

Welcome to Hogarth's first quarterly Newsletter. We aim to bring you up to date news on everything to do with property in your area. Hogarth's have been operating for over 35 years, and we are one of the longest established estate agencies in the Borough of Kensington and Chelsea. Our goal is the selling and letting of properties in the main target areas of SW5, SW7 and W8.

What are you looking for in an estate agent?

Our mission is to make your property experience as stress and hassle free as possible. We operate a bespoke property service matching key corporate letting applicants to properties without losing the personal touch. Our approach is very different, we deliver what you are looking for, be it a tenant for a £250 studio right, through to a buyer for a £5,000,000 pound property.

Our experienced sales and lettings team are well versed in matching good quality buyers and tenants with properties without the need to pay excessive fees. Our database of cash buyers is growing daily and our newly launched website www.hogarthstates.co.uk is attracting more traffic month on month leading the way in sales and lettings in SW5, which remains our core area.

What can we do for you?

If you are considering selling or letting, then spare a moment to read the testimonials from our existing and previous clients. These are taken from a handful of our clients during the past year.

"All estate agents are tarred with the same brush, we hear time and time again. But, Hogarth's are a bit different. They have one rare quality in a business not renowned for such things, and that is honesty. I have always found them exceptionally talented in finding tenants and buyers. They certainly do the business I can't recommend them highly enough. And their generous Christmas champagne party for clients and neighbours is exceptional."

Viv Johns - Penywern Road

"The Earls Court Agent"



As some of you may know we are coming into the busiest time of the year for lettings. We have had a record year so far with demand for properties being buoyant continuously into the summer months.

The usual summer quiet period as we write this Newsletter has not come upon us. We are seeing an ever increasing amount of traffic via our newly launched easy to use website and other portals we are linked to.

Our presence in the area is continuing to grow with our advertising partners in the area, and we are experiencing an ever increasing amount of business due to this.

Our experienced lettings team are proving that a pro-active dedicated professional approach is securing deals over and above our competitors time and time again. We have an extremely high let rate on properties that are marketed by several agents in the same locality. So much so that we have recently let eleven out of twelve flats for a developer client, all of which had been marketed by several other agents both in SW5 and SW7. We let these properties even prior to the works being completed on the building.

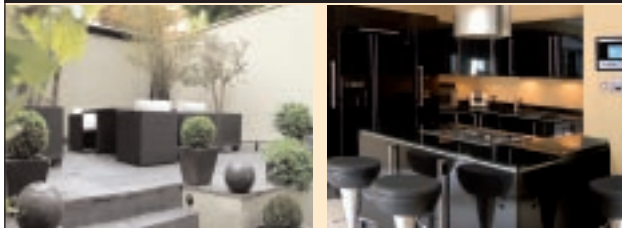
We are continuing to see an increase in "Forward Letting" for the September/October period with several flats pre-let with no void period for our landlords. Our extensive contact base, contracts with new companies moving to the area and a cutting edge new website have all helped deliver these results.

As we enter the final stages of the third quarter of 2009, the rental prices achieved have stabilised and in some cases actually increased from the dramatic reductions in rents we were experiencing at the end of 2008. Earls Court/Kensington/South Kensington as always continue to prove to be a favourite for applicants seeking accommodation largely due to its position in west London with excellent transport links to the West End, City and Heathrow airport.

We have positioned ourselves as "The Earls Court Agent" as we are now the most successful independent agent in SW5.

If you are considering letting your property then please do call our experienced Lettings Department for a hassle free market appraisal.

Marloes Road W8



Redfield Lane SW5



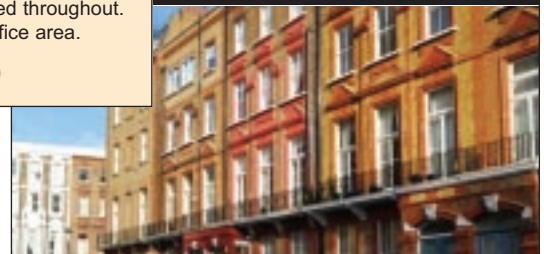
A large two bedroom split level first floor flat with stairs to delightfully large roof terrace.

