

OUR INSIGHT

As we enter 2026, we reflect on the previous year, examining property values, rental performance, and transaction activity across the market. We showcase how we have continued to outperform our competitors within our core sectors, while also looking ahead to a changing landscape. With new tax measures on the horizon, the implementation of the Renter Reform Bill, and industry-wide calls to accelerate conveyancing, we explore what these shifts may mean for landlords, investors, and the property market in the year ahead.



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In 2025, we continued to reinforce our position as market leader, by achieving the highest volume of property sales across the core developments we are involved with. While property values remain below the levels in early 2023, vendors are increasingly realistic in their pricing expectations and are more committed to securing sales in this competitive market. The introduction of non-domicile taxes has led many clients to explore relocation overseas, making accurate pricing essential for achieving successful transactions. With market values having been adjusted significantly, our portfolio is now more attractive than ever to residential buyers. Last year, a notable proportion of purchasers identified the current market as an ideal moment to acquire a second home, whether as a pied-à-terre or for family use.

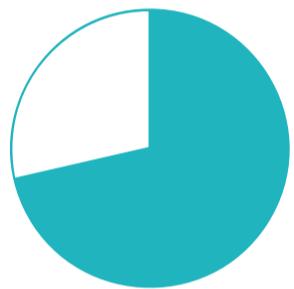
One initiative we are closely monitoring is Project 28, a recently launched, industry-wide effort aimed at reducing the average conveyancing time from "sale agreed" to exchange of contracts from 109 days to just 28 days. If successful, this would represent a significant improvement for all property buyers and sellers.



Jo Webster

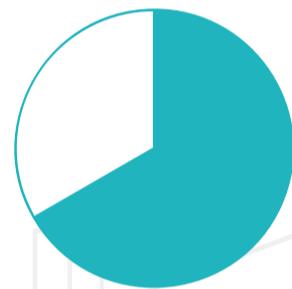
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Jo Webster Properties Leading The Way



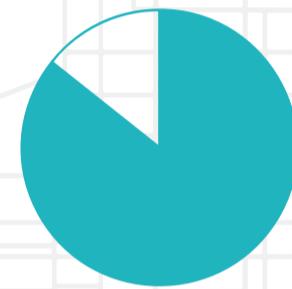
71%
Kensington Green

We sold 5 out of the 7 properties transacted in 2025, significantly lower transaction levels and £ per sq ft to a decade ago. In 2015, 16 properties were sold, with an average price of £2,106 per sq ft. The current £ per sq ft are shown below.



66.6%
The Montevetro Building

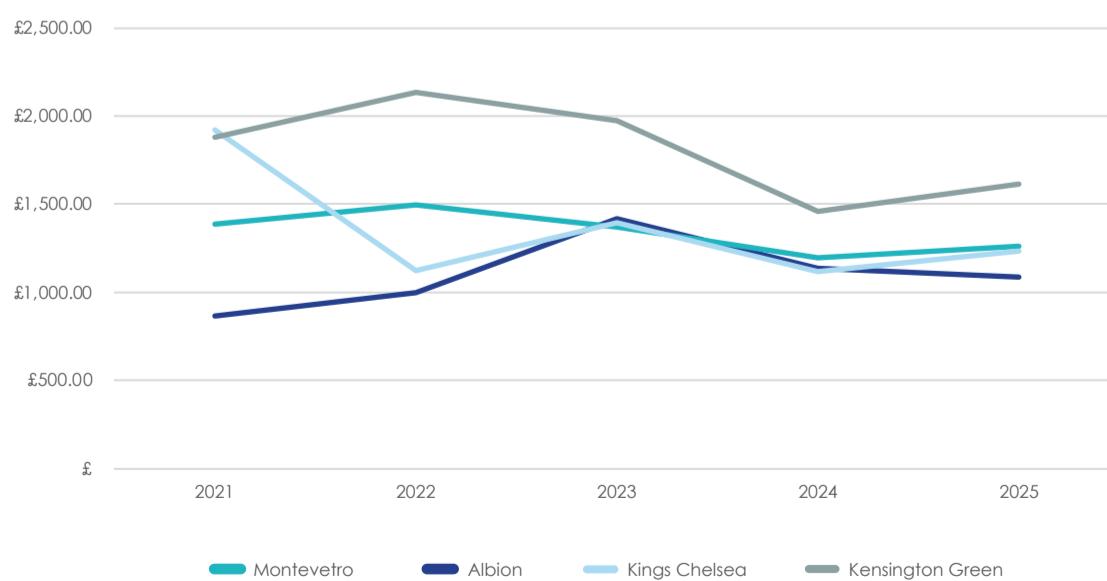
We have been responsible for two thirds of the sales in The Montevetro Building over the last twelve months. Values are still below the peak of over £1,700 per sq ft in 2021. Montevetro reflects good value for buyers compared to other riverside developments.



