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Market Update

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FRASER & Co

Paddington | Baker Street | City | Kew Bridge & Brentford
Hong Kong | Dubai

LOCAL PRESENCE, GLOBAL REPUTATION

We are fully OPEN for Buisness

First and foremost, I hope you and your family remain safe and well during this unprecedented time.

Since the vaccine rollout began in December, about 34 million people have had at least one dose in the UK. We have seen no sign of the sales market slowing down since the start of the year. with buyers still motivated by a combination of the Stamp Duty holiday, the easing of lockdown restrictions and the search for homes that match their revised housing requirements in light of the changes brought about by the coronavirus

All our offices across London are open and following our COVID-19 Risk Assessment, we have been conducting in-person meetings including valuations and viewings since last year safely and efficiently. If you do not feel safe going to viewings the we can still conduct these virtually for you. We are taking our duty of care extremely seriously – ensuring that all appointments are conducted safely and in-line with Government guidelines is our highest priority and, as such, we have enhanced safety measures and new protocols for our staff and customers.

We continue to try and offer new and helpful client services. The latest is for our existing landlords, where we can give them an annual desktop valuation by our inhouse RICS chartered surveyor, Keith Fraser. To find out more about this service please follow the below QR code:

Finally, I would like to thank our incredible staff for their commitment and hard work and our customers for working together with us during this difficult time.

Kind regards,

Robert Fraser
Managing Director

Rightmove has recorded nearly a £7,000 jump in UK house prices in the space of a month.

In October 2020 Rightmove recorded around a £4,000 increase, in the national property price average. This was their highest recorded jump until now. A monthly surge of 2.1% - around £6,733 increase - has propelled new seller asking prices to a new record high. This is now the fastest-selling market that Rightmove has measured since our records began.

Tim Bannister, Rightmove's Director of Property Data comments that, "this is only the second time over the past five years that prices have increased by over 2% in a month, so it's a big jump, especially bearing in mind that the lockdown restrictions are still limiting the population's movements and activities. The property market has remained fully open, and is fully active to such an extent that frenzied buyer activity has helped to push the average price of property coming to market to an all-time high."

This month there was around 145,000 properties coming onto the market, however, this number is not enough to meet the buyer's demand. The number of sales agreed are up by around 55% on the same period two years prior, reducing the stock of properties that are available to buy to the lowest proportion ever recorded. So if you are thinking of wondering what you can get for you house, get in touch with a member of our team to get a free property valuation to see how much your property might be worth.

Overview

- National average price of property coming to market hits a new all-time high of £327,797, following a 2.1% (+£6,733) monthly jump
- Encouragingly, 145,000 properties were newly marketed this month, but not enough to meet buyer demand:

1. Number of sales agreed up by 55% on same period two years ago, reducing the stock of properties that are available to buy to the lowest proportion ever recorded.
2. Buying frenzy for new stock, with both the average number of days to sell a property reaching its lowest ever level, and the number of houses selling within a week reaching its highest ever level.
3. Mass market of two- and three-bedroom semi-detached homes selling fastest.
4. March saw time spent on Rightmove surpass two billion minutes in one month for the first time.

- Although some of the froth is likely to come off the market later in the year once some government economic measures end, we expect activity to remain robust for the rest of 2021.

PLAZA COLLECTION
Mill Hill, NW7

OVER 75% OF THE FIRST RELEASE HAS NOW SOLD!

Plaza Collection is a stunning new development located in the heart of Millbrook Park, which have been crafted by the award-winning interior design studio Michaelis Boyd. These are the perfect home for those who want to enjoy all that London has to offer yet be surrounded by a green and peaceful environment.

Boasting the best location within Millbrook Park, being just a few moments (1 minute walk) from Mill Hill East Underground Station which offers Northern Line services into Central London.

Nestled amongst acres of North London's Green Belt, yet just a 25 minute journey on the underground to the highlights of the West End, Plaza Collection is part of the large regeneration of Millbrook Park, which will create a community of over 2,000 new apartments and houses that will breathe new life into this much-loved North London village.

