



Sacha Jackson of Knight Frank’s Winchester office discusses who’s buying, the power of Knight Frank’s global database, and tips for homeowners thinking about selling.

Who’s buying in your market?

Our purchasers tend to be families buying in the New Forest or the Isle of Wight due to the unique lifestyle they offer. The New Forest National Park is ideally suited to those that love the open countryside, whether for walking, wildlife or horse riding, while the Solent offers fantastic sailing and other watersports. Beaches on the Isle of Wight are also a huge attraction. Coupled with the excellent state and private schools, both areas are hard to beat for families with children of all ages.

Where do your buyers tend to come from?

About three quarters of those buying houses here over the last year have been from outside the local area, either from London, elsewhere in the UK, or abroad. Knight Frank uses a global database of contacts and this enables us to attract potential buyers who are looking for all that the New Forest and the Isle of Wight offer, but who have perhaps not yet identified them as areas to consider. Many of our sales are achieved by cross-referencing buyers registered across our network of offices.

Knight Frank doesn’t have an office on the Isle of Wight. How do you go about handling properties there?

We are lucky to have built up a close association with Isle of Wight estate agency Christopher Scott, which has offices in Cowes, Yarmouth and Wootton Bridge. Knight Frank and Christopher Scott have achieved great success over recent years with a significant number of high-end sales.

House prices outside London have been decreasing, do you think the trend will continue?

Prices have dipped over the last year, but we expect them to remain on an even keel over the next 18 months. The number of buyers looking in the area has increased significantly, although they remain price-sensitive due to continued uncertainty surrounding the economy. It is therefore imperative that guide

prices are set at a realistic level to trigger interest at the start of the process. Buyers in the current market simply will not be inclined to view properties they consider to be overpriced, even if they are in a comfortable financial position.

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

Careful preparation of the marketing material is imperative. Photographs for brochures should be taken by a professional photographer who can highlight the property’s wow factor. It is also beneficial to have a selection of images to display alongside the online property listing as the majority of buyers now begin their search on the internet. It is worth considering advertising in regional publications as well as local ones, particularly those circulated in prime central London, where homeowners have increased spending power due to values there reaching record highs this summer.

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New Forest and Isle of Wight sales market at a glance

Figure 1
What do our buyers come from?
Applicants currently searching in the New Forest and Isle of Wight

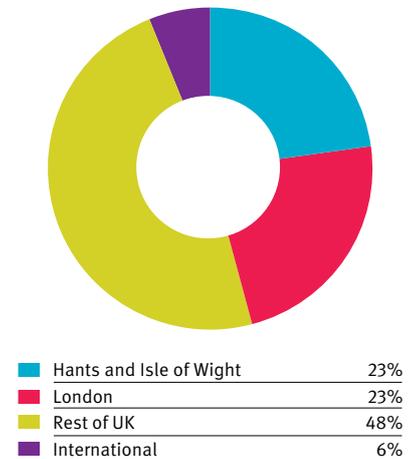
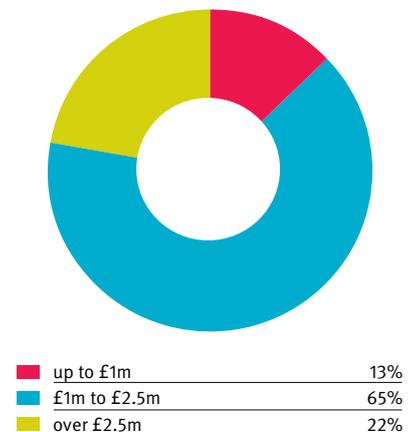


Figure 2
What do our applicants want to spend?
Applicants currently searching in the New Forest and Isle of Wight





Charting the New Forest and Isle of Wight market

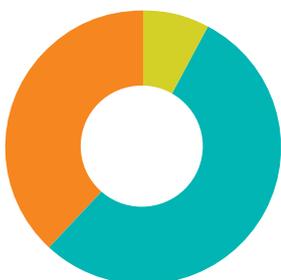


Figure 3
Properties available by price band
New Forest and Isle of Wight properties currently available

up to £1m	8%
£1m to £2.5m	54%
over £2.5m	38%



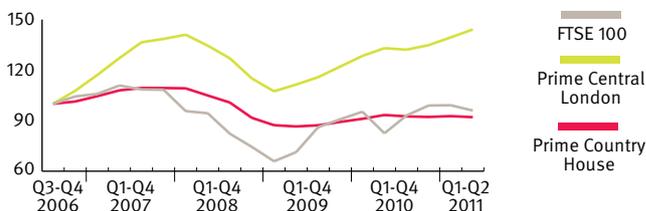
Figure 4
Properties sold by price band
New Forest and Isle of Wight properties sold in past 12 months

up to £1m	9%
£1m to £2.5m	64%
over £2m	27%

Figure 5
Market activity
Year-on-year change (12-month comparison)

New applicants	↑ 76%
New instructions	↑ 27%
Viewings	↑ 166%
Average asking price	↓ -11%

Figure 6
Wider market performance
Prime London and country property (sales prices) vs FTSE 100, past 5 Years



New Forest and Isle of Wight properties and the Knight Frank team

SOLD
Elegant house with river views
BYWATER COTTAGE, LYMINGTON
🏠 3
£850,000



FOR SALE
Quietly situated in the New Forest
HOLMANS, BURLEY
🏠 4
£1.695m



UNDER OFFER
Period house in peaceful setting
HALE FARM, NR FORDINGBRIDGE
🏠 6
£1.9m



FOR SALE
Overlooking the sea
WINTERBOURNE HOUSE, BONCHURCH
🏠 8-12
£1.495m



FOR SALE
Newly built house with Solent views
GORSELAND, KEYHAVEN
🏠 4
£1.5m



FOR SALE
Immaculate townhouse with pontoon mooring
THE OLD POST OFFICE, COWES
🏠 6-8
£2.85m to £3.25m



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