

Testimonial:

“The bidding process was quick and fair. The process from offer acceptance to completion was seamless. It was a pleasure dealing with the team and I would highly recommend Jo Webster to others”

Purchaser, Albion Riverside

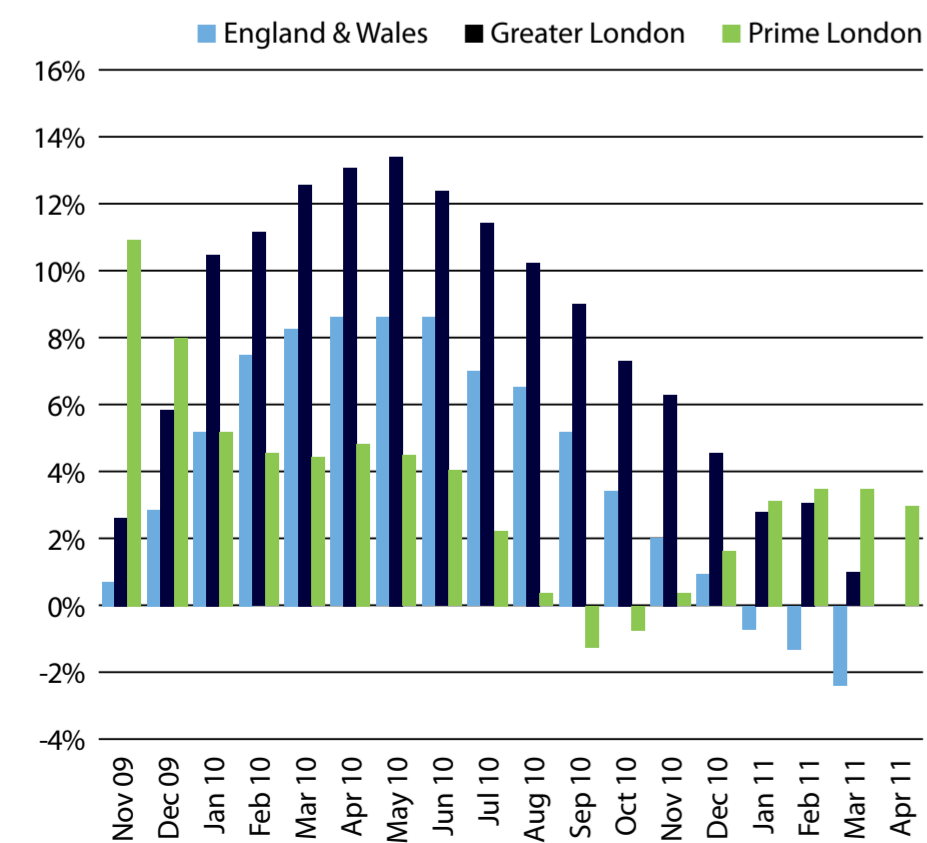


"I hope that you enjoy our latest market report. We are achieving record prices across our developments and the demand remains high from our network of both UK and international buyers."

Prime residential values in London continue to underpin the region's outperformance of the wider market. The Capital has become increasingly polarised and in recent months we have seen some unprecedented values being achieved. London's growth can largely be attributed to Central London's appeal internationally as a safe haven for invested wealth and the continued imbalance in supply and demand, most notably at the top end.

