



# MAYFAIR IN MINUTES

By **Wetherell** The Leading Specialist Estate Agent Bringing Residential Life Back To Mayfair As London's No.1 Area

## SALES Average £ per square foot - 2015

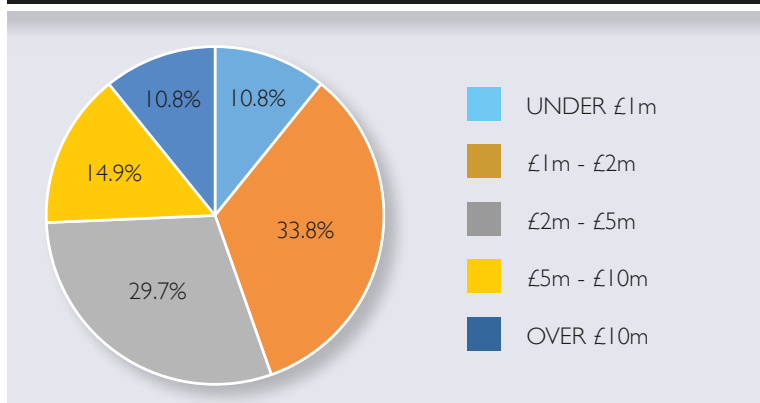
ONE BEDROOM FLAT	TWO BEDROOM FLAT	THREE BEDROOM FLAT	FOUR+ BEDROOM FLAT	HOUSE
£2,039	£2,221	£2,819	£3,168	£2,507
£1,606 REST OF PCL	£1,651 REST OF PCL	£1,950 REST OF PCL	£2,301 REST OF PCL	£1,952 REST OF PCL

<b>15%</b> OF SALES WERE HOUSES 20% REST OF PCL	<b>71%</b> ACHIEVING £2,000 PER SQ FT OR HIGHER 29% REST OF PCL
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<b>63%</b> INCREASE IN ACHIEVED PRICES LAST 5 YEARS 43% REST OF PCL	<b>39%</b> PROPERTIES REDUCED IN PRICE BEFORE SALE 38% REST OF PCL
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Source: LonRes/ Wetherell/ EGi/VOA

## SALES BY PRICE BAND



Source: LonRes - Sold in 2015



### MAYFAIR'S GOLDEN DECADE

I believe that Mayfair is currently experiencing its most exciting decade in nearly a century. Don't wait to buy in Mayfair, just buy in Mayfair and wait.

PETER WETHERELL  
Chief Executive, Wetherell



NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL



### LETTINGS AVERAGE £ ACHIEVED PER WEEK - 2015

ONE BEDROOM FLAT	TWO BEDROOM FLAT	THREE BEDROOM FLAT	FOUR+ BEDROOM FLAT	HOUSE
<b>£746</b>	<b>£1,284</b>	<b>£2,518</b>	<b>£4,573</b>	<b>£3,018</b>
£560 REST OF PCL	£882 REST OF PCL	£1,713 REST OF PCL	£4,068 REST OF PCL	£2,128 REST OF PCL

<b>£66</b>	<b>AVERAGE £ PER SQUARE FOOT</b>	<b>96%</b>	<b>OF ASKING PRICE ACHIEVED</b>
£54 REST OF PCL	Average annual rental value achieved per square foot	95% REST OF PCL	

<b>21%</b>	<b>INCREASE IN ACHIEVED RENTAL VALUES FLATS LAST 5 YEARS</b>	<b>28%</b>	<b>PROPERTIES REDUCED IN PRICE BEFORE LET AGREED</b>
15% REST OF PCL		36% REST OF PCL	

Source: LonRes/ Wetherell/ EGi/VOA

### MAYFAIR NEW HOMES

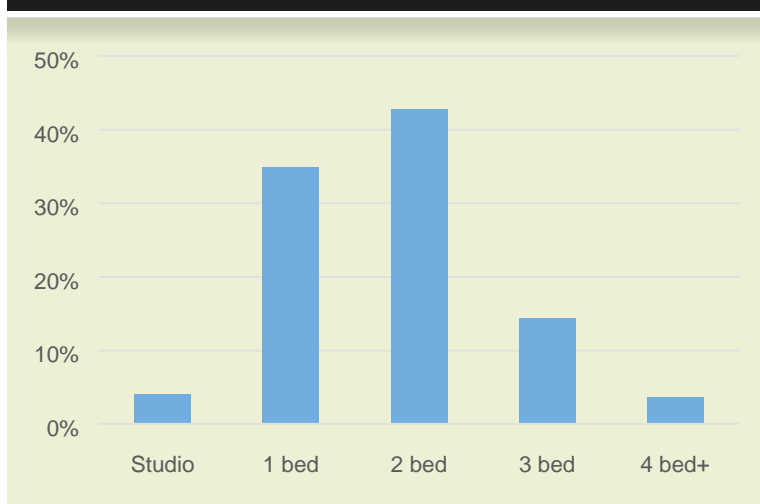
**538**  
NUMBER OF HOMES IN THE PLANNING PIPELINE – MAYFAIR  
Units for private sale with permission granted or under construction

**12.4%**  
PLANNING PIPELINE AS % OF EXISTING HOUSING STOCK

**239**  
NUMBER OF HOMES COMPLETED FOR PRIVATE SALE – LAST 5 YEARS

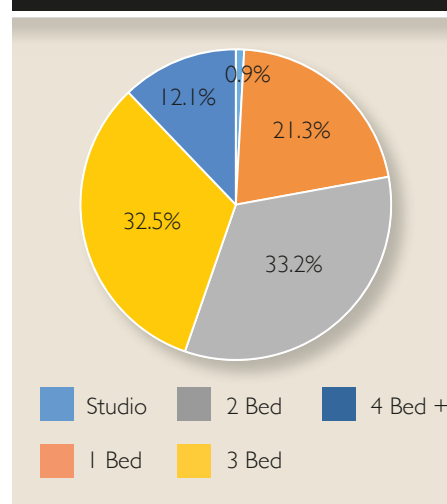
Source: LonRes/ Wetherell/EGi

### PROPERTIES LET IN 2015 BY NUMBER OF BEDROOMS



Source: LonRes – Let in 2015

### PLANNING PIPELINE BY NUMBER OF BEDROOMS



Source: Wetherell/EGi

Mayfair is a global oasis where 22% of residents commute on foot, compared to 14% across Prime Central London and 6% across London.

29% travel less than 2km to their place of work.

Planning pipeline includes units for private sale under construction or with planning permission granted within the last three years in Mayfair. Mayfair catchment includes all properties sold and let listed on LonRes in W1J, W1K and W1S. Rest of prime central London covers properties in SW1A, SW1W, SW1X, SW3, SW7 and SW10. 2015 Data up to 18/12/15.



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