There are plenty of opportunities to enjoy the great outdoors in the nearby vicinity of Plaza Collection. From enjoying playing golf at one of the three 19-hole courses to riding with the London Equestrian Centre to playing a game of tennis at the nearby Chandos Tennis Club or simply relaxing and whiling away the hours at the Laboratory Spa and Health Club, Mill Hill has it all.

For anyone heading out of the City, Plaza Collection has the added benefit of being well connected to the M1 and North Circular. Alternatively, hop on the tube and be on your way to Europe within minutes from King's Cross St Pancras International.

Key Features

- 1 & 2 bedroom apartments
- 1 Minute walk from Mill Hill East Station
- External Space to all Units
- Leasehold
- Dedicated 12 hour concierge service
- Interior designed residents' lobby
- Beautifully landscaped gardens
- Direct access to the retail and open spaces of the newly developed Millbrook Plaza
- Media Room
- Multifunctional Room with kitchen facilities
- Residents' car parking available
- Estimate Completion Q2 - Q3 2021* Approximate only

Contact our New Homes Team now:
Tel: 020 7723 1284
E: Newhomes@fraser.uk.com

New Homes

A selection of our brand new properties available to buy

EARLSFIELD PLACE
RAVENSBURY TERRACE, WIMBLEDON, SW18
PRICES FROM £890,000

Presenting to the market Earlsfield Place. This is a beautiful riverside development comprising of 1,2 and 3 bedroom apartments.

The site is accessed from Ravensbury Terrace which is a short walk from Earlsfield. This vibrant location is an affluent and established suburb of South West London and characterised by Victorian Terraced housing with large open spaces including Wandsworth Common, Wimbledon park, St Georges Park and the Riverside.

Estimated Completion - Q1 2021*

Tel: 020 7723 1284
E: Newhomes@fraser.uk.com

THE OSWALD
SHEPHERDS BUSH ROAD, LONDON, W6
PRICES FROM £585,000

A freshly curated collection of 1, 2 & 4 bedroom apartments and houses a short stroll away from the vibrant heart of one of London's most iconic suburbs.

As prime Central London moves West, the vivaciousness of this legendary locale, dotted with expansive green spaces, makes it the perfect place to settle for those looking to own their own part of iconic London living. Scores of trendy bars, diverse restaurants, stylish boutique hotels as well as a thriving Arts scene have firmly established Shepherd's Bush as the bolder, trendier counterpart to the leafy suburbs of Holland Park and Chiswick.

Estimated Completion Q2 2021*

Tel: 020 7723 1284
E: Newhomes@fraser.uk.com

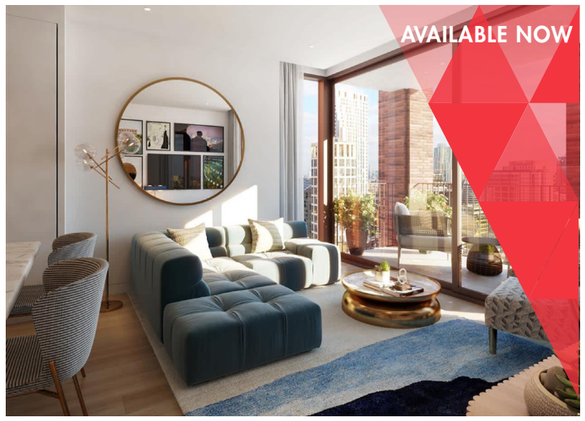
CODA
198 YORK ROAD, LONDON, SW11
PRICES FROM £665,000

Coda will form part of a highly desirable enclave that is served by excellent amenity. The distinctive fluid architecture frames 130 spacious new homes where residents will benefit from a 24-hour concierge service, fitness studio, private garden and a private lounge.

The riverside location offers proximity to charming neighborhoods and lush green spaces. Its easy transport connections mean the rest of London is moments away.

Estimated Completion - Q3 2020 - Q1 2021*

Tel: 020 7723 1284
E: Newhomes@fraser.uk.com



THE ARC EC ONE
204 CITY ROAD, LONDON, EC1V
PRICES FROM £733,000

Precenting The Arc development located in the heart of Shoreditch East London. This is a 22-storey tower rising from a red brick podium building echoing the industrial spirit of its unique location, and to 100 brand new City Road residences.

