the prime London market as a whole?

The key difference is that the prime London market is driven by foreign investors, which is not something that is seen in our part of Surrey. With this in mind, whilst prices in prime London continue to grow, we have seen little change over the last 18 months.



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Guildford sales market at a glance

Figure 1
What do our applicants want to spend?
 New applicants, past 12 months

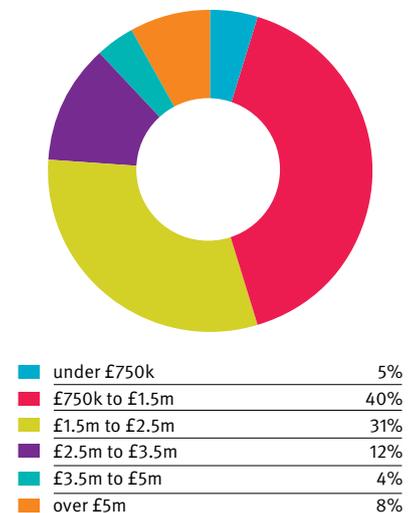
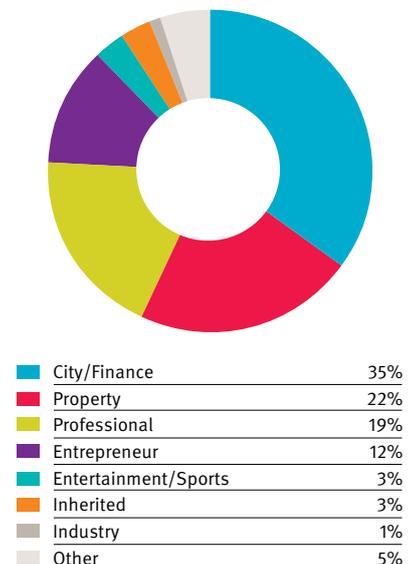


Figure 2
Where the money comes from?
 Buyers, past 12 months





Charting the Guildford market

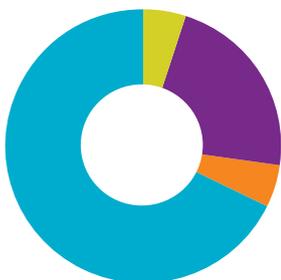


Figure 3
Where do our buyers come from?
 Buyers, past 12 months

International	5%
London	22%
Rest of UK	6%
South East	67%

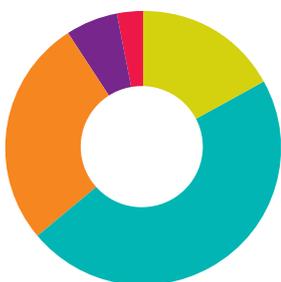


Figure 4
Age of our buyers
 Buyers, past 12 months

30s	17%
40s	47%
50s	26%
60s	6%
70 and over	4%

Figure 5
Market activity
 Last three months, year-on-year change

Exchanges	↑	27%
New applicants	↑	12%
New Instructions	↓	23%
Viewings	↑	32%
Prices	↓	-0.7%



Figure 6
Sales by price band
 Exchanges, past 12 months

under £750k	6%
£750k to £1.5m	45%
£1.5m to £2.5m	31%
£2.5m to £3.5m	7%
£3.5m to £5m	5%
over £5m	6%

Guildford properties sold recently

SOLD
Classic country cottage
 FARLEY GREEN
 4
 £1,100,000



SOLD
Quintessential farmhouse
 EASHING
 5
 £1,950,000



SOLD
Close to Merrow Downs
 GUILDFORD
 4
 £1,400,000



SOLD
Surrey Hills' finest
 ABINGER COMMON
 7
 £2,750,000



SOLD
Truly sensational
 GUILDFORD
 5
 £1,695,000



SOLD
Splendid Arts and Crafts
 CHIDDINGFOLD
 7
 £3,750,000



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