



THE SPECIALIST AGENT FOR PREMIUM RESIDENTIAL  
DEVELOPMENTS IN CENTRAL LONDON

CELEBRATING  
OUR TENTH ANNIVERSARY

10  
YEARS



"Thank you for your help with our recent property sale and purchase. It was truly a pleasure dealing with such a professional group of people. The team at Jo Webster clearly demonstrated their in-depth knowledge of the property market, strong client base and diligence. Throughout the process they followed up and answered all our questions promptly and helped ensure that the sale and purchase ran smoothly. I have no hesitation in recommending Jo Webster and her team."

Call 020 7349 7055

| [sales@jowebster.com](mailto:sales@jowebster.com)

| [www.jowebster.com](http://www.jowebster.com)





“After ten years, we are proud to remain the market leaders in our select new developments. Our unrivalled experience continues to ensure the best results for our clients.” JO WEBSTER

As our 10-year anniversary falls, it is with pride that we look back upon the success that we have built, despite the backdrop of a volatile economy.

A high growth, low inflationary environment in the first part of the decade gave way to recession in the latter part.

It is no small achievement then that over that period we have carved out a niche in new build sales, quickly bouncing back from the troughs and outperforming the market and the economy as a whole.

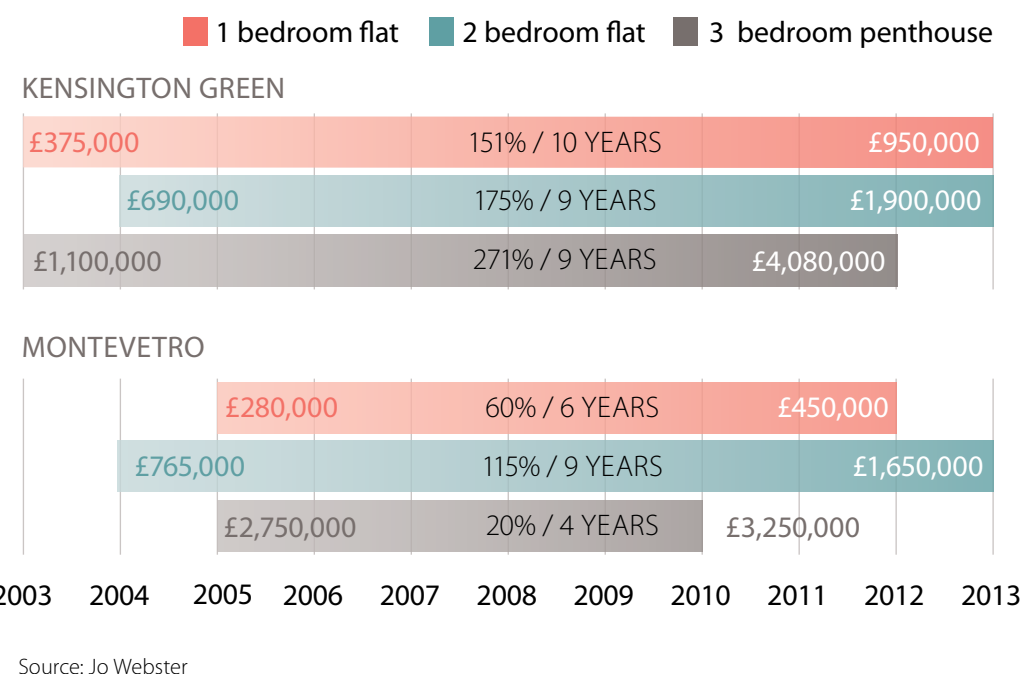
### Jo Webster Properties – outperforming the market

The prime London residential property market has been resilient in the face of economic turmoil over recent years, retaining its unique appeal among investors and international residents who desire the lifestyle offered by this vibrant city.

Over the last 10 years the London property market has remained buoyant. However, Jo Webster Properties have considerably outperformed the market, selling the majority share of the properties in our select developments and consistently achieving the highest price for our vendors.

Whilst the average price achieved in central London has risen by 50% over the last 10 years, in comparison, as the demand for new build properties has grown, the average price per square foot achieved by Jo Webster Properties has increased by an incredible 135%.