Each apartment has access to a private balcony or winter gardens and the development has access to some high spec internal facilities which include, a fully equipped fitness suite, yoga studio and treatment room, a golf simulation room and independent shops and restaurants on the ground floor.

Estimated Completion - Q1 2023*

Tel: 020 7723 1284
E: Newhomes@fraser.uk.com

ONE WEST POINT

One West Point will be a defining architectural statement — a unique signature building where fabulous landscaped gardens, intricate courtyards and dedicated outdoor space give way to soaring, skyward elevations that will surely rise to symbolise the pinnacle of new era, elite London living.

Rising almost 600 feet, West 54 will be the tallest residential building outside Canary Wharf and the 16th tallest in London.

The development will have 701 luxury apartments comprising of 1 & 2 bedroom and will offer unparalleled views right across the city. One West Point has not only achieved its design aspirations, it has redefined the meaning of luxury lifestyle. It is a new way of London Living - a destination above all others.

One West Point has excellent transport links, allowing residents to have easy access to the City. There will also be access to the highly anticipated Crossrail (fully operational from the summer 2021).

Est Completion Date: Q4 2022

For more information on this development, please contact our New Homes Team now:

Tel: 020 7723 1284
E: Newhomes@fraser.uk.com

Nationwide increases amount it will lend to first-time buyers & 95% mortgages what you need to know...

UK's biggest building society says it will allow new buyers to take out loans worth up to 5.5 times their earnings.

Several big lenders have now launched 95% mortgages using the government's guarantee scheme to back the deals. This will allow new buyers to take out loans worth up to 5.5 times their earnings and adjust the stress tests it does on applicants when assessing mortgage affordability.

As a result of the changes, the maximum sum a buyer earning £50,000 can borrow will rise from £225,000 to £275,000. However, the larger loans will not be available to self-employed applicants.

Borrowing on new builds will remain capped so that anyone buying a brand new house can borrow only up to 85% of its cost and anyone buying a flat can borrow up to 75%, although the new income multiples will apply if needed.

Henry Jordan, the director of mortgages at Nationwide, said that "in the UK there are nearly 5m private rented households, but many of these renters have dreams and aspirations of buying a home of their own. However, with household incomes rising at a slower rate than house prices, many first-time buyers are finding it increasingly hard to get on to the property ladder."

Chancellor Rishi Sunak confirmed in his Budget that the 95% mortgage scheme was designed to be a "policy that gives people who can't afford a big deposit the chance to buy their own home."

The scheme will help first time buyers or current homeowners secure a mortgage with just a 5% deposit to buy a house of up to £600,000 – providing an affordable route to home ownership for aspiring home-owners.

The government will offer lenders the guarantee they need to provide mortgages that cover the other 95%, subject to the usual affordability checks.

The scheme is now available from lenders on high streets across the country, with Lloyds, Santander, Barclays,Virgin Money, HSBC and NatWest launching mortgages under the scheme from the 19th April 2021.

The government has made clear its commitment to tackling inequality in the housing market and leveling up the country. Official statistics show more homes were delivered in 2020 than in any year since 1987.

When asked, 69% of private renters and 63% of those living at home who had looked into a mortgage said they cannot find many mortgages with a low deposit. Today's new 95% mortgage scheme will now make it even more accessible to own a home.

Robert Fraser, the Managing Director at Fraser & Co has stated that "we have seen no sign of the sales market slowing down, with buyers still motivated by a combination of the Stamp Duty holiday, the easing of lockdown restrictions and the search for homes that match their revised housing requirements in light of the changes brought about by the coronavirus". ▲

Fraser & Co now provide an Annual Valuation Service to all our landlord clients.

AAs a result of huge demand, in response to Brexit and Covid 19, two huge events that have directly affected the British economy – Fraser & Co. now provide an annual professional valuation of your property / investment asset, ensuring like other investment asset classes, that landlords can monitor in real time the performance and value of their asset.

By communicating with our clients transparently and clearly, our primary objective is to add value to our service by keeping clients regularly informed on their property investment, and nothing is more important than the current value and performance of the asset itself.

Our RICS Registered Valuer & Chartered Surveyor Keith Fraser, will provide formal valuations on all residential properties.