86%
Albion Riverside

In 2025, we successfully sold 6 of the 7 properties in Albion Riverside (with one selling privately). Albion Riverside is one of the strongest and most appealing developments within our portfolio. Transaction levels are now the highest they have been since 2014.

Average Sales £ per sq / ft Across Our Portfolio



Developments such as Kensington Green and Montevetro exemplify enduring quality and sophistication, offering a level of design, craftsmanship and unique locations that newer projects often cannot match. More open space and lower density together with well located and established environments. Remarkably, these properties remain significantly more affordable than comparable new developments, giving buyers a rare opportunity to secure exceptional homes at a good value. The average £/sq ft being achieved across the developments has decreased since 2023, reflecting wider market conditions. However, prices gradually started to recover in 2025. At King's Chelsea, values dipped in 2021 due to temporary disruption caused by building upgrades required to meet new fire-safety regulations. Since those works were completed, both transaction volumes and pricing have returned to normal and are now broadly aligned with trends observed across the other developments. Looking for a secure home for your children or a pied-à-terre - now is the ideal time to snap something up.

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Jo Webster and her entire team have been very helpful, extremely professional and utterly business like in navigating us through to the completion of this deal. We look forward to more such interaction in the future.

- Kensington Green Vendor

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Looking to Sell?

Interior Design Tips to Showcase your Property

Many of our clients are private families, but we also have a long history of creating elegant show homes for London's most discerning developers. Our approach is simple: a home should feel lived-in, characterful and inviting; not like an exhibition. With that in mind, here are a few key styling tips when preparing your home for the market.

Styling Edit

The objects we live with (art, books, ceramics, cushions and throws) bring personality to a space. Before photography or viewings, refine your collection. Showcase your strongest pieces and remove excess clutter. Apply the same thinking to furniture; prospective buyers often visit in small groups, so clear circulation space is essential.

Plants & Flowers

Fresh greenery brings life and colour to every room. Unless you have a dramatic focal point that suits a large arrangement, choose smaller displays throughout. Even a single stem in a bedside vase creates impact.

Lighting

As the days grow darker, good lighting becomes crucial. Use ceiling lights for gentle ambient illumination and rely on table and floor lamps for warmth and mood. Before a viewing, set the lighting in each room to create a seamless, welcoming flow.



Scent

A subtle fragrance can transform the atmosphere of an interior. Choose gentle, natural scents that suit the season to create a calm and inviting mood without overwhelming visitors. A well-placed candle or discreet diffuser can make a home feel more memorable, harmonious and refined.



Sam Chapman, Chapman Eugène

Project: 100 George Street by Native Land Photography: Ben Anders

The Budget

Key Measures & their Impact on the Prime Property Market

The widely anticipated November Budget, while introducing several new property-related charges, is proving to be less impactful than many had expected. Notably, the predicted changes to stamp duty did not materialise; an outcome welcomed by both buyers and sellers. The Government will introduce a High Value Council Tax Surcharge from 2028 for homes over £2 million, alongside introducing a new income tax rate on rental property income from April 2027.

High Value Council Tax Surcharge

A new High Value Council Tax Surcharge (HVCTS) will be introduced for residential properties in England valued at £2 million or more. The surcharge aims to improve fairness within the current council tax system and generate additional funding for local services. Taking effect from April 2028, the surcharge will be payable by the homeowner rather than the occupier. It will be charged in addition to existing Council Tax liabilities.

The annual surcharge will be based on the property values, as outlined below:

- £2.0m – £2.5m – £2,500
- £2.5m – £3.5m – £3,500
- £3.5m – £5.0m – £5,000
- £5m + £7,500

Property valuations will be carried out by the Valuation Office Agency (VOA) and will be reviewed every five years, following an approach similar to the Annual Tax on Enveloped Dwellings (ATED) rules for high-value properties held within limited companies.

Tax on Income from Rental Property

The Government has announced further tax increases for landlords, set to take effect from April 2027. Under the new rules, individual landlords earning income from property, such as rental income, will face a 2% hike in their income tax rates across all bands. These changes will apply from 2027-28 tax year onwards and will not have any retrospective effect. The current tax reducer on mortgage interest will remain available and will be applied at 22% to align with the revised Basic Rate.

