



THE DOORS *of* PERCEPTION

WETHERELL MAYFAIR MARKET REPORT AUGUST 2019

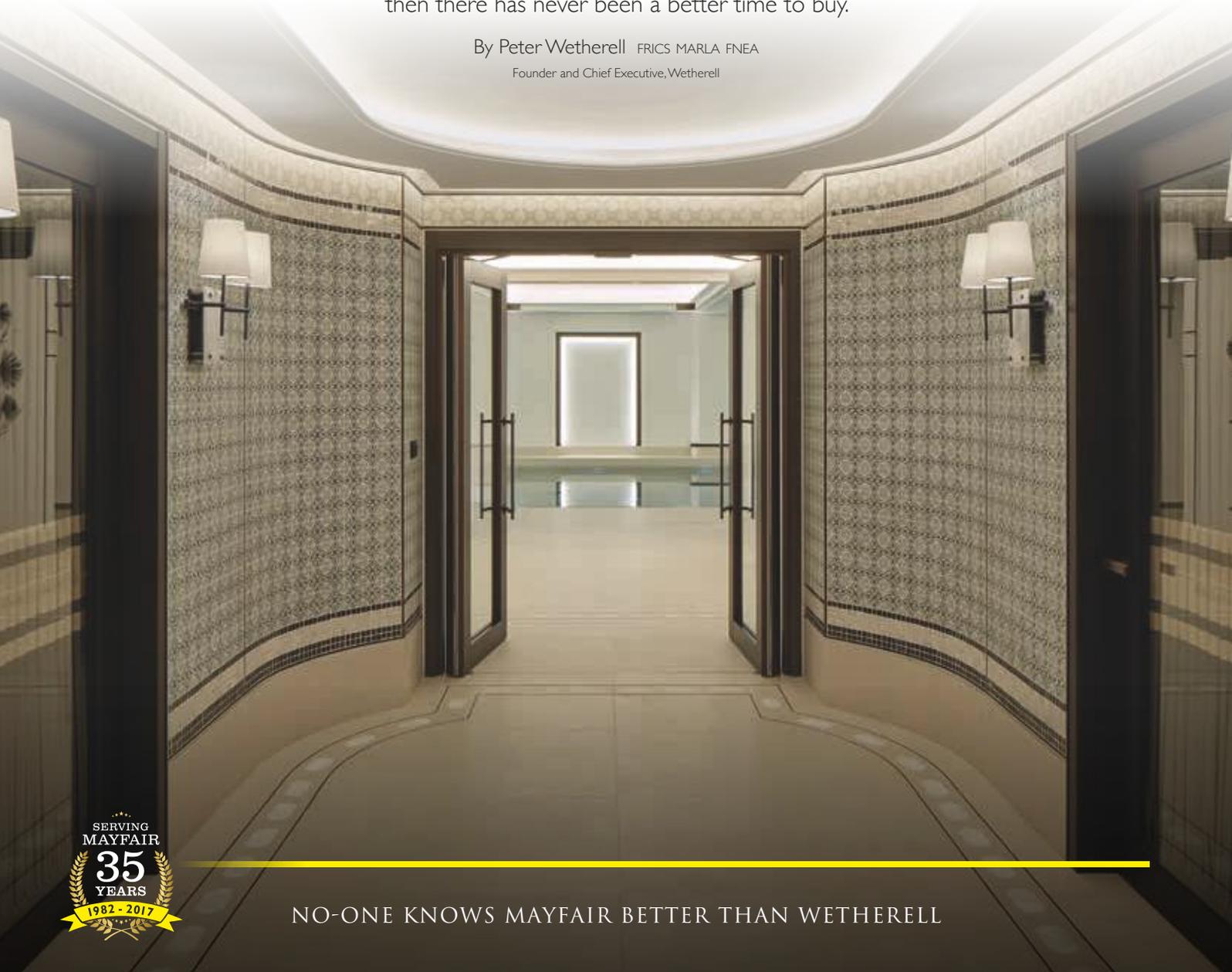
“THERE ARE THINGS KNOWN AND THERE ARE THINGS UNKNOWN,
AND IN BETWEEN ARE THE DOORS OF PERCEPTION.”

Aldous Huxley (1894 – 1963)

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I often tell clients that the property never changes, it is just the perception to the market that alters the property's value. Looking at this perception in the context of Mayfair – then there has never been a better time to buy.

By Peter Wetherell FRICS MARLA FNEA
Founder and Chief Executive, Wetherell



NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL

MAYFAIR LETTINGS



WOODS MEWS

Access to Secret Gardens.
A recently refurbished three bedroom mews house with private garage. The property benefits from brand new furnishings throughout.

£4,500 p.w.



MOUNT STREET

Winston Churchill's former home on iconic Mount Street.
A wonderful two bedroom apartment with old day charm and modern day features. Just steps away from The Connaught and Mount Street Gardens.

£1,550 p.w.



THE CRYSTAL SUITE - PARK LANE

Open plan city living with stunning double reception space and 3m ceiling height.

This two bedroom apartment also benefits from a private terrace overlooking the iconic Park Lane.

£2,300 p.w.



REX PLACE

Heart of Mayfair Village and arranged as two maisonettes.
Each two bed is over 1,000 sq ft. Outdoor space and garage parking available.

£1,500 p.w. & £1,950 p.w.



FARM STREET

Stunning roof terrace. Private parking. A beautifully presented 2nd and 3rd floor three bedroom duplex.