Additionally, a further wide range of valuation services can be provided on request, to suit your requirements and are always happy to discuss individual needs including, taxation, development appraisals, strategic reviews, purchase advice, accountancy, expert witness, matrimonial proceedings and more.

Fraser & Co provides client focused professional support, with specific points of contact that ensure a seamless service. We adopt rigid standards of professionalism and capitalise on our expert knowledge of the London property market. We will gather and analyse the most up-to-date information which can enable an accurate value of your property.

Our Expertise:

- RICS Registered Valuers.
- Valuable local knowledge.
- Trusted and dependable.
- Bespoke and flexible reporting.
- Access to data-led research which helps understand important trends across the global property market.

To find out more about this service please follow the below QR code:

Contact Keith Directly on:
Keith.fraser@fraser.uk.com
+44 (0)7956 559054 ▲

For Sale

A selection of our current properties available to let

KENSINGTON APARTMENTS, E1
£1,000,000

3 bedroom, 2 bathroom apartment located on the 3rd floor of the sought-after Kensington Apartments, E1.

Offering a large living space fitted with wooden floors accompanied by a modern integrated fully fitted kitchen and dining area. With floor to ceiling windows pouring in an abundance of natural, the apartment leads on to a well-kept private balcony.

Perfectly located less than 2 minutes from Aldgate East Station (Circle & District line) and Aldgate Station (metropolitan).

CitySales@fraser.uk.com
+44 (0)20 7708 6869

MARATHON HOUSE, NW1
£1,695,000
- 3 bedrooms, 3 bathrooms
- 1,356 sqft internal space
- Concierge, gym and lift

BakerStreetSales@fraser.uk.com
+44 (0)20 7299 9050

BERKELEY COURT, NW1
£2,400,000
- 4 bedrooms, 3 bathrooms
- Private Residents Roof Garden.
- 24 Hour Concierge

BakerStreetSales@fraser.uk.com
+44 (0)20 7299 9050

FITZROY HOUSE, W5
£499,995
- 1 bedrooms, 1 bathrooms
- Private Balcony
- Concierge

ChiswickSales@fraser.uk.com
+44 (0)20 8747 0661

AVERSHAW HOUSE, SW15
£480,000
- 1 bedrooms, 1 bathrooms
- Private Balcony & parking
- 533 sqft of internal space

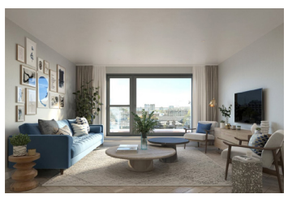
ChiswickSales@fraser.uk.com
+44 (0)20 8747 0661

DISCOVERY TOWER, E16
£640,000
- 2 bedrooms, 2 bathrooms
- Private Balcony
- 250 Year Leasehold

CitySales@fraser.uk.com
+44 (0)20 7708 6869

BALMORAL APARTMENTS, W2
£650,000
- 1 bedrooms, 1 bathrooms
- Canal facing
- 24 hour concierge

PaddingtonSales@fraser.uk.com
+44 (0)20 7723 5645



EARLSFIELD PLACE, SW18
£665,000
- 2 bedrooms, 2 bathrooms
- Riverside Views
- Private Balcony

NewHomes@fraser.uk.com
+44 (0)20 7723 1284

JOHANNA COURT, E14
£375,000
- 1 bedrooms, 1 bathrooms
- Private Residents Gymnasium
- 24 hour concierge

NewHomes@fraser.uk.com
+44 (0)20 7723 1284

HYDE PARK GARDENS, W2
£3,500,000

Presenting a LATERAL 3 BEDROOM period apartment located on the 4th floor (with lift) of Hyde Park Gardens, a prestigious white STUCCO TERRACE.

The property is well proportioned and comprises two large reception rooms, a separate kitchen, three double bedrooms and two bath/shower rooms.

Hyde Park Gardens is a gated development benefiting from beautiful communal gardens, 24-hour porters and secure parking. Hyde Park Gardens borders Hyde Park and is one of London's premier addresses.

The property is located within close proximity of Lancaster Gate and Paddington Stations.

Share of Freehold, grade II Listed.