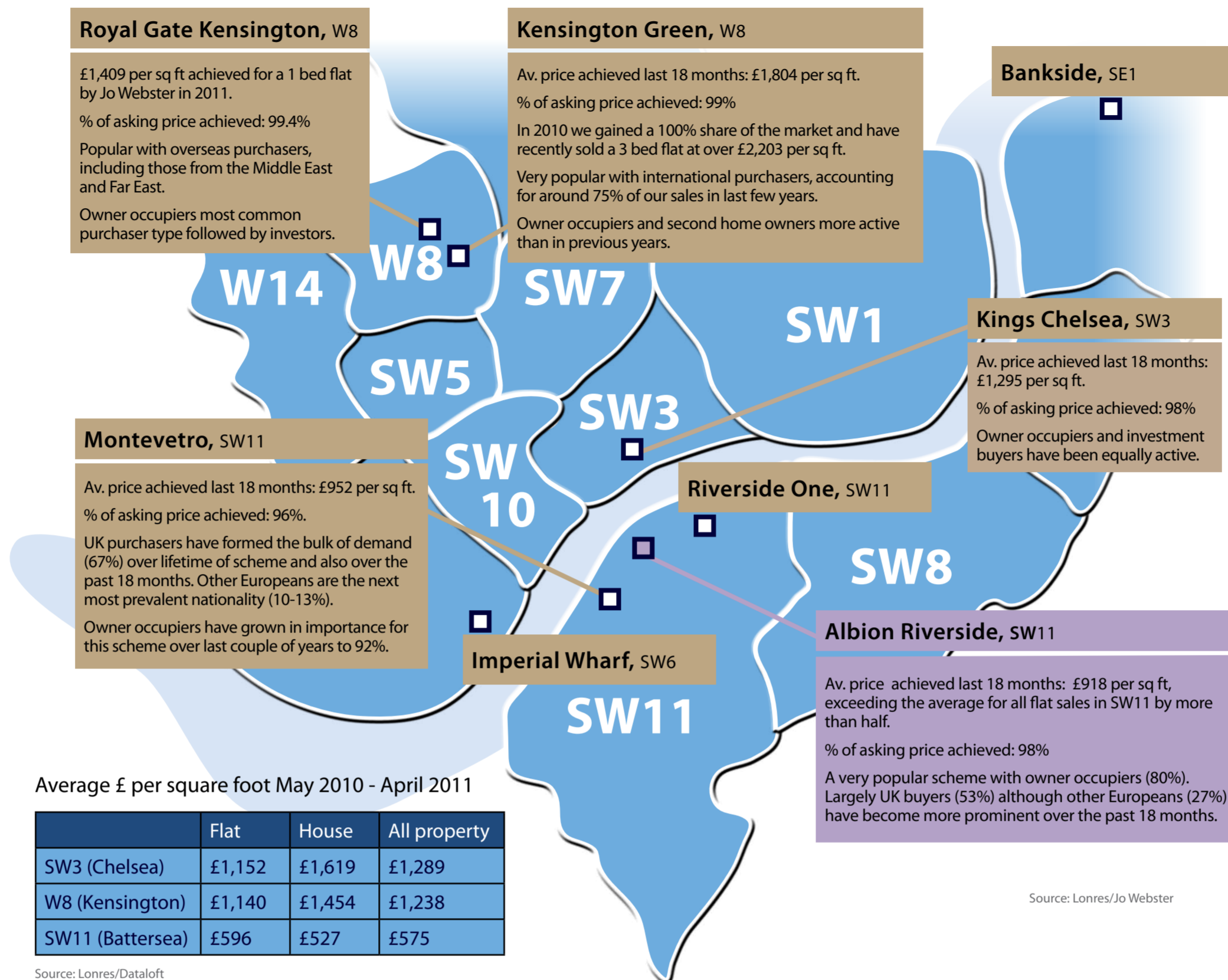
In March 2011, annual growth for prime London stood at 3.5% compared to 0.8% for Greater London and -2.3% for England and Wales. Positive annual growth continued to be recorded in prime London in April (3.1%) with some unprecedented deals featuring. We wait to see how the rest of the market fared.

Annual house price inflation



Source: Land Registry/Primelocation

Our office hot stats for Albion Riverside and some of our other locations



Average £ per square foot May 2010 - April 2011

	Flat	House	All property
SW3 (Chelsea)	£1,152	£1,619	£1,289
W8 (Kensington)	£1,140	£1,454	£1,238
SW11 (Battersea)	£596	£527	£575

