

# Hogarths

AUTUMN 2010 EDITION



**W**elcome to the Autumn edition of our newsletter Hogarths have been a permanent fixture in Earls Court for over 30 Years which is why we are known as **“The Earls Court Agent”**. Our offices based on Hogarth Place welcome a variety of clients and applicants both past and present. Hogarths have been delivering buyers and tenants for properties in our core area of SW5, SW7 & W8 for many years.

In a market place where the message from the media continues to be inconsistent experienced independent professional advice is key. With our extensive local knowledge and contacts we are best placed to advise you on all aspects of marketing your property to ensure that you achieve the best price within the market place.

## Market update

The election saw a slow start to the year with buyers keenly opting for a wait and see approach. Now that the election is in the past we are seeing a continuing buoyant market emerge in Kensington & Chelsea in terms of sales being fuelled by low interest rates, a weak pound and a lack of supply. The market is further fuelled by the return of strong profits from the UK banks and their bonuses increasing demand for high quality properties across all price ranges.

The unique strength of properties in Kensington and Chelsea is the truly diverse nature of the buyers, who are all driven by different goals. In any year we may deal with up to 20 different nationalities including investment buyers from the Middle East through to families relocating from Asia.

As a boutique agency where the principals with a combined experience of over 40 years in the prime residential market, are very much involved in the day to day running of the business. We focus on our clients' needs to ensure that no opportunity is missed.

## **“The Earls Court Agent”**



## Kenway Village

We continue to be a major force in our core sales area of SW5 selling 95% of the freehold property in the Kenway Village. We have recently sold a property in Kenway Road which went to sealed bids and have agreed sales on three properties in the Village one in Kenway Road and two in Redfield Lane all achieving excellent prices for our clients. Another property we are marketing for our client in Penywern Road has had 5 bids placed on it. The village as always is proving to be a sought after location in SW5 due to its position close to the transport links and amenities of the area but also positioned in a quite haven offering privacy and security.

We are also representing several "off market" buildings and prime property in key locations ranging from Holland Park to Cheyne Walk.

## Record levels

August has broken all records for activity at our Earls Court office with the return of bidding wars, and record prices on a number of our properties.

One example was a two bedroom apartment in a portered block in Knightsbridge, which generated an enormous amount of interest and resulted in a dozen offers, in the first days of marketing, many well in excess of the asking price, which highlights the confidence and demand for prime residential property within the borough.



**Kenway Road SW5**

**£1,400,000 - SOLD**



**Sherborne Court SW5**

**£450,000 & £475,000 - SOLD stc**



**Kenway Road SW5**

**£1,275,000 - SOLD stc**

## Expansion and New Appointments

We have recently taken additional offices in Hornton Place, W8, this is part of the planned growth strategy of the company, representing a significant investment by the principles of the firm and will house the expanding block, property management and new homes divisions of the business.

Hogarth's are delighted to announce the appointment of Mark Wallace as the Agency Director of their busy West London Office.

Mark joins Hogarth's bringing with him a wealth of knowledge and experience from over 20 years in the property business – earned through independent and corporate agencies including Savills, Jackson-Stops & Staff, and Hamptons.

Commenting on his appointment, Mark says "Hogarth's are a major player in the West London property market, with a strong reputation for quality of service. I am extremely excited to be in a position to lead the company forward

in further raising its profile and promoting its brand values - implementing Best Practices that will ensure clients continue to receive a first class service."

Alun Dufoo, Director, Hogarth's comments "Mark is a highly respected agent, with a reputation for excellent client service and building solid local business relationships, and I am delighted that he has chosen to join Hogarth's. With his high energy and drive, and wealth experience, I look forward to Mark making a significant contribution to the business, and supporting his objective of further positioning Hogarth's as the agent of choice for local residents."

### BREAKING NEWS

Hogarth's has added a new member to its growing Earls Court team, Annette Farrell has joined to head up the lettings department. She brings with her a wealth of lettings and property management experience gained through senior positions with firms such as Knight Frank and Jackson-Stops & Staff.

## New Homes

The Directors of Hogarths with their in depth knowledge of the local market and unique understanding of the new homes market place have over the years advised on a number of prime developments from acquisition through detailed design advice to bespoke marketing campaigns.

## All sold off plan

Construction on the site at 225 Earls Court Road has begun with 13 luxury apartments sold off plan to an overseas investment buyer. We successfully liaised with the planning department helping to achieve planning for an additional floor and achieved a new record price for Earls Court Road of £1,000/sqft for our clients Colony.



Watch this space as we will be representing selected developments for Colony and other leading developers both in the UK and abroad moving into 2011. Colony specialises in select bespoke buildings and resorts in key markets including Prime Central London, New York, Malaysia, Windsor & Ibiza.

## Lettings Overview

Lettings continues to be a strong area in Earls Court, however we are seeing a number of our tenants renewing for additional years which has caused a shortage of property in the area particularly for studios, one and two bedroom apartments. Hogarth's continue to attract a steady stream of blue chip applicants and our contracts with various human resources departments both in Kensington & Chelsea and the City are leading to us sourcing excellent tenants for our properties.

## Property & Block Management

Our newly created department specialises in small blocks of between 8 to 15 properties and have recently been instructed to act on a number of buildings in Kensington and Earls Court. We have a large and varied portfolio of properties under management and offer clients advice on every aspect of property management including asset management to ensure they continue to maximise their yield and capital growth.



# PROPERTIES FOR SALE



## Kensington Mansions SW5

£825,000 - Available



## Childs Walk SW5

£925,000 - Available



## Savoy Court SW5

£560,000 - Available



## Childs Walk SW5

£1,095,000 - Available



## Nevern Square SW5

£950,000 - Available



## Redfield Lane SW5

£2,200,000 - Available

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