



## YOUIQ: WEST PRIME CENTRAL LONDON RESIDENTIAL REVIEW

### INSIDE THIS ISSUE

---

#### Slowdown as forecast

Adrian Black assesses the slowdown in the property market, as well as discussing the impact of the increase in stamp duty tax.

P2

---

#### Introducing Nick Sajid

Introducing YOUhome's Sales manager, Nick Sajid.

P3

Adrian Black  
Managing Director  
**Telephone**  
+44 (0)20 7908 9281  
**Email**  
adrian.black@youhome.co.uk

## Adrian discusses the his predictions for the year ahead in Prime Central London

First of all a happy and healthy 2016 to all.

Let's look back a little, to YOUIQ Q1 2015 [www.youiq.co.uk](http://www.youiq.co.uk). We predicted a pretty big slowdown; and we were one of the very few who forecast well. Perhaps, with our research, we just see it better, or perhaps, as we choose not to pull ourselves in several directions, we are able to offer a more objective view. We have found that by utilising technology, we can deliver a concise visualisation of local property history enabling you to track trends; providing a clear view of the market without the smoke screen of estate agent patter.

It's clear that PCL property prices have become very political. Whether this is due to senior politicians realising that even very high income earners are now finding themselves unable to live centrally, or that there is an increasing issue with empty space due to longstanding and frankly generous tax breaks for non-dom properties is unclear. The long and the short of it is that the property landscape has changed and we feel the political focus on the above will remain.

In 2016, it is now more expensive to buy property (stamp tax) and for some to own property (ATED). The removal of offshore fund guarantee privileges for onshore mortgages and, in time, for some, increased interest rates and increased tax on sale gains and the removal of tax gain shelter mechanisms all dampen demand. We have covered much of this material in our blog [www.bpblog.co.uk](http://www.bpblog.co.uk)

The 5th of May is a notable date,

with housing at the centre of considerations for the leading candidates for London mayor. Both candidates will probably consider a void tax (where empty homes are taxed to discourage "buy to leave") and both will probably try to get more homes built; but this is easier said than done. So the main consequence, whatever the outcome, I think will be a reduction on the demand side of the equation rather than an increase on the supply side.

Globally, China and commodity price-driven nations are causing concern and this concern has intensified at the beginning of the year.

Interest rates. We all know that they can only go up, the questions are when and by how much as well as how best to utilise the market before this predicted growth.

So more issues on the demand side. It's difficult to put together a case that concludes that PCL property prices will rise in the short term. So the question remains; will they stabilise? On balance, in the price range £600k to £1.5m we predict that stabilisation is possible. However, we would not be surprised to see further price dips and we are confident that we can expect transaction volume to remain low as high prices and increasing transaction costs makes this inevitable and few vendors have to sell.

All this and a potential in/out referendum too; it's going to be a low transaction value and highly politically-influenced year.



## Introducing Nick Sajid; YOUhome's newest Sales Manager

This quarter YOUhome are thrilled to welcome a Sales Manager, Nick Sajid. Nick has previously worked as a Senior Property Sales Agent and has over 10 years of experience in Prime London and Super Prime Residential property. With an in-depth knowledge and selling experience in Hampstead, Belsize Park, Primrose Hill, St Johns Wood, Regents Park, Marylebone, Mayfair, Knightsbridge, Belgravia, Kensington and Notting Hill. Over his career, Nick has sold over 100 homes priced above £1 million.

### When asked what it was that attracted Nick to the role and YOUhome Nick answered:

Firstly, I was very impressed with the team here. I wanted to join a team with property people such as Jeremy Priestley, Jerry Epton and Adrian Black whose established backgrounds in property, finance and technology will, I'm sure, provide me with a fantastic opportunity to learn and be a part of a unique agent offering in Prime Central London.

Another aspect of the business that I was instantly drawn to was YOUhome's approach to market appraisal. I have never seen Market Appraisal Reports of such quality, depth and understanding as I have seen here.

