



Local View ²⁰¹⁵

Haslemere

Welcome to Local View

Welcome to the latest edition of Local View, our seasonal update on the property markets that matter to you. In here we highlight why we love this area as well as showcase some of our favourite sales from last year and look forward to 2015. Please contact your local team for more information and to find out what other opportunities we can offer.

52% of our sales in the last 12 months were priced under £1.5m

We have 350 potential buyers on our books looking to spend a collective total of **£616.7m**

On average, **6** offers are made on our properties every week

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Russell Grieve, Office Head
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Specialism: Town and country
Years of experience: 16

Often asked what I love most about this part of the world, the answer for me is easy: sport! While sailing on the Solent from Chichester and the Gold Cup at Cowdray are highlights, the most important place for me is Goodwood. With excellent horse racing on its historic hill, the estate boasts the highlights of my annual social calendar: The Festival of Speed, and of course The Goodwood Revival. These events are now truly global spectacles, set in the stunning West Sussex countryside; a location I feel it would be impossible to better!



Sam Turner
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Specialism: Town and country
Years of experience: 7

As a young professional living and working in the area, it is the selection of superb pubs and restaurants that I love about Haslemere and the surrounding villages. Whether you are looking for a smart venue for dinner, or just a relaxed informal atmosphere for drinks, the options are endless.



Miles Hulford
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Specialism: Town and country
Years of experience: 3

I was born and raised on the Surrey/Sussex border and have never tired of the beautiful countryside, quintessentially English feel and rich history of this area. Haslemere certainly has a lot to offer people of all ages, whether it be the local leisure facilities, one of the many cafés or superb links to London.



Having lived on the edge of the South Downs for the last 11 years and working in London, it is the blend of fabulous countryside and easy commuting that I love most about this area. The weekends are busy with two sons and two dogs, so all the family boxes are ticked!



James Cleland
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Specialism: Country houses
Years of experience: 19



Working from Baker Street in London, and selling farms and estates nationwide, it is always a joy to head to the Surrey/West Sussex borders - so accessible, yet for me the first bit of unspoilt countryside you get to from London.



Will Matthews
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Specialism: Farms and estates
Years of experience: 11



Ben Jeffries
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Specialism: Mortgage broker
Years of experience: 14

As the father of a seven month old baby daughter, it's the community and friendliness of Haslemere that appeal to my wife and me. We are currently looking to move there and with the fast train to London it offers everything a growing family can need.

2015 Forecast

2014 saw another steady rise in property values in the UK outside of London, yet the price differential between those and properties in the capital remains at a record level meaning that the country is great value for those looking to trade up and out. However, uncertainty as a result of the upcoming General Election means that the market is undoubtedly going to differ this year. In spite of this, we expect demand will continue to increase, particularly in light of recent tax changes, especially for properties valued below £1m.

Property prices for houses in the country have been rising for seven consecutive quarters, the longest period of sustained quarterly price growth since 2007.

Rising confidence among buyers as a result of more positive economic news, the ripple effect from London and growing demand for family homes has resulted in improved conditions in the market in 2014, helping to release some of the pent-up demand that had built up following the downturn.

Figures released by the Land Registry confirm this. Over the year to September 2014, the number of homes sold for over £500,000 in England and Wales was 42% higher than at the same time last year and 74% higher than the corresponding period in 2010.

Properties in the southeast, within commutable range of a city and close to good schools have sold well. Continued low interest rates and attractive mortgage offers have also encouraged buyers to act.

London have grown by 74% and are 32% above their previous peak, making the country good value for those wishing to trade up and out.

But there are signs that the momentum seen during the first half of the year has eased. Uncertainty over the outcome of the general election, an impending interest rate rise and tighter mortgage lending have all cooled demand during the second half of the year.

There is some positive news however. Reforms to property taxation announced by the Chancellor during the Autumn Statement mean that the majority of home purchasers will pay lower levels of stamp duty when buying a house. As a result of the changes those buying homes worth up to £937,500 will see their tax bills reduced. Additionally, there is an anomaly between £1,000,001 and £1,124,990 where less tax is payable under the new system.

The proposals are likely to be welcomed by buyers, ultimately increasing transaction levels below the £937,500 threshold. That is likely to have a knock on positive impact on consumer sentiment.

Against this backdrop, we are forecasting price growth of 2% across the country market in 2015, with outperformance in some locations driven by increased demand and, in some cases, improvements to infrastructure.

Homes located in town and city markets will see above average price growth driven by demand from those relocating from London and downsizers. Markets within commutable distance of the capital will also outperform. We are forecasting that price growth for family homes in the South East, South West and East of England will outpace local mainstream markets as values are boosted further by the "ripple effect" from London.