PaddingtonSales@fraser.uk.com
+44 (0)20 7723 5645

To Let

A selection of our current properties available to let

ROSEWOOD BUILDING, E2
£625 PW
- 2 bedroom, 2 bathrooms
- 897 sq.ft Internally
- Private balcony

CityLettings@fraser.uk.com
+44 (0)20 7708 6869

CENTRAL ST GILES, WC2H
£725 PW
- 2 bedrooms, 1 bathrooms
- Private balcony
- 24 hour concierge

BakerStreetLettings@fraser.uk.com
+44 (0)20 7299 9050

NOTTINGHAM PLACE, W1U
£925 PW

A very stylish recently refurbished one bedroom flat located on the first floor of this elegant red brick property, it is ideally situated within minutes away from the tranquillity of Regents Park, the fashionable shops of Oxford Street and as well as vibrant restaurants of Marylebone Village.

The property is ideally located at the top of Marylebone Village being just 0.3m from Baker Street underground station. (Bakerloo, Hammersmith & City, Jubilee, Circle and Metropolitan).

BakerStreetLetting@fraser.uk.com
+44 (0)20 7299 9050

THE FUSION HOUSE, E1
£440 PW
- 1 bedrooms, 1 bathrooms
- Private terrace
- Private communal rooftop garden

CityLettings@fraser.uk.com
+44 (0)20 7708 6869

LATITUDE HOUSE, NW1
£695 PW
- 2 bedrooms, 2 bathrooms
- Moments from Regents' Park
- Private Balcony

BakerStreetLettings@fraser.uk.com
+44 (0)20 7299 9050

EAGLE POINT, EC1V
£465 PW

A modern 1 bedroom apartment on the 11th floor of the prestigious development of Eagle Point.

The apartment offers views across the London skyline and receives an abundance of natural LIGHT. Finished to the very highest standard vides an experience shower and heater loungers. There is alwith parquet wooden flooring throughout the living areas. The open-plan living/kitchen benefits from high end integrated appliances and ample storage. The double bedroom benefits from built in STORAGE and a separate family bathroom is accessible from the hallway.

Eagle Point boasts not only the expected pool, sauna and steam room but also has a 24-hr concierge service as well as a residents' gym.

CityLettings@fraser.uk.com
+44 (0)20 7708 6869

GOOCH HOUSE, W6
£350 PW
- 1 bedrooms, 1 bathrooms
- Residence Roof Terrace
- 518 Sqft approx

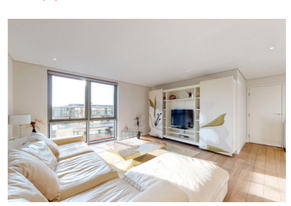
ChiswickLettings@fraser.uk.com
+44 (0)20 7708 6869

GARRETT MANSIONS, W2
£809 PW
- 1 bedrooms, 1 bathrooms
- Private Balcony
- 24 hour concierge

PaddingtonLettings@fraser.uk.com
+44 (0)20 7708 6869

REGENCY HEIGHTS, NW10
£312 PW
- 1 bedrooms, 1 bathrooms
- Large private balcony
- 545 Sqft approx

ChiswickLettings@fraser.uk.com
+44 (0)20 7708 6869



4 MERCHANT SQUARE, W2
£950 PW
- 3 bedrooms, 2 bathrooms
- Canal facing
- 24 hour concierge

PaddingtonLettings@fraser.uk.com
+44 (0)20 7708 6869

Fraser & Co Top Alfresco Dining Picks this Summer in London

Chiltern Firehouse

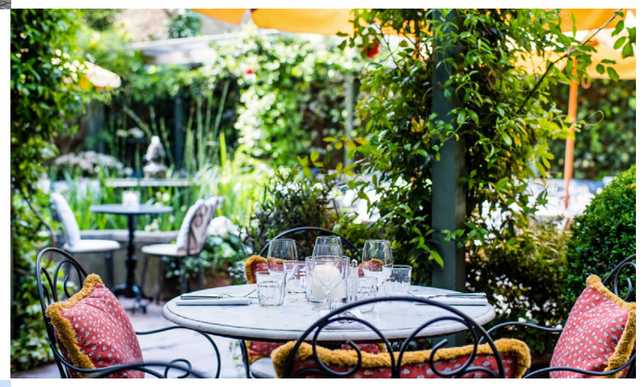
Chiltern Firehouse's status as a celebrity haunt has overshadowed the fact that it has one of the nicest terraces in central London. Importantly, that holds true even on a rainy day – with a roof for shelter and fireplaces for warmth.