YOUhome are delivering real change to the UK and London property markets. Their insightful development of market leading technology such as [www.youeye.co.uk](http://www.youeye.co.uk) is empowering property owners and buyers to make more informed choices. I was very impressed with the data, market analysis and knowledge that is being sourced, utilised, developed and delivered here.

I am thrilled to join a team that

consistently deliver exceptional market knowledge, highly experienced staff, personal attention and service together with the very best sales record and outcome for the fraction of fee most agents charge'.

Managing Director, Adrian Black commented:

'We are delighted that Nick has joined the YOUhome team. Our clear strategy is to combine the best estate agents with the best technology and tools to deliver a premium service for a fraction of the traditional fee. Nick has lived in London, studied at University College London and has spent 12 years successfully selling Prime Central London properties. He understands London life, property and the demands and insights required by the full range of property vendors and buyers.'



**Nick Sajid,**  
Sales Manager

**Telephone**  
+44 (0)20 7908 9283

**Email**  
nick.sajid@youhome.co.uk

“

**YOUhome are delivering real change in London the UK and property markets**

”

## KEY FACTS

### No.1

Further slow down in residential property sales likely

### No.2

Property prices and occupancy are now a key political issue

### No.3

YOUhome forecast well in 2015; providing insight for the coming year

## Thinking of selling your home?

"There is a trusted, high quality and - we believe - better value alternative available now. YOUhome has sold thousands of properties and we will be delighted to help you."



**Jerry Epton, MRICS**  
 Head of Sales & Notting Hill Office  
 T: +44 (0)20 7908 9280  
 E: salesnhg@youhome.co.uk



Knightsbridge, SW3  
 £4,400,000. 1,837 sq ft.



Kensal Green, NW10  
 £1,995,000. 3,475 sq ft.



Kensington, SW7  
 £950,000. 513 sq ft.



Bayswater, W2  
 £1,250,000. 1,111 sq ft.

**Sell your home from 0.8%**  
 All prices listed exclude VAT.

Option 1: Sole & Joint Sole Agent Fees

Option 2: Co-ordinating & Multi Agent Fees

0.8% Success Fee

1.5% Success Fee

£250 Listing Fee

No Listing Fee

## Thinking of letting your property?

"We are an experienced, efficient lettings and property management team. It is our priority to find and vet the perfect tenant at the best price while being available, day to day, to keep a watchful eye on your asset."



**Will Thacker, MARLA**  
 Head of Lettings & Property Management  
 T: +44 (0)20 7908 9290  
 E: letsnhg@youhome.co.uk



Marylebone, W1H  
 £1,295 pw. No tenant fees. 1,509 sq ft.



Holland Park, W14  
 £360 pw. No tenant fees. 576 sq ft.



Kensington, W14  
 £1,400 pw. 1,907 sq ft.



Ridgeway Place, SW19  
 £4280 pw. 556 sq ft.

**Let your home from 4%**  
 All prices listed exclude VAT.

Option 1: Sole Agent Fees

Option 2: Multi Agent Fees

4% Tenant Find

6% Tenant Find

2% Additional Rent Collect

2% Additional Rent Collect

2% Additional Full Property Management

2% Additional Full Property Management

£149 Listing Fee

No Listing Fee

100% service. Great results, low fees.

For a free market valuation or to learn more about our great results and low fees contact us today on 020 7908 9280.

## Follow Us Online

[twitter.com/youhome\\_nhg](https://twitter.com/youhome_nhg)

[linkedin.com/company/youhome](https://www.linkedin.com/company/youhome)

[pinterest.com/youhomeliving](https://www.pinterest.com/youhomeliving)

[foursquare.com/youhome\\_nhg](https://www.foursquare.com/youhome_nhg)

## YOUeye Property Search

£/sq.ft and £/sq.m

Market performance at your fingertips.

YOUeye is our online property research tool.

It's free and simple to use. It shows in map or list format a record of all houses and flat sales in your local area since 1995.

[www.youeye.co.uk](http://www.youeye.co.uk)

## Office Address

YOUhome, First floor,  
 121 Notting Hill Gate, Notting Hill,  
 London, W11 3LB



the mark of  
 property  
 professionalism  
 worldwide