### A DECADE OF GROWTH



The Kensington Green development has seen dramatic price increases, with values rocketing over the past decade, rising by an average of 150% and sharply outpacing inflation, which has increased by 27% over the same period.

Our success at Kensington Green is highlighted by the sale of a three-bedroom penthouse, which sold for £2,791 per square foot in 2012. The neighbouring property, almost identical in size and outlook, sold for £761 per square foot in 2003, some 267% less.

In the landmark riverside development, Montevetro, designed by The Richard Rogers Partnership, the price of a two-bedroom flat has risen by 115% over the past nine years.

Since Jo Webster Properties was established in 2003, our portfolio has grown as we have carved out a successful and resilient niche. Jo Webster Properties is the only agent in London focused purely on selling properties in prime new developments, and over the last 10 years we have built an international reputation and in-depth knowledge of our developments.

A decade of success has seen Jo Webster Properties expand into a large selection of London's very best new developments. The increasing appeal of these high end, secure new developments has been highlighted by the frequency with which these properties are now sold off plan.

Premium residential developments continue to appeal to both UK and overseas investors. London offers both a secure and lucrative investment for those looking to safeguard their liquid assets, or a diverse, multicultural and truly international home for those buyers living and working in the city.

Looking ahead, the future is very promising. The economy appears to have turned a corner, with the UK escaping a triple-dip recession in the early part of 2013 and returning to growth. Confidence in the outlook for the broader property market and economy is growing.

The unique global appeal of prime central London property and the excellent performance track record at Jo Webster Properties ensures that our clients stand to reap the rewards in the months and years ahead.

## The rise of new residential developments

One of the key shifts in the prime London property market over the last 10 years has been the changing fortunes of new build compared with period properties.

When Jo Webster Properties was established a decade ago, new build properties sales at Kensington Green attracted just a small premium over period properties which were seeing stronger levels of price appreciation.

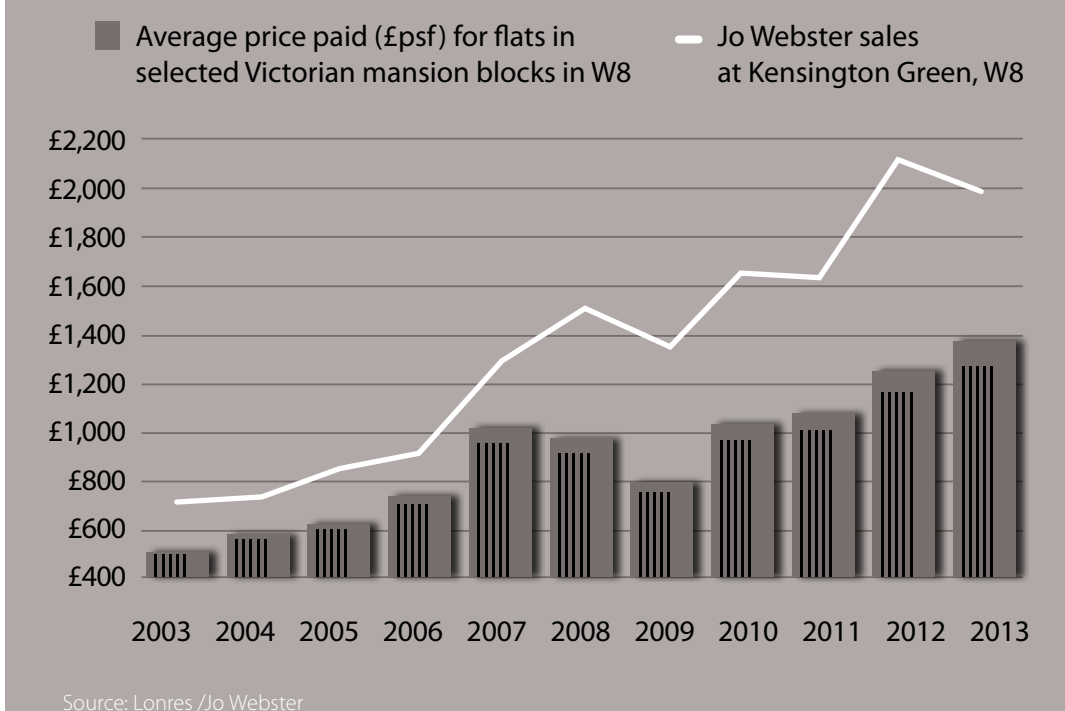
The tables have turned in more recent years, with the value of new builds rising more sharply than period properties, and strengthening their investment case as a result.

