



WETHERELL MAYFAIR

MARKET REPORT

SEPTEMBER 2016

BACK to SCHOOL



a=Availability **V**=Value **O**=Opportunity

Mayfair currently has £750 million worth of residential property available for sale with listings up by 25% on 2015 and 67% higher than 2014. There has never been a better opportunity (in recent memory) to view a wide selection before deciding on your home. Our advice for Mayfair property - "Don't wait to buy - Buy and wait" because the best is yet to come.

BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR



PROPERTY TYPES AND AVAILABILITY IN PRIME CENTRAL LONDON

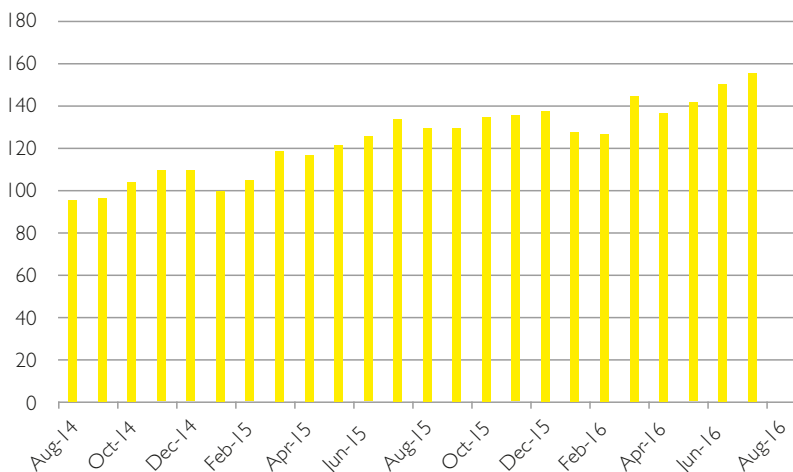
For buyers, looking for homes in Mayfair, the choice of properties available to purchase is at its highest in recent memory. At the start of August this year there were 161 properties listed for sale in Mayfair, 24% higher than in August last year and 67% higher than in August 2014.

The combined asking prices of all properties currently listed on LonRes for sale in Mayfair totals £788 million.

Compared with August 2015 there are 40% more flats on the market, but the number of houses listed has fallen by 37%. Buyers remain in a good position, with increased levels of stock and achieved prices which, over the last three months, are down 3% on the same period a year ago.

NUMBERS AND BREAKDOWN OF CURRENT PROPERTY STOCK BY TYPE AND VALUE

NUMBER OF PROPERTIES ON THE MARKET FOR SALE IN MAYFAIR



Source: LonRes (on market at the beginning of each month).

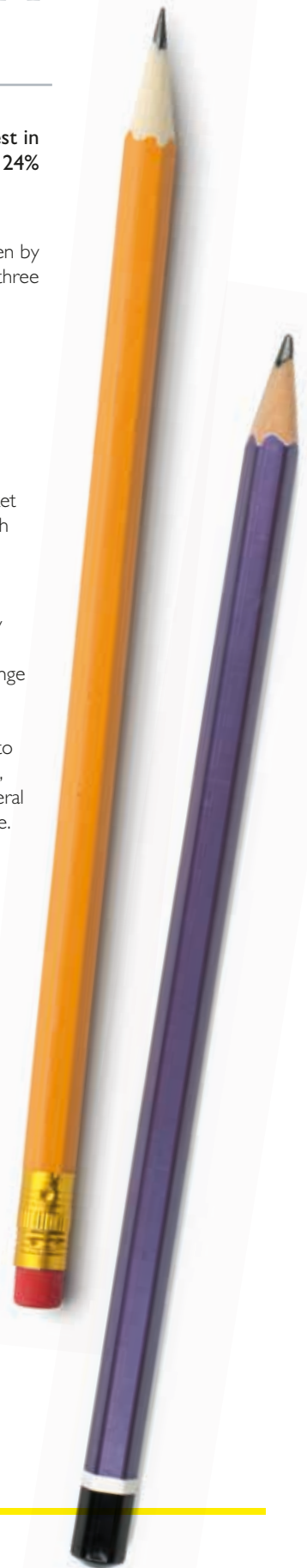
Properties on the market have asking prices which range from £750,000, for a two bedroom flat with a 36 year lease, to £50 million, for a newly renovated six storey house. Asking prices range from £902 per square foot, for a mews house with a nine year lease, to £6,760 per square foot, for a four bedroom lateral apartment on Park Lane.

WHAT'S ON THE MARKET?

| | 1 Bedroom Flat | 2 Bedroom Flat | 3+ Bedroom Flat | House | All Properties |
|------------------------------------|----------------|----------------|-----------------|-------------|----------------|
| Annual Change Volume on the Market | 33% | 36% | 17% | -37% | 24% |
| Price Min (£) | £825,000 | £750,000 | £1,495,000 | £2,450,000 | £750,000 |
| Price Max (£) | £2,250,000 | £6,975,000 | £32,500,000 | £50,000,000 | £50,000,000 |
| Price Average (£) | £1,340,500 | £3,068,878 | £7,980,918 | £15,714,286 | £5,971,591 |
| Price Min (£psf) | £1,936 | £1,139 | £1,367 | £902 | £902 |
| Price Max (£psf) | £2,914 | £4,422 | £6,760 | £4,479 | £6,760 |
| Price Average (£psf) | £2,297 | £2,517 | £3,278 | £2,89 | £2,807 |

Source: LonRes.

