

Prime Central London's Boutique Estate Agency

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Sales Department Newsletter

Autumn 2011



The Bodens brand turned two years old in June (although we have operated independently for the last eighteen years) and this year has proved to be an absolute record breaker for our busy sales department. Many of our instructions have continued to come by way of business from loyal clients, attracted by the discreet and dedicated approach, best delivered by a boutique agent.

The 'Arab Spring' stimulated a sharp upsurge in our already significant level of foreign buying activity, with not only buyers from the Middle East, but also Russia, former Soviet Union countries, the Far East, as well as Western Europe. The need to invest in order to minimise risk, by choosing the most prime areas within Kensington and Chelsea, has created even more pressure on instruction levels than usual, as many investors buy to let-out with a fairly long term view, or to keep for use as a pied a terre, meaning that fresh properties are not returning to the market with such frequency.

One reason to buy central London property has most recently been replaced by another— with recent stock market fluctuation, one has to ask oneself 'house or hedge fund'? Reason again to invest in bricks and mortar and to make purchases as 'blue chip' as possible.

Our great year of consistent selling has been crowned by three fantastically successful sales—Abbotsbury Road, Kensington Square and Onslow Gardens, all to foreign buyers, with Onslow Gardens achieving asking price and Abbotsbury Road and Kensington Square achieving significantly in excess of their guide prices.

Going forward, we now aim to build on our success and to give as many new clients as possible the benefit of our experience, dedication and expertise—so please don't hesitate to get in touch with us to take advantage of the busy September market.

Simon Barnes
Associate Director

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Our recent success:

Sold in excess of guide price
£14,000,000



**Abbotsbury Road,
Holland Park, W14**

Sold for asking price
£3,500,000



Onslow Gardens, SW7

Sold in excess of asking price
£7,950,000



Kensington Square, W8

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Lettings Department Newsletter

Autumn 2011



The last eighteen months have seen a significant increase and uplift in the rental market. This year in particular there has been greater demand with less supply, thereby pushing up rental prices and encouraging tenants to renew and stay in their current accommodation, but at renegotiated higher rents.

The early summer months have been particularly busy with a good level of enquiries, ranging from studio flats through to large family houses, and a few cases of tenants bidding on the same property and pushing it over asking price. The lack of properties available has been compounded by the strong central London sales market, making a few landlords take advantage of this by selling some of their rental portfolio.

For landlords and property owners my advice is to strike while the iron is hot. It won't be long before more properties start to come to the market with the level of demand being where it is. For tenants—act quickly. It's fiercely competitive at the moment and it is not easy to find the perfect property.

Bodens is a boutique estate agency, which gives us the flexibility to offer a more bespoke, personal service to our landlords, many of whom have been with us for years. Our negotiators also have the experience to devote the time and attention required by prospective tenants to find the right home quickly.

Lizzie Young

Manager Lettings Department
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A selection of properties recently let:

Let for over asking price
at £4,000 per week



Priory Walk, SW10

Superb lateral space
let for £2,850 per week



Basil St, SW3

Always popular
let for £500 per week



Marlborough, Walton St, SW3

A selection of properties to let:

King's Road Flat



Jubilee Place, SW3

5 minutes from Harrods



First Street, SW3

Kensington House



Campden Street, W8