£500 PW - LET AGREED

A rare chance to let this outstanding two bedroom, two bathroom garden flat with private access and bespoke finished throughout. This property also benefits from a gym and office area.

£1,400 PW - LET AGREED

Nevern Square SW5



A fantastic two/three bedroom property finished to the highest standard on the sought after Nevern Square.

£750 PW - LET AGREED

"I am British and reside in Los Angeles. I recently renovated my property in Earls Court with the view of renting it out. I was there for three months supervising the renovation of the flat, and seeking a 'Property Management Company' that would meet all my needs, not only for assistance with all British Law requirements for 'Rental Properties', but also to handle all aspects of 'Managing' a property that I love dearly.

During my time in England I interviewed over 27 Companies. Then, quite by chance, I happened upon 'Hogarth's', right in the hub of Earls Court. They met all my requirements, talked me through all the Bye Law Requirements, sent the relevant people for correct inspections, visited the flat three times before I departed to the US, and even invited me to their office Christmas Party!

Upon my return to the US they rented out the flat in a timely manner. I have never spoken to my tenant, who is so happy with Hogarth's and their dealings with her, that she has just renewed for another 6 months.

I receive a very detailed itemised statement every month (to the day), they make sure all the utilities and Council Tax are paid on time, seek my approval on items that need repair, have put me in touch with an excellent accountant dealing with Overseas Property Taxes, they talk to the Lease holder on my behalf, and even forward my mail on. I could not have fallen into better hands, "Hogarth's" have taken a huge weight off my shoulders."

It is a privilege to have been asked to write this on their behalf, I could not recommend them higher.

Antonia Holt - Collingham Place

The usual summer slowdown in sales has miraculously not happened this year. June, July and August have proven to be extremely busy months with a new record price per square foot being achieved in the Kenway Village and many asking price offers being agreed.

The lack of supply, low interest rates and the general sense that we have reached the bottom of the market have all contributed to this post credit crunch surge. While house prices on the face of it are not increasing dramatically, we are achieving more substantive offers with several flats actually going for their asking prices. We also sold a property in July in a record time of seven hours from it being marketed on our website to going under offer with a non-refundable deposit being put down against the property.

Our client was extremely happy agreeing to accept £308,000 on a £310,000 marketing price. Our proactive sales team yet again proving our years of experience, unparalleled local knowledge and extensive contacts are clearly making the difference.

We have also sold four houses in Kenway/Earls Court Village at new record figures delivering cash buyers ranging from £980,000 to £1,400,000 within two weeks of being instructed.

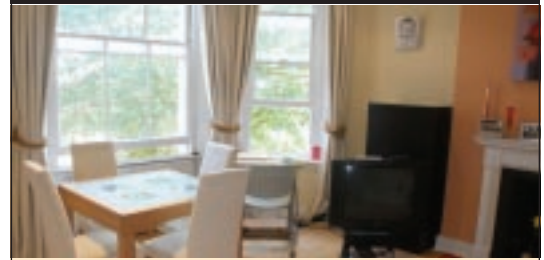
While overseas buyers are taking advantage of the weak pound have reduced in numbers, we are seeing the return of the first time buyer anxious to secure a deal.

We are also seeing a large increase in rental investors coming back to the market interested in buying to let in Earls Court due to weak interest returns on cash held in banks.

Moving forward we anticipate demand to remain buoyant especially from September, we are seeing early signs that there may be more choice coming to the market later this year with several market valuations being forward booked already.

Hogarth's have been operating within the Royal Borough of Kensington and Chelsea area for over 35 years. If you are considering selling, but are unsure of present market conditions or simply would like to know how much your property is now worth, please do give our experienced Sales Department a call, we will be more than happy to help you.

Cromwell Road SW5



A fantastic fourth floor studio apartment with high ceilings, large separate kitchen and amazing roof terrace located on the back (quiet) side of this Victorian building.