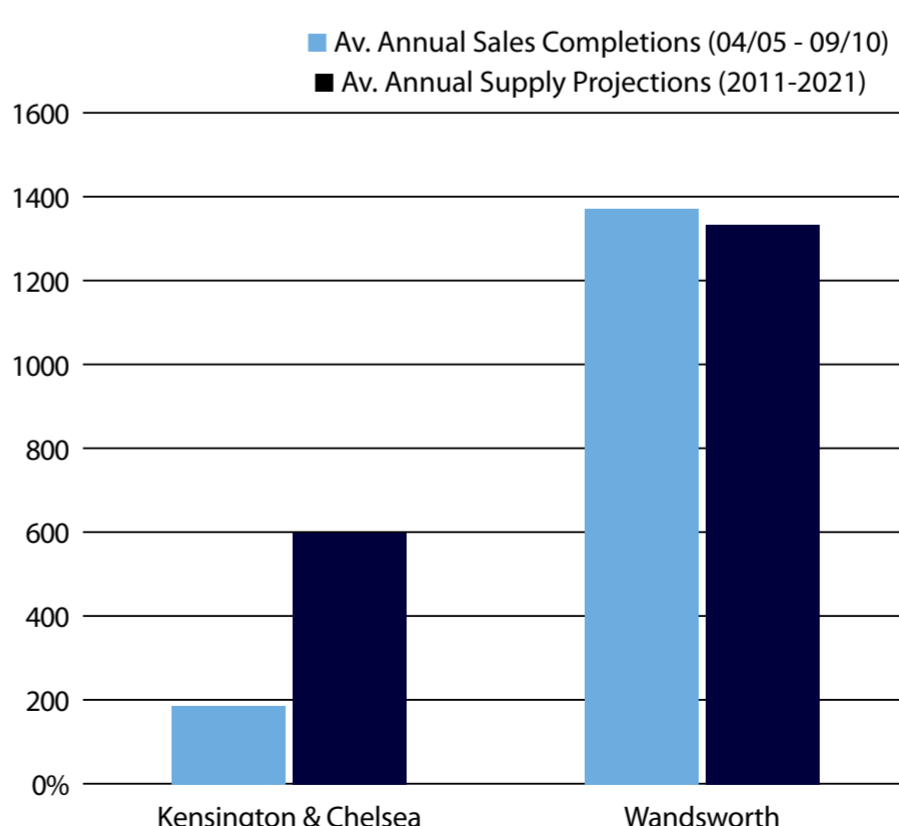
Source: Lonres/Dataloft

Source: Lonres/Jo Webster

The new build property market has seen a decline in unit numbers being delivered following the credit crisis and subsequent recession, as both developers and mainstream would-be purchasers continue to struggle to obtain finance. In 2009/10, new housing additions were just 14% below the peak in London compared to 38% nationally. An indication that developers and lenders are more confident about the levels of demand for new developments in the capital.

Central London boroughs fail to keep up with the level of demand for housing due to the lack of site availability. Kensington and Chelsea has accounted for less than 1% of London's new housing supply, with only the City of London delivering fewer units, over the past few years. Consequently, what little private stock is delivered is in huge demand and especially the ultra-luxurious schemes that have become iconic buildings.

Constrained levels of property supply relative to demand



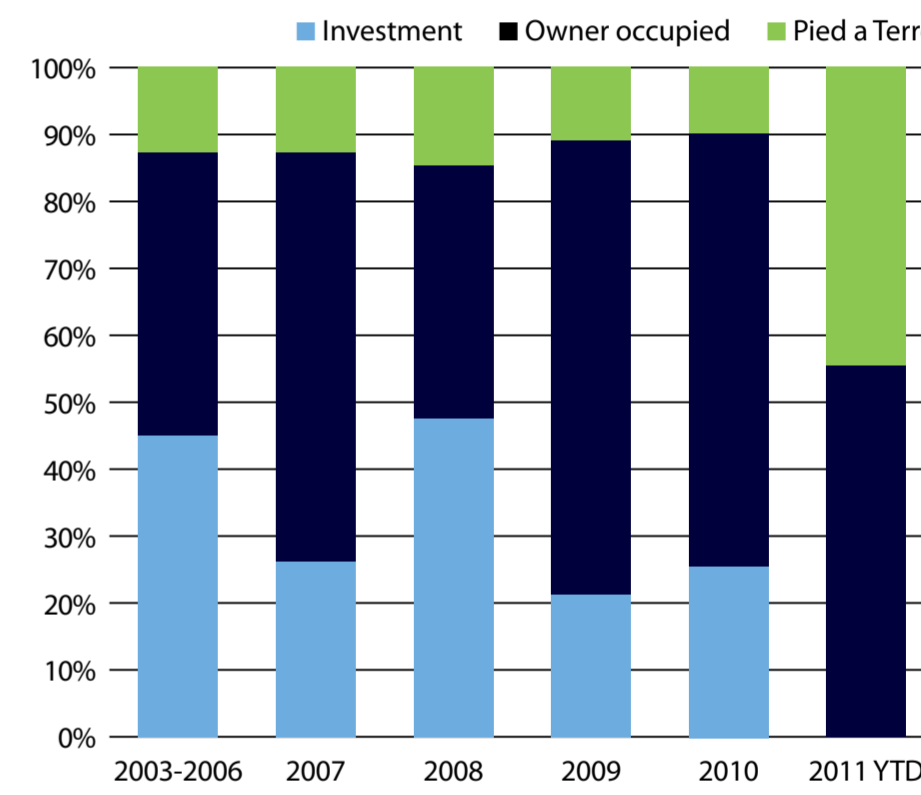
Source: GLA

All of the schemes highlighted in this publication have achieved a premium over the wider postal district they fall into over the past 18 months.