Agents report that demand has been bolstered by an increase in the number of buyers looking to take advantage of the gap between urban and rural values, particularly those moving from London. Prices in the country look good value on a historical basis having experienced several years of static or modest growth since the end of the financial crisis.

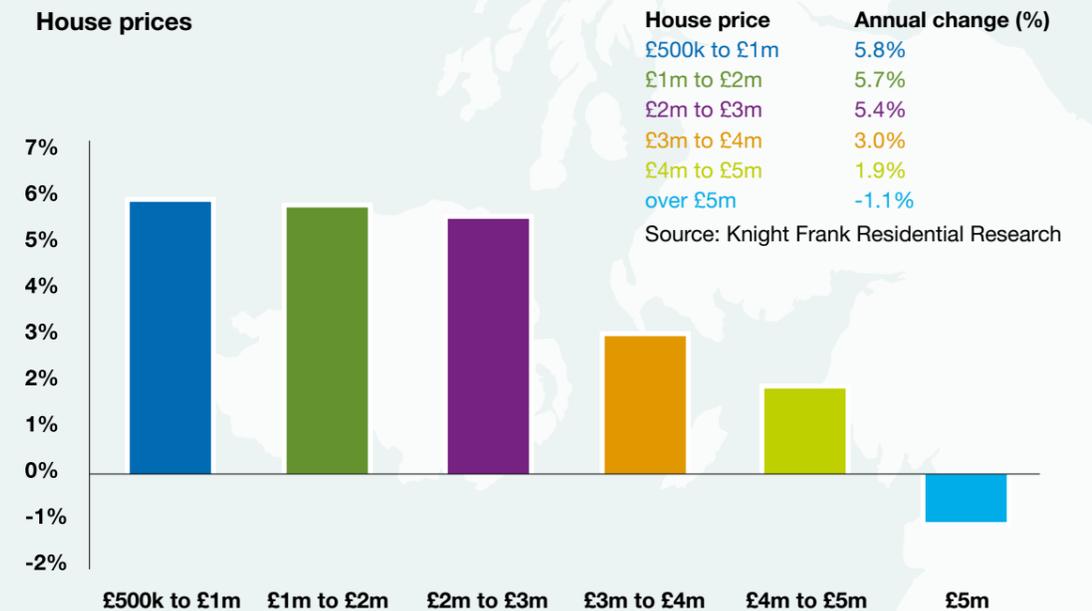
To illustrate this point, houses in the country have risen in value by 5.6% since the market low in 2009 and currently sit 16% below the previous market peak. In contrast, house prices in prime central

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Registered voters

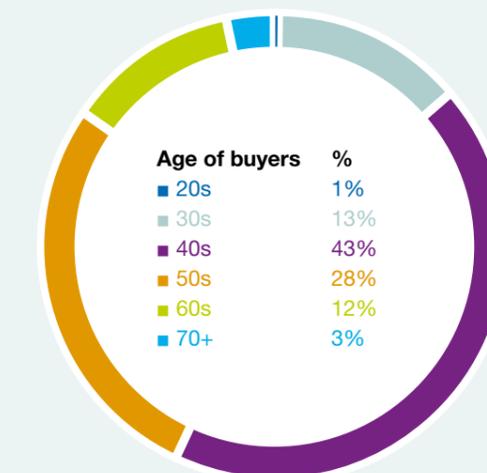
In 2010 there were **45,597,461** registered voters, **3.1%** more than in 2005

House prices



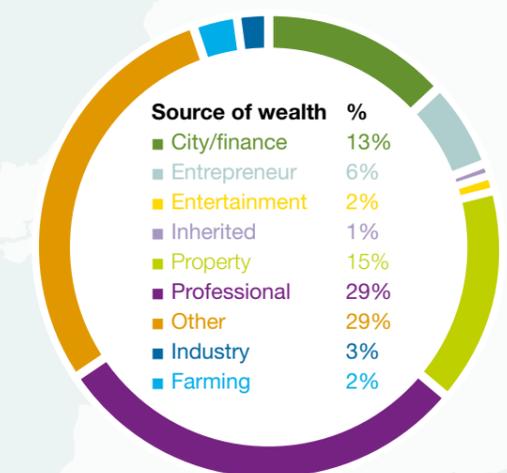
For all sales less than or equal to £2m

Age of buyers



Source: Knight Frank Residential Research

Source of wealth



Source: Knight Frank Residential Research

Highlights of 2014

Here we highlight our top 10 properties sold last year.



01

Petersfield, Hampshire
SOLD | GUIDE PRICE £1,850,000

A fine example of 1920s architecture - we conducted 19 viewings in three weeks and received four offers, which resulted in a sale considerably in excess of the guide price.