£310,000 - UNDER OFFER

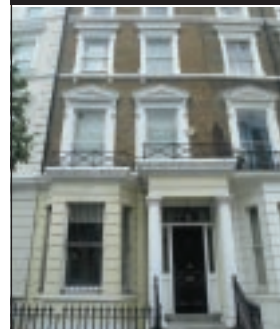
Lexham Gardens W8



A great one bedroom flat with a large garden and conservatory located on the popular Lexham Gardens in Kensington.

£425,000 - Available

Collingham Place SW5



A rare chance to acquire a ground and lower ground floor maisonette in need of modernisation and benefiting from an abundance of space and endless potential.

**£1,075,000
Available**

Redfield Lane SW5



A lovely period house in the heart of the quite Kenway Village the property boasts high ceilings and a double aspect reception.

This property benefits from a double garage and south facing garden.

**Post Credit Crunch
Record £1,021 per sq ft
in Kenway Village Area**

£1.6m SOLD

Barkston Gardens SW5



An absolutely beautifully presented three bedroom apartment situated on the first floor of a portered red brick Victorian conversion in this much sought after garden square.

£1.35m - Available

"The Hogarth's team have sold my flat in Nevern Square, every step of the way they held my hand as it's the first time I had ever sold in my life. I was moving abroad and it was a massive thing for me to do, not only did they achieve a great price in a challenging market but they made the experience a joy. Apart from selling my property I also made new friends and I still drop in for cups of coffee's when I visit London."

Fiona Hayes formerly Nevern Square SW5

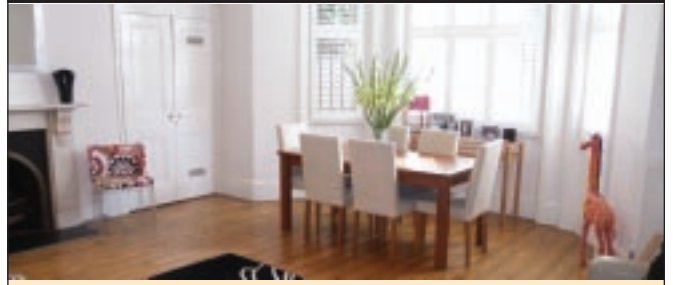
Longridge Road SW5



A two bedroom flat with private patio located on third floor of this period building in central Earls Court. Available unfurnished.

£495 PW - LET AGREED

Cromwell Road SW5



A fabulous one bedroom plus study apartment with private outside space. This property benefits from large bay windows and large separate kitchen and is offered on a share of freehold basis.

£499,995 - NEW TO MARKET

Nevern Mansions SW5



A great two bedroom mansion flat located in this sought after block between Nevern Square and Warwick Road. This property benefits from access to the communal gardens and easy access to the A4/M4 and local tube links.

£595 PW - LET AGREED

Redfield Lane SW5



A great four bedroom, two bathroom terraced house with private patio and wooden floors throughout.

FREEHOLD

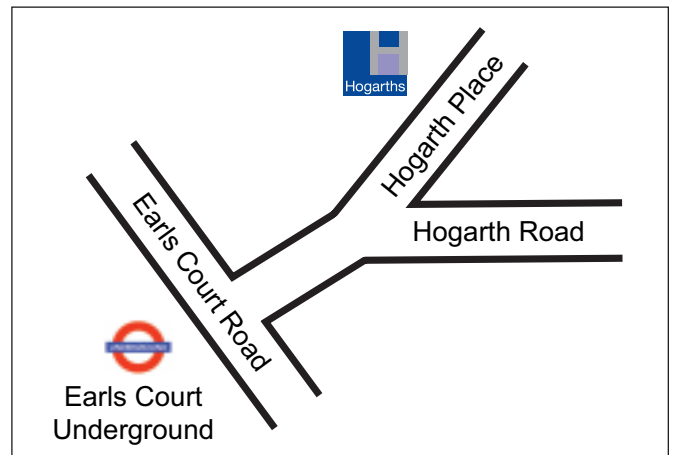
**£1.2m
SOLD**

Redcliffe Square SW10



A chance to let a fantastic two bedroom apartment located on the first floor of this period building with views over the garden square.

£695 PW - LET AGREED



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