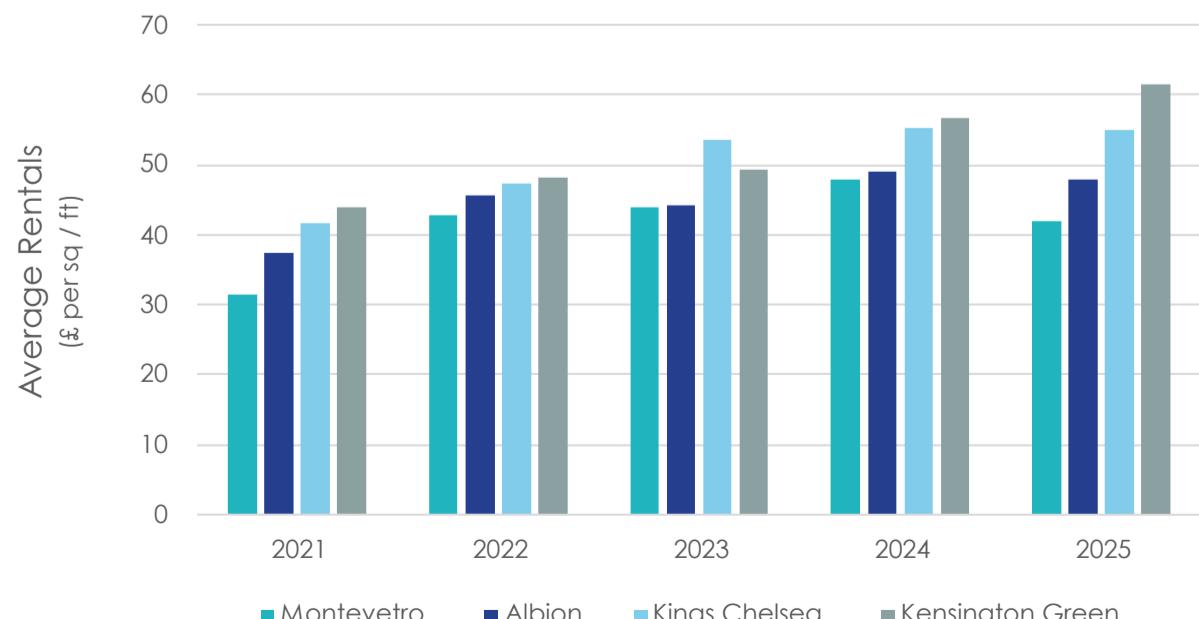
Plan Ahead

Owners of high-value homes should consider assessing the potential financial impact and factor these additional costs into their long-term planning.

Current Impact

Although implementation is still some time off, the charges are comparatively modest relative to earlier speculation, and we anticipate that clarity around the future framework will help stimulate market activity.

Prime Rentals Thrive as Market Adjusts & Reform Act Approaches



Our Rental department has had an exceptionally strong year, with the portfolio continuing to expand as we gain recognition from new landlords as the leading agent for high-end developments. Over the last few months, we have successfully let three apartments in the prestigious, newly completed first phase of Lodha's Holland Park Gate development, which has attracted significant interest from prospective tenants. Renewals have increased steadily, with many existing tenants opting to remain in their current homes rather than explore alternative options. Despite the introduction of the new non-Dom tax rules, we have experienced a notable rise in corporate lets, driven by relocations from major international firms to their London offices. While some rental values remain below post-Covid peaks, prime properties continue to achieve excellent prices, and demand across this segment remains robust. Importantly, we are also seeing a growing number of new rental properties entering the market, as owners facing challenges in the sales market, choose to let their homes instead. With the forthcoming implementation of the Renter Reform Act in May 2026, landlords will need to familiarise themselves with the new regulations and ensure their properties are registered on the newly introduced national landlord database. Jo Webster Properties' expertise in navigating London's dynamic property landscape ensures that we are well placed to advise on any questions related to your rental investment.