The supply of new housing in riverside areas such as Battersea is slightly more plentiful, however units in prime riverside schemes are still in high demand. The limited new build stock available for sale at the top end of the central London market has still resulted in many units matching or exceeding asking prices and those with a riverside view attracting a real premium.

Central London neighbourhoods, in particular Kensington and Chelsea, are very attractive to international buyers. This is especially the case at the top end of the market for both new build schemes and second hand residential property.

Owner occupiers dominate market



Source: Jo Webster

International buyers have consistently accounted for approximately half of our sales. Current overseas demand is originating from South East Asia, other European countries and the Middle East.

We have noticed a dip in the proportion of investment purchases since 2008. An initial surge in investment purchases occurred following the fall in prices from peak at Q307 when investment purchases accounted for 47% of all sales in 2008.

Over the last couple of years the proportions have stabilised at around one quarter and so far this year investors have yet to feature significantly.



Jo Webster

Director
0207 349 7055
jo.webster@jowebster.com



Charles Davis

Associate Director
0207 349 7055
charles.davis@jowebster.com



Susan Simmonds

Associate Director
0207 349 7055
susan.simmonds@jowebster.com



Tom Clabburn

Sales Negotiator
0207 349 7055
tom.clabburn@jowebster.com



David Geuens

PA/Office Manager
0207 349 7055
david.geuens@jowebster.com

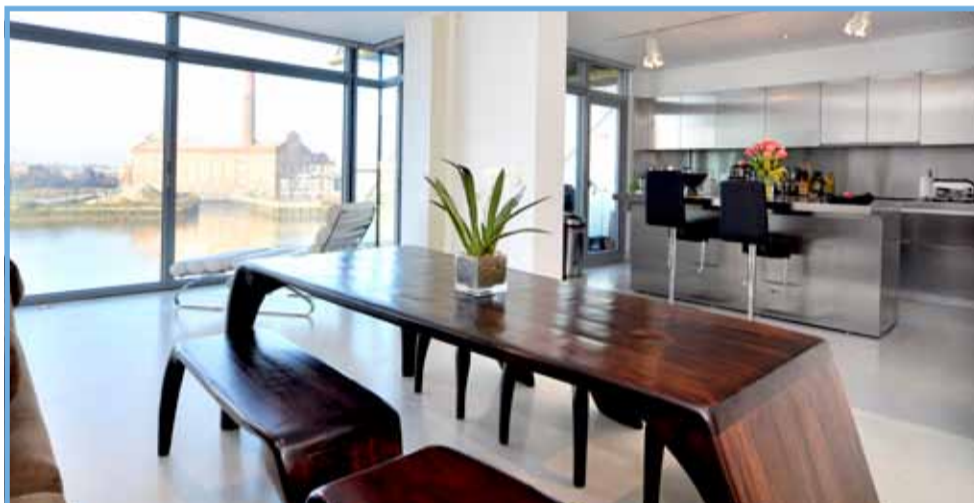
About us and our dedicated service to you:

Jo Webster Properties pride themselves in having sold more properties in our select new developments, and at higher prices per square foot, than any other agent in central London.

Our discreet personal service attracts the highest profile of buyers and sellers who come back to us knowing that they will receive an unrivalled service from start to finish.

We only take on the very best properties and our reputation as leaders in this field is going from strength to strength.

On market properties: for other examples please visit our new website www.jowebster.com



MONTEVETRO

SW11

2,070 sq ft (192 sq m)

3 Bedrooms

5th Floor

3 Bathrooms

Reception Room

Balcony

Dining Area

1 Car Space

£2,250,000

Share of Freehold



KENSINGTON GREEN

W8

576 sq ft (52 sq m)

1 Bedroom

4th Floor

Large Roof Terrace

Reception Room

1 Car Space

£895,000

Share of Freehold

Stop Press...

**NEO BANKSIDE
SELECT
APARTMENTS
AVAILABLE**



World Class development of 199 apartments
Designed by Rogers Stirk Harbour + Partners
1-3 Bedroom Apartments
Located on London's South Bank next to the Tate Modern, moments from the Millennium Bridge linking it to The City
Floor to ceiling glazing, Bulthaup kitchens and stone bathrooms
24 Hour Security/Concierge Services
Leisure Club, Business Centre
Landscaped Gardens
Underground Car Parking