03

Chiddingfold, Surrey
SOLD | GUIDE PRICE £1,650,000

Pockford Brook had a wealth of character and charm and sat in a beautiful rural location – we sold the property to a couple downsizing from Wimbledon.



02

Milland, West Sussex
SOLD | GUIDE PRICE £1,350,000

A fine family home on the edge of one of the most sought after villages in our area – we sold Old Beith House to a young family who moved from Wandsworth.



04

Enjoying fine views over farmland, Westend Barn sold at a figure in excess of the guide price to a couple looking for a weekend retreat.

Haslemere, Surrey
SOLD | GUIDE PRICE £1,295,000



05

Chippings enjoyed stunning views over the Milland Valley – the house was purchased by a couple who were downsizing locally, and were very focused on staying within this beautiful area.

Hollycombe, Hampshire
SOLD | GUIDE PRICE £1,500,000



An exceptional 'forever' family house and Hampshire oasis. The house was bought by a family from Surrey and boasted a sportsman's dream; its own cricket pitch!

Standford, Hampshire
SOLD | GUIDE PRICE £1,850,000



06



07

Mandelyn is a wonderful family home on the edge of the town. The house attracted over 40 viewings and was bought by a family moving south from Guildford.

Haslemere, Surrey | **SOLD | GUIDE PRICE £1,100,000**



08

On the edge of one of the most sought after villages in the National Park, this house was sold to a young family moving down from London looking for the best position in West Sussex.

Petworth, West Sussex | **SOLD | GUIDE PRICE £1,850,000**



09



Occupying one of the best positions in the town, this house attracted strong viewing numbers with the bulk of the interest being London families looking to make the move away from the metropolis.

Haslemere, Surrey
SOLD | GUIDE PRICE £1,895,000



10



A real project, the farm attracted interest from a number of buyers both local and national. With almost 50 acres of land and extensive outbuildings, the property sold under competition.

Haslemere, Surrey
SOLD | GUIDE PRICE £1,850,000

London Expansion

The London property market has always driven activity outside of the capital, as Londoners sell or let their homes and seek greater value for money in different parts of the UK.

Outside of Prime Central London, we have seen growth in traditionally affordable areas, with sales price increases of up to 14% in parts of zone two over the last 12 months. These increases see those sellers in North West London and along the River Thames achieving record prices for their homes.

At Knight Frank, our team of experienced analysts are continually looking for the next hotspots in order to embrace the increased demand in these areas. We were therefore delighted to open four new offices in London in 2014. The addition of these offices in Barnes, Clapham, King's Cross and Chiswick means our London network now totals 24, and there are plans for further expansion this year.

This increased catchment area means we are better placed than ever to drive cash buyers to our country properties. In addition, the considerable growth of our lettings division has meant that we can assist those clients who are not yet looking to cash in their investment, but still wish to move out of London. The lettings team work closely with our relocations team to place international corporate tenants, often for up to three years, to ensure buyers from London still have the steady stream of income needed to facilitate a move.

With the net widening it is vital that any agent with a London presence covers the key growth areas. A move to the country is no longer the leap it might once have been considered by many hardened city dwellers, as what are described as "London's villages" are becoming increasingly prevalent. Moving to one of these areas first is becoming the preference amongst many families, with them acting as a stepping stone to the countryside further out of London. James Williams, head of Knight Frank Barnes says:

"It is fantastic to now have a shop front in such a wonderful location. It is such a friendly environment to work in". With the fashion being a two-stage move, we can now nurture long-term relationships with our clients. So whether they are looking for a different pace altogether or a move to a smaller town or city, we are able to put them in touch with a Knight Frank agent for every step they wish to take.

If you have a property that might be of interest to one of our London buyers, please call your local Knight Frank office for a complimentary market appraisal.



"A move to the country is no longer the leap it once might have been considered by many hardened city dwellers"

About Us

In 2014, throughout the UK, Knight Frank sold:

2,740 swimming pools

68 shoots 4,336 new developments

1,166 listed buildings

2,852 properties with concierge 2,678 gyms

14 golf courses

604 tennis courts

1,127 properties with equestrian facilities

131 fishing facilities 1,719 properties by the water

207 farms and estates 1 houseboat

150 development plots

518 penthouses

For more information on the services we provide visit KnightFrank.co.uk

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first-mover advantage

If selling a property is one of your plans for 2015, now is the time to speak to an expert. Whilst others are waiting on the outcome of the forthcoming election, we are anticipating a busy start to the year.

So, at a time when staying one step ahead has never been more important, will you be one of the first movers in 2015?

For your complimentary market appraisal, call us today on: **+44 1428 748076**