Properties For Sale



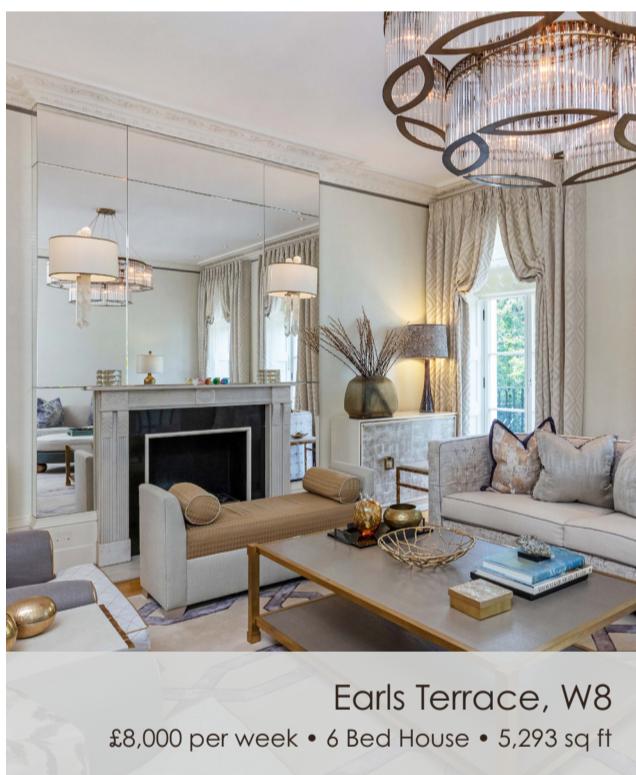
Battersea Power Station, SW11
£4,750 per week • 3 Bed Penthouse • 2,602 sq ft



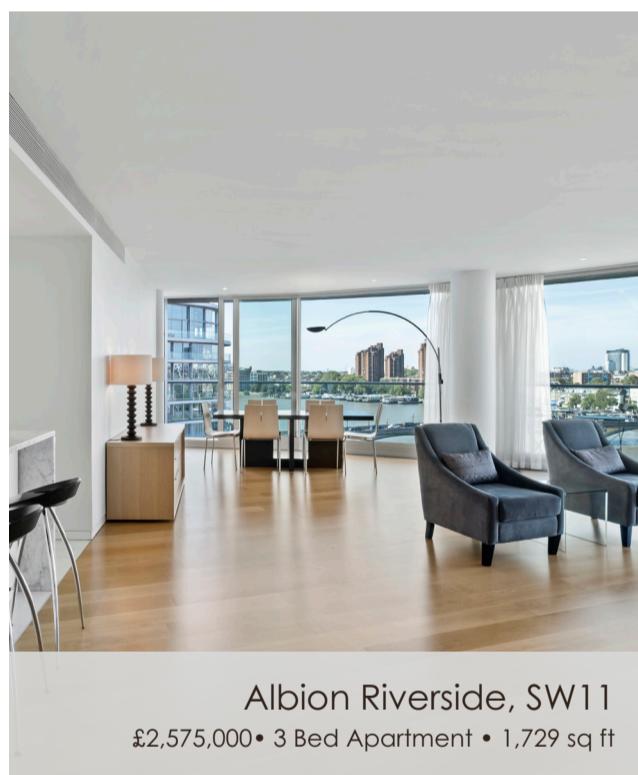
Montevetro, SW11
£4,850,000 • 3 Bed Penthouse • 2,950 sq ft



Kensington Green, W8
£3,900,000 • 4 Bed House • 1,851 sq ft



Earls Terrace, W8
£8,000 per week • 6 Bed House • 5,293 sq ft



Albion Riverside, SW11
£2,575,000 • 3 Bed Apartment • 1,729 sq ft



The Powerhouse, SW10
£1,703,000 - £3,263,000 • 2,3,4 Bed Apartments

MEET THE TEAM



Jo Webster -
Managing Director



Susan Simmonds -
Associate Director



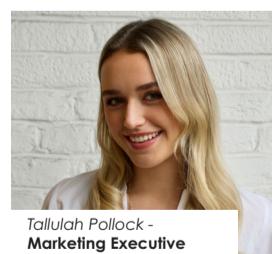
Hayley McCallum -
Sales / Lettings Negotiator



Libby Ware -
Sales Negotiator



Anna Price -
PA / Admin



Tallulah Pollock -
Marketing Executive

The Powerhouse Chelsea Waterfront

We are delighted to be working with Hutchison Property Group on one of London's iconic power stations at Chelsea Waterfront. The twin-turreted power station, that once powered the London Underground has been re-energised and reimagined to offer 21st century living in a prime location in Chelsea. The Powerhouse offers an exceptionally rare and special collection of 260 luxury apartments embraced by history and glittering with future potential. Each residence is a statement of rare elegance, that celebrates character, craftsmanship and quiet exclusivity. There are a number of exceptional Penthouse Apartments available here too. Contact our sales team for further information.

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Misdescription Act

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