Analysis of a selection of period mansion blocks in W8 shows that average prices per square foot grew strongly in the first part of the past decade, rising by 42% between 2003 and 2006. During the same period, sales values achieved on sales at Kensington Green at Jo Webster increased by 27%.

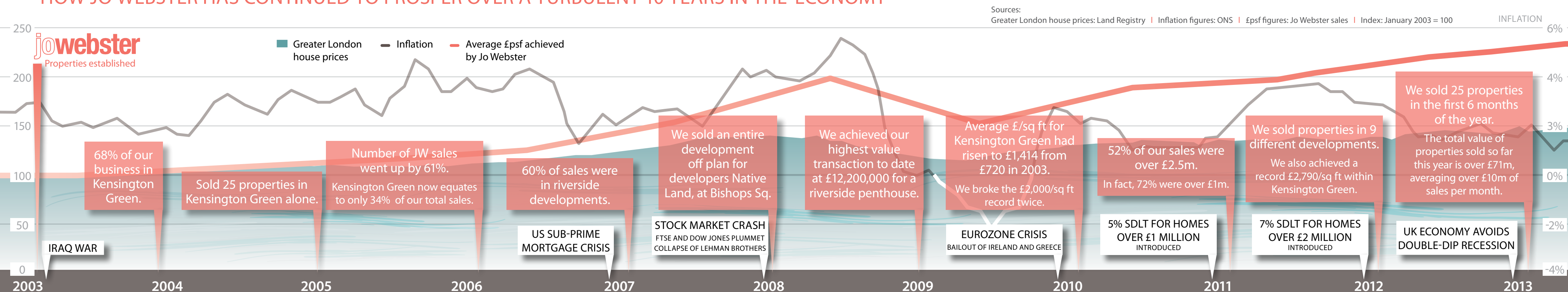
Fortunes, however, have subsequently been reversed. Since 2006, flats in the same mansion blocks have increased in value by 91%, while average prices achieved by Jo Webster have risen more sharply, by 110%.

The trend has also been marked in other schemes that we are involved in. By 2004, prices at Royal Gate Kensington had barely moved since the development was built in 1999, achieving around £550–£600 per square foot. Not so today. The properties we have sold there in 2013 have been bought at around £1,500 per square foot.