Decked private roof terrace spanning over 500 sq ft.

£2,950 p.w.



CLARGES MAYFAIR

"Mayfair's No.1 Building".
Over 1,500 sq ft of luxury plus 24 hour concierge & security. Car parking. Private residents' function rooms. Private cinema room. Spa. 25m swimming pool/gymnasium.

£6,950 p.w.



SOUTH STREET

Views over the Mount Street Gardens. Delightful one bedroom pied-à-terre in this sought-after red brick building.

£850 p.w.



GROSVENOR SQUARE

A selection of luxurious apartments within a secure portered building. One of the world's finest residential addresses. Overlooking the green expanses of Grosvenor Square.

£1,495 p.w. - £3,750 p.w.



CHARLES STREET

A striking and beautifully refurbished 1st floor two bedroom apartment of 1,340 sq ft. Period Portland stone building dating from 1900, Impressive 12ft ceilings throughout. 550 sq ft. open plan reception/dining room.

£2,950 p.w.

50%—50%

There is currently the
QUANTITY AND QUALITY
of supply to choose from - with second hand property availability up 50% over historical numbers and 50% of the stock now with price reductions.

10%

Properties under offer are running at an historical norm of about 10% of the stock. But

MORE STOCK
means **MORE UNDER OFFER.**

BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR

MAYFAIR SALES



MOUNT STREET

Situated on one of Mayfair's finest streets. South-facing reception room with views towards Mount Street Gardens. Bedrooms quietly located at the rear.
£1,500,000



DUNRAVEN STREET

A substantial residential apartment building six windows wide with access to the Secret Gardens. Private roof terrace. Direct lift access.
£4,250,000



SOUTH AUDLEY STREET *

The perfect pied-à-terre. Heart of the Mayfair Village. A stone's throw from Harry's Bar. * View from the reception room.
£995,000



PARK STREET

Freehold Grade II Listed Mayfair townhouse. Four bedrooms. 2,519 sq ft. Immaculately presented throughout.
£8,585,000



BALFOUR MEWS

Stunning duplex apartment of 1,442 sq ft. Heart of village. Private sun terrace.
£3,650,000



REEVES MEWS

Refurbishment opportunity. A bright two bedroom apartment of 710 sq ft.
£1,490,000



CLARGES MAYFAIR

Interior designed 1st floor apartment with views across Green Park. Residents spa. 25m swimming pool. Gym and parking. Buy in Mayfair's New Modern Palace on the Park.
£10,950,000



SOUTH AUDLEY STREET

The 'Ultimate Maisonette'; 3 windows across with its own front door. The property boasts Four bedrooms, three reception rooms and a roof terrace.
£10,750,000



CLARIDGE HOUSE

Three Bedrooms in a well-managed building with 24 hour uniformed porters. Perfectly situated between Berkeley Square and Claridge's.
£4,000,000

HISTORICALLY MARKET DEMAND IN THE SECOND HAND MARKET IS IN THE FOLLOWING SEGMENTS:

75%

of the market
is up to £5M with current
availability at 59%

20%

of the market
between £5-10M with current
availability at 25%

5%

of the market
is over £10M with current
availability at 16%

BUY NOW WHILST STOCKS LAST

NO-ONE KNOWS MAYFAIR BETTER THAN WETHERELL

GROSVENOR SQUARE

A rare 1st floor lateral apartment of over 5,000 sq.ft. with 3.2m ceiling heights and 65 foot balcony overlooking Grosvenor Square.

FREEHOLD FOR SALE. Price upon application



THE BRYANSTON, HYDE PARK

This month sees the opening of the marketing suite for The Bryanston, Hyde Park by Almacantar. An iconic 18 storey Rafael Viñoly designed super-prime residential tower overlooking Hyde Park. Delivering 54 private apartments where the luxury of Mayfair meets the tranquillity of Marylebone.

To book an appointment or for more information on London's new landmark building, please contact Peter Wetherell – 020 7529 5560 or Polly Ballantine – 020 7529 5568



CONCLUSION

A HIGH PERCENTAGE OF BUYERS FEEL THAT NOW IS THE TIME TO BUY DUE TO AVAILABILITY OF STOCK PLUS THE RE-ALIGNED EXPECTATION LEVELS OF VENDORS.

MOST IMPORTANTLY, YOU NEED THE VISION THAT MAYFAIR IS BECOMING THE No. 1 ADDRESS OF RESIDENTIAL LONDON DUE TO ALL THE NEW DEVELOPMENTS COMING ON STREAM OVER THE NEXT FEW YEARS.



BRINGING RESIDENTIAL LIFE BACK TO MAYFAIR

SWIMMING POOLS

In and around Mayfair new developments are springing up which offer the facilities that few 5 star hotels can compete with.

25m swimming pools, cinemas, childrens' play areas, office meeting rooms, spa facilities and 5 star personal service.

The new Westminster Planning Brief will stop any new developments with large apartments over 200 sq.m.

So what you see is what you get and once they are gone there will be no other opportunities.

BUY NOW WHILST STOCKS LAST



THE MAYFAIR LETTINGS MARKET

With over 50% of the occupation of Mayfair being in the rental market – it is a much faster and active market.



HAYS MEWS - 3 Bedroom house - LET FOR £2,750 p.w.

Quick decisions without long term liabilities.

Last year's turnover in stock was over 400 residential homes and the current availability is around 250 units.



WETHERELL
MAYFAIR'S FINEST PROPERTIES

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