Where: 1 Chiltern St, London W1U 7PA

The Ivy Chelsea Garden

The Ivy crowd nowadays is distinctly Range Rover-y, but the terrace at the Chelsea Garden branch is so pretty, you can forgive just about anything. Plus, there's always at least five varieties of gin and tonic available.

Where: 195, 197 King's Rd, London SW3 5EQ



Alto by San Carlo at Selfridges

Located on the roof of Selfridges with views across central London. There's a comfortable lounge area where you can enjoy cocktails in the sun or a full restaurant setup for relaxed all-day Italian dining. Over the next few months Alto by San Carlo will be putting on live entertainment to welcome guests back and there will be a walk-in policy in place to help manage capacity.

Where: 400 Oxford Street, W1A 1AB

Petersham Nurseries

Petersham Nurseries now has an outpost in Covent Garden, but it's impossible to compete with the beauty of the original Richmond café in the warmer months. Sit under a canopy of roses and wisteria and feast on dishes such as Portland crab with Amalfi lemon, or Dover sole with agretti and capers – then lose an hour or so browsing the impeccable plant selection in the Nursery and Garden Shop.

Where: 27 King St, London WC2E 9DS

Circolo Popolare

Circolo Popolare brings the company's signature Instagrammable interiors and an Italian menu which is just as picture perfect. Think a carbonara where your pasta is tossed hot into a wheel of cheese to create a thick, silky sauce, and a lemon meringue pie with a marshmallow-like top ten times the size of any other we've seen. The outdoor terrace faces onto a sweet little pedestrianised square, so is relatively peaceful.

Where: 40-41 Rathbone Place, W1T 1HX

Bluebird Chelsea

The main dining room of this King's Road branch of Bluebird Café looks like it's actually outside; it has a conservatory-style glass roof and loads, we mean loads, of plants. If you want to really get some fresh air, there's a massive outdoor dining area with fake grass, umbrellas and garden-style furniture serving a Mediterranean menu. It's the whole alfresco shebang.

Where: 350 King's Rd, London SW3 5UU

Contact

To find out more about the latest market updates from Fraser&Co, please contact:

Member of:

safeagent

RICS

TDS Tenancy Deposit Scheme member

Paddington Office

Unit 12, West End Quay
1 South Wharf Road
London W2 1JB

Tel: +44 (0)20 7723 5645
Email: paddington@fraser.uk.com

Baker Street Office

189 Baker Street
London NW1 6UY

Tel: +44 (0)20 7299 9050
Email: bakerstreet@fraser.uk.com

City Office

47 Great Eastern Street
EC2A 3HP

Tel: +44 (0)20 7708 6869
Email: city@fraser.uk.com

Kew Bridge & Brentford Office

571 Chiswick High Road
London W4 3AY

Tel: +44 (0)20 8747 0661
Email: kewbridge@fraser.uk.com

Hong Kong Office

Unit 704 Jubilee Centre
18 Fenwick Street
Wanchai

Tel: +852 2527 2399
Email: info@fraser.hk.com

Dubai Office

Level 14, Boulevard Plaza Tower 1
Sheik Mohammed Bin Rashid Boulevard
Dubai
United Arab Emirates

Tel: +971 4 278 1014
Email: dubai@fraser.ae

Land and Investments

Unit 12, West End Quay
1 South Wharf Road
London W2 1JB

Tel: +44 (0)20 7725 4299
Email: investments@fraser.uk.com

New Homes

Unit 12, West End Quay
1 South Wharf Road
London W2 1JB

Tel: +44 (0)20 7723 1284
Email: newhomes@fraser.uk.com

Property Management

Unit 12, West End Quay
1 South Wharf Road
London W2 1JB

Tel: +44 (0)20 7723 5645
Email: management@fraser.uk.com

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