

HOMEFRONT



Gentrification has reached a critical mass in south west London, says Jenny Knight, so that the mantra 'location, location, location', is no longer all important

Agents report that nowadays buyers are happy to be introduced to new areas they hadn't planned on living in.

Darren Baker, Group Sales Director at Lauristons, says: "Quite frequently people register with one office and buy in another area. For that reason we network our offices together so that the sales team in one office have access to applicants across the branches.

"Maybe someone has aspirations to live in a more central London location but find themselves slightly underwhelmed by what their budget will buy. They may then consider moving further along the train or tube line they require for commuting

to secure a property in keeping with or exceeding their expectations.

"They may be looking for a one-bedroom flat and are pleasantly surprised to find they can afford two

bedrooms for an extra few minutes on the underground."

At one time there were areas where many people would not consider living – incredibly Balham and Brixton were two such.

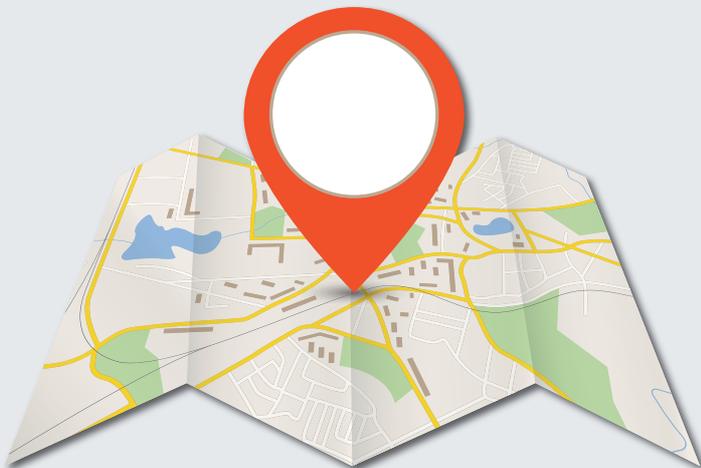
Darren adds: "Most of south west London is now gentrified and access to Central London provides purchasers with far more options. One of our New Homes developers instructed us to act for them

on a development of houses and flats in Raynes Park, several of which were ultimately sold to applicants who had registered with our Battersea and Balham offices. When we showed them they could get a four-bedroom townhouse

with a private garden overlooking school playing fields, instead of a two-bedroom flat they were more than happy to move two stops down the train line."

"Quite frequently people register with one office and buy in another area"

Darren Baker, Lauristons



Oh for a mews! Apart from his 'writing' shed in Great Missenden, Buckinghamshire, Roald Dahl found his inspiration for *The Witches* and *Matilda* in Turnchapel Mews, between Clapham Common and Battersea Park. From 1982, the author lived below Number 8 ('his little piece of London') which is the top floor of four terraced mews houses in a private gated and cobbled courtyard. The 4,077 sq ft apartment provides five bedrooms, three bathrooms, a loft-like, peaked ceiling kitchen/breakfast room, expansive dining and drawing rooms, a 90ft terrace, as well as private parking for two cars. There's also a self-contained studio apartment, with kitchen/dining room, sitting room, shower room and guest WC – perfect for older children, elderly relatives, housekeepers or as a private rented apartment. For sale through Russell Simpson for £3.95m, 020 7225 0277 or www.russellsimpson.co.uk



£3,375,000

This unique, detached and double-fronted family house, a shade under 4,000 sq ft was constructed in 2011 with a replica Victorian frontage and exacting contemporary finishes.

It occupies a sizeable and exclusive plot between the commons with electric gated off-street parking and large wrap-around garden. It has been meticulously designed with state-of-the-art technology and is close to excellent schools, transport links and the superb shopping and restaurants of both Northcote and Bellevue Roads.

The house is ideal for a growing family with five spacious bedrooms, four bath or wet rooms and three generous and separate living areas in addition to a sizeable kitchen/dining room.

Rusham Road, SW12
John Thorogood 020 7228 7474

PRIME
PROPERTY



THE WORD

Robert French, Partner and Office Head, Knight Frank LLP, says don't be alarmed by the bigger picture

Is it possible to get too bogged down with property news in the media? Whilst I am mindful of the irony when using a platform such as London Property Review South to talk about this, property news is becoming ever more prominent in the mainstream media. We are a nation of homeowners after all. The remarkable, and in some cases worrying trend, is how one article can completely juxtapose another leading to a somewhat clouded message.

When there is a national broadsheet with a sensationalist headline of "Market growth slows by 4%", it can be just as accurately interpreted as "London Housing Market growth at 2% through Q1", but of course one of those headlines is likely to sell more papers, or get a higher click through rate.

There is a famous quote from Alexander Pope "A little knowledge is a dangerous thing. Drink deep or taste not."

So the questions are; when considering supposed market knowledge, how do you best verify the source? And importantly, how much of an effect does a pan London statistic actually have on the local market in which we deal and live?

I believe it is now impossible to comment on the entire of the London market with one broad brush stroke. There are pockets, whether geographical or financial, that

will out-perform others. So, much in the same way that architecture, amenities and demographic will change from one postcode to another across the capital, so will pricing trends, demand and supply.

Providing that we are mindful of wider market forces rather than obsessed by them, it is my opinion that our local market will continue to trade predictably and at healthy levels; at a time when other postcodes would love to boast of a

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Alexander Pope

similar robustness.

Knight Frank has 31 offices in London and 411 globally, operating in all of the key residential and commercial markets around the world. This network allows us to capture information first hand and, through our award-winning research team, analyse for trends and forecasts with unrivalled clarity.

OUT OF TOWN BUY...



Guide price £675,000

After more than 25 years, the owners of Old Smith's Yard in the sought-after village of Geddington have decided to move on. This very private, secluded family home – a short walk from the centre of the village – offers a clever combination of the best of contemporary design with original features, including exposed timbers and stonework. There's a huge amount of flexible space (5/6 good-sized bedrooms, 4 bath/shower rooms and 3/4 large reception rooms) to suit a growing family.

Henderson Connellan 01536 417888

The Brewers Inn

145-147 East Hill, Wandsworth, SW18 2QB
www.brewersinn.co.uk

Where? Located on the corner of St Ann's Hill and East Hill in the heart of Wandsworth opposite the Council offices.

What's it like? A very friendly and welcoming local pub that also features a 16-bedroom hotel, a lovely modern restaurant and basement cellar bar. There is also a secluded outside garden area. It's an ideal venue for dining, hosting meetings or for just drinks with friends.

And the food? Mainly English, always cooked to perfection. The Sunday roasts are superb – if you are especially hungry (or brave) try the Chef's Roast. It's a mix of beef, chicken and pork with all the trimmings and outstanding value at £20. After the roast you might struggle with the pudding but the warm chocolate brownies are to die for!

BEST BITES



John Chase
Director,
First Union