The majority of properties on the market have long leases (75 years+) with just 13% with leases of less than 75 years.



AVERAGE TIME TO SELL PROPERTY STOCK BY TYPE AND VALUE

TENURE OF UNITS

| | % Short lease (<75years) | % Long lease (>75years) |
|-----------------|--------------------------|-------------------------|
| 1 Bedroom Flat | 0% | 100% |
| 2 Bedroom Flat | 18% | 82% |
| 3+ Bedroom Flat | 12% | 88% |
| House | 33% | 67% |
| All Properties | 13% | 87% |

Source: LonRes.

TIME ON THE MARKET

| | Time on Market | | | | |
|-----------------|----------------|------------|------------|-------------|-------------|
| | Under 1 Month | 1-3 Months | 3-6 Months | 6-12 Months | Over 1 Year |
| 1 Bedroom Flat | 10% | 10% | 50% | 25% | 5% |
| 2 Bedroom Flat | 18% | 29% | 12% | 24% | 16% |
| 3+ Bedroom Flat | 10% | 20% | 16% | 24% | 30% |
| House | 7% | 14% | 21% | 21% | 37% |
| All Properties | 13% | 21% | 20% | 24% | 22% |

Source: LonRes.

% ON THE MARKET WHERE ASKING PRICE HAS BEEN REDUCED

| | % Properties with Asking Price Reduced |
|-----------------|--|
| 1 Bedroom Flat | 65% |
| 2 Bedroom Flat | 45% |
| 3+ Bedroom Flat | 37% |
| House | 36% |
| All Properties | 44% |

Source: LonRes.

% OF INITIAL ASKING PRICE ACHIEVED

| | Jan to Aug 2015 | Jan to Aug 2016 |
|-----------------|-----------------|-----------------|
| 1 Bedroom Flat | 90% | 94% |
| 2 Bedroom Flat | 91% | 88% |
| 3+ Bedroom Flat | 91% | 87% |
| House | 96% | 88% |
| All Properties | 92% | 89% |

Source: LonRes.

One in every five flats (19%) for sale have been on the market for more than a year, this compares with one in every three houses (36%).

45% of flats and 36% of houses currently on the market have had their asking prices reduced since they were first launched.

Pricing a property competitively, taking into account current market conditions, is vital within this market to garner interest and achieve the best price.

Properties sold so far this year achieved an average of 89% of their initial asking price, down from 92% a year ago.





ANTICIPATED TRENDS IN PROPERTY STOCK BY TYPE AND VALUE

THE £10 MILLION MARKET IN PRIME CENTRAL LONDON

Mayfair homes selling for £10 million or more in prime central London saw a less significant fall in transaction volumes so far this year, compared with the rest of the central London market.

The number of properties sold at £10 million or more fell by 19% this year, compared with the same period last year, whereas the rest of the market (below £10 million) saw 32% fewer transactions. Compared with 2014, transactions between January and August this year were down 35% at over £10 million and 44% under £10 million.

Buyers looking for homes at £10 million or higher have greater choice of properties on the market. The number of properties listed at £10 million or more across prime central London has risen by 25%, from 100 last year to 125 in August 2016. Alongside this, Wetherell are aware of a number of desirable off-market properties which are being discreetly marketed.

Annual change in transactions – prime central London

| | Transactions under £10 Million | Transactions £10 Million + |
|-------------------|--------------------------------|----------------------------|
| Jan to Aug 2015* | -18% | -21% |
| Jan to Aug 2016** | -32% | -19% |

Source: LonRes.
Annual change compares *Jan to August 2015 with Jan to August 2014 and **Jan to August 2016 with Jan to August 2015.

Change in transactions compared with 2014 – prime central London

| | Transactions Under £10 Million | Transactions £10 Million + |
|-------------------|--------------------------------|----------------------------|
| Jan to Aug 2015* | -18% | -21% |
| Jan to Aug 2016** | -44% | -35% |

Source: LonRes.

PCL annual change properties on the market at £10 million +

| | For Sale £10 Million + |
|---|------------------------|
| August 2014 | 104% |
| August 2015 | 110% |
| August 2016 | 125% |
| Annual Change August 2016 vs. August 2015 | 25% |
| Annual Change August 2016 vs. August 2014 | 20% |

Source: LonRes (for sale in prime central London on 23rd August each year).

Mayfair includes the postcode district of W1J, W1K & W1S.

Prime Central London includes the postcode districts of SW1X, SW1W, SW3, SW10, SW7, W8, W1K, W1J, W1S and SW1A.

Source: DataLoft / LonRes. Data as at August 2016.

* LonRes / DataLoft: Total value residential sales in Mayfair for 2015.



With over 35 years experience in the local market and over 55%* Market Share By Value Wetherell are the leading specialist estate agent bringing residential life back to Mayfair as London's number one area.



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