

The BUYING SOLUTION

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PRESS RELEASE

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The Buying Solution reports a significant increase in property transactions

The Buying Solution is seeing a vast increase in buyer activity with 30% more property transactions in the first third of its financial year (May – August 2009) than the whole of last year. In particular, The Cotswolds, in the company's Central region, and the commuter towns such as Beaconsfield, Guildford and Henley in the Home Counties region, have seen an increase in business.

Ran Morgan, Partner and head of Central region, says: "Good properties that are correctly priced and do come on to the market are selling quickly, often within days. Church Farmhouse, Upper Wolvercote, near Oxford is a good example of this; it sold for its guide price of £3m two days after it was introduced to a small number of buyers. Indeed, the market for quality, unblemished, stone farmhouses in our area has increased around 5-10% since January 2009. Conversely, if a property is overpriced, the market will very quickly lose enthusiasm for it.

Andrew Giller, Partner and head of Home Counties, adds: "We are seeing an increase in activity from those who were nervous about committing to buying last year. A lot of City professionals have recouped their losses and are now more focused and determined to purchase. They are typically looking for properties priced £2million and above in the traditionally popular commuter towns an hour from London, such as Henley, Beaconsfield, Sevenoaks and Guildford. The top end of our market is still being driven by international money, noticeably Russians who are back in the market and want to tie their cash into UK property, which they deem to be a safe commodity.

"The problem, as we have seen throughout the past year or so, is supply, with very little coming onto the market. We believe the supply shortage is set to continue to the end of the year, but that we will see a busy spring market."

For further information, please contact The Buying Solution on telephone: 01488 657912 or visit the website: www.thebuyingsolution.co.uk



The independent buying consultancy of Knight Frank LLP

Knight Frank LLP is a limited liability partnership
registered in England with registered number OC305934
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Editors notes:

The Buying Solution is the independent buying consultancy of Knight Frank LLP, and is the UK's leading property buying consultancy, dedicated to helping its clients find and buy exceptional homes. The Company operates on a completely independent basis with access to all agents and vendors, offering impartial advice in the market place. The team has over 150 years of collective experience in the property market. Clients include high-net-worth British buyers, as well as wealthy international buyers.

The Buying Solution has six teams covering:

- High value country housing, estates and land
- Prime London
- Home Counties (Berkshire, Buckinghamshire, Surrey, South Oxfordshire, West Sussex)
- Southern (Somerset, Wiltshire, Berkshire, Hampshire, Dorset)
- Central (Gloucestershire, Oxfordshire, Warwickshire, Northants, Herefordshire, Worcestershire)
- Rental search in London and Surrey

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