



MAYFAIR IN MINUTES

"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 FRICS Founder and Chief Executive, Wetherell

MAYFAIR SALES AVERAGE £ PER SQUARE FOOT - 2017

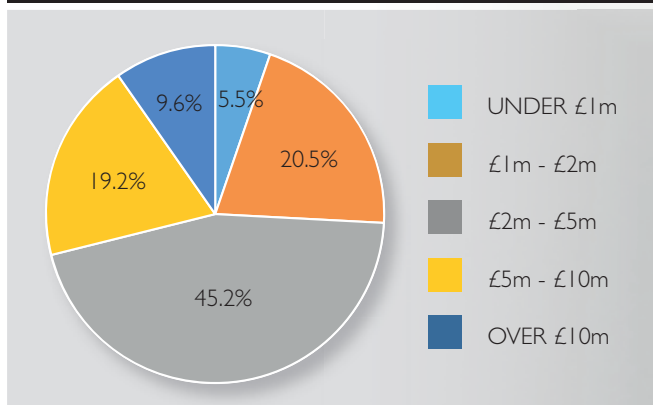
ONE BEDROOM FLAT	TWO BEDROOM FLAT	THREE BEDROOM FLAT	FOUR+ BEDROOM FLAT	HOUSE
£2,085	£2,310	£2,601	£3,137	£2,503
£1,553 REST OF PCL	£1,630 REST OF PCL	£1,654 REST OF PCL	£2,059 REST OF PCL	£1,878 REST OF PCL

MAYFAIR SALES

27% INCREASE IN ACHIEVED PRICES LAST 5 YEARS	9% OF SALES WERE HOUSES	74% ACHIEVING £2,000 PER SQ FT OR HIGHER	44% PROPERTIES REDUCED IN PRICE BEFORE SALE
13% REST OF PCL	25% REST OF PCL	25% REST OF PCL	45% REST OF PCL

Source: LonRes/ Wetherell/ EGI/VOA

MAYFAIR SALES BY PRICE BAND



Source: LonRes - Sold in 2017



NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL



MAYFAIR LETTINGS AVERAGE £ ACHIEVED PER WEEK - 2017

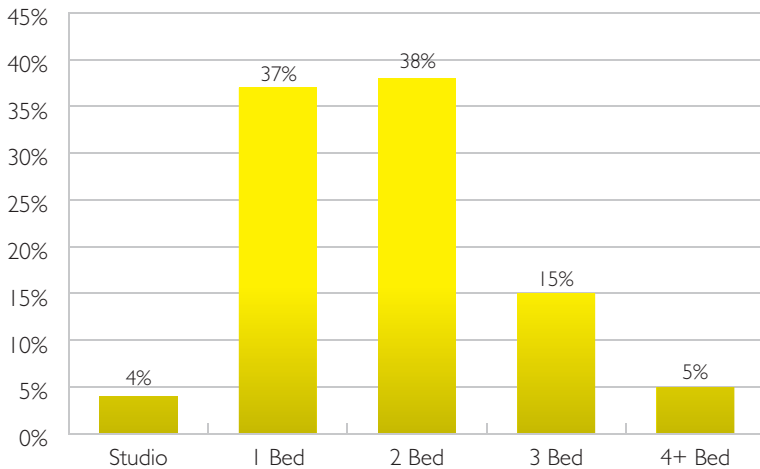
ONE BEDROOM FLAT	TWO BEDROOM FLAT	THREE BEDROOM FLAT	FOUR+ BEDROOM FLAT	HOUSE
£784	£1,347	£2,965	£3,930	£4,727
£524 REST OF PCL	£805 REST OF PCL	£1,471 REST OF PCL	£2,845 REST OF PCL	£2,095 REST OF PCL

MAYFAIR LETTINGS

£69	AVERAGE £ PER SQUARE FOOT	94%	OF ASKING PRICE ACHIEVED
£49 REST OF PCL	Average annual rental value achieved per square foot	92% REST OF PCL	
15%	INCREASE IN ACHIEVED RENTAL VALUES FLATS LAST 5 YEARS	29%	PROPERTIES REDUCED IN PRICE BEFORE LET AGREED
7% REST OF PCL		46% REST OF PCL	

Source: LonRes/Wetherell/EGI/VOA

MAYFAIR PROPERTIES LET IN 2017 BY NUMBER OF BEDROOMS



Source: LonRes – Let in 2017

FUN FACTS

- 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.

Research Note: 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. 2017 Data for 2017.



BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR

2017 MAYFAIR HIGHLIGHTS

HIGHEST VALUE £ PER SQUARE FOOT



Newly refurbished apartment sold in excess of £5,000 p.s.f.

LONGEST MAYFAIR RESIDENTIAL LET



4,000 sq ft five bedroom period townhouse let for a record breaking 6 year term.

OFF MARKET SALES

Off market sales for Mayfair's new residential developments remain strong with record breaking transactions.

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