### NEW BUILD VERSUS PERIOD PROPERTIES

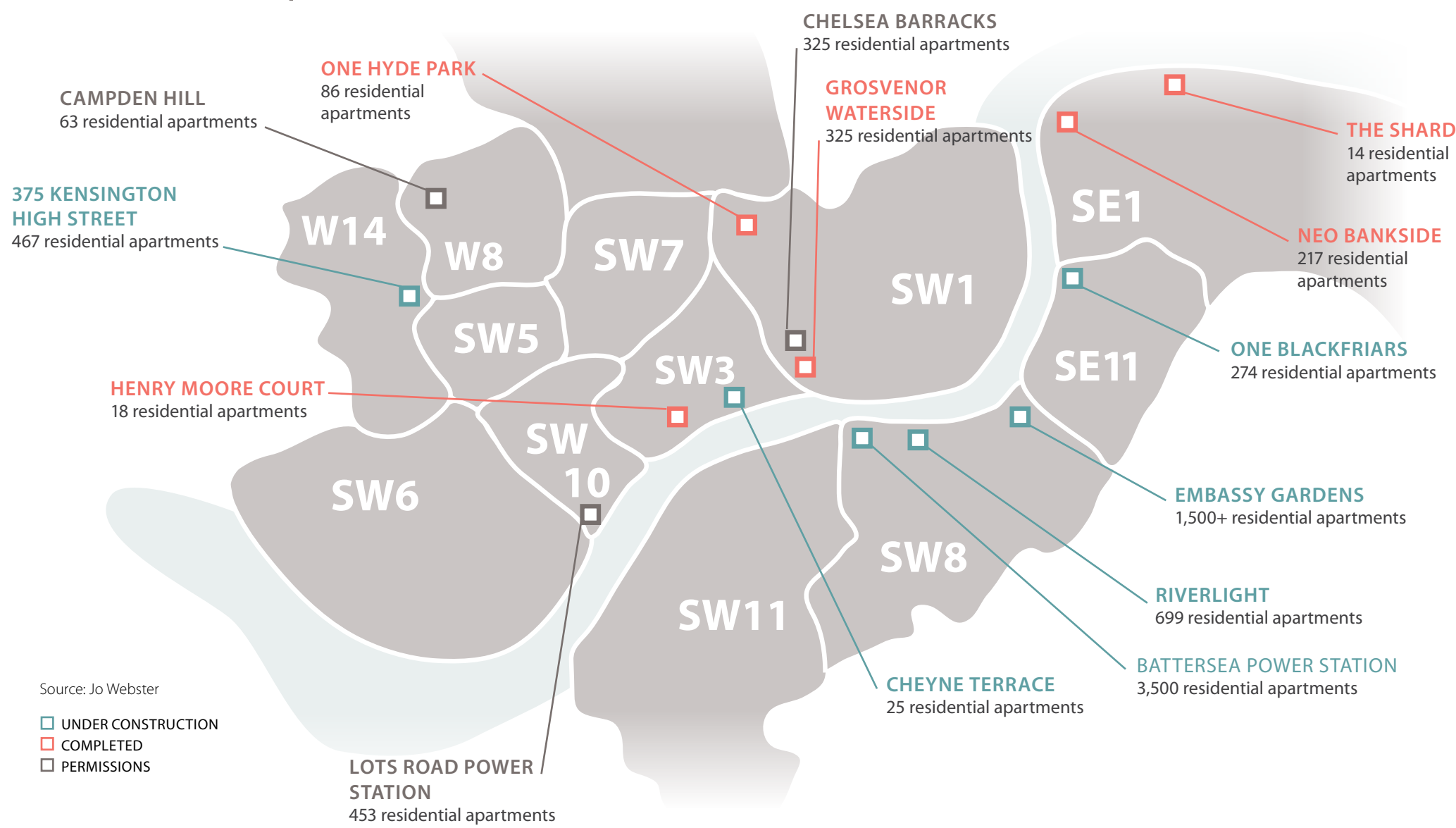


## HOW JO WEBSTER HAS CONTINUED TO PROSPER OVER A TURBULENT 10 YEARS IN THE ECONOMY





# What is hot in prime central London



ON-MARKET PROPERTIES:  
for other examples  
please visit our  
website  
[www.jowebster.com](http://www.jowebster.com)

**MONTEVETRO** SW11

4,130 sq ft / 183 sq m 5 Bedrooms

£7,000,000

**CHESTER PENTHOUSE** SW1

3,060 sq ft / 284 sq m 3 Bedrooms

£5,500,000

**THE BELGRAVE** SW1

3,060 sq ft / 284 sq m 3 Bedrooms

£5,500,000

**NEO BANKSIDE** SE1

2,770 sq ft / 257 sqm 3 Bedrooms

£5,300,000

**375 KENSINGTON HIGH ST** W14

1,995 sq ft / 186 sq m 3 Bedroom Penthouse

£4,950,000

**DEVONSHIRE PLACE** W8

1808 sq ft / 168 sq m 4 Bedrooms

£4,250,000

**NEO BANKSIDE** SE1

1,943 sq ft / 180 sq m 3 Bedrooms

£3,250,000

**KENSINGTON GREEN** W8

1,224 sq ft / 113 sq m 3 Bedrooms

£2,850,000

**WALDRON HOUSE** SW3

641 sq ft / 59 sq m 1 Bedroom

£1,250,000

**ALBION RIVERSIDE** SW11

861 sq ft / 80 sq m 1 Bedroom

£895,000

**KINGS CHELSEA** SW10

640 sq ft / 59 sq m 1 Bedroom

£825,000