



2011 - Could this be our best year yet ?

NEO Bankside - London's latest landmark riverside development

Escape to the Country - The Lakes by yoo

Feature Property: Refined Elegance in Chelsea

Plus a selection of some of our latest instructions and market update....

Cover shot NEO Bankside



Jo Webster



## Feature Property: Waldron House, Old Church Street, Chelsea SW3 Refined Elegance in Chelsea....



### 2011- Could this be our best year yet?

We are more than halfway through the year and the London property market continues to defy trends being seen elsewhere across the UK, with residential property prices recording positive annual growth.

Over the past 12 months, despite the constant stream of gloomy headlines about the UK economy and property markets outside London, we have had our best year since the company was first set up in January 2003, and we are delighted with how the business has grown from strength to strength. Jo Webster Properties are certainly the main agent for a number of prime new developments in London.

As I write, the main difficulty we are experiencing is a lack of stock. We believe that the principle reason for this is that possible sellers cannot find anywhere to move to, and thus we are amidst a vicious circle. This is disheartening for applicants, as they experience a lack of choice and are often out-bid on properties.

This situation of constrained supply and high demand does however mean that we have been able to achieve some excellent prices for our clients in recent months.

If you are considering selling a property or are looking to purchase more please contact us.

We are delighted to offer this superb three bedroom apartment from award winning developers Native Land.

One of eight newly designed apartments, this exceptional three bedroom property comprising 1,706 sq ft, is situated on the first floor of this exclusive residential building. The apartment offers the highest specification throughout, and is currently being interior designed to a spectacular standard.

The light and spacious reception room benefits from several grand bronze framed windows, wide-

oak flooring, and a bespoke feature wall with fireplace and natural stone surround. The kitchen by Poliform is fitted with high quality appliances, and the bathrooms offer superb marble and stone. The apartment is being sold with the benefit of a private landscaped courtyard, secure underground car parking and portage.

This is an exciting opportunity to purchase the final apartment in the building just being released on to the market.

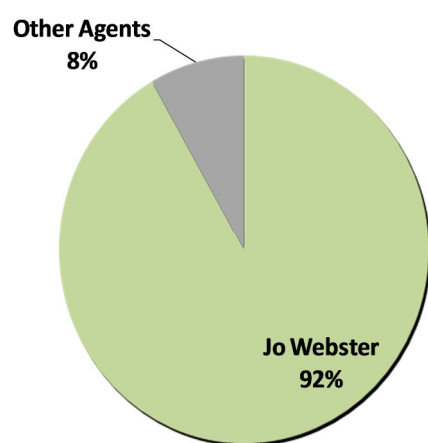
(Pictures show computer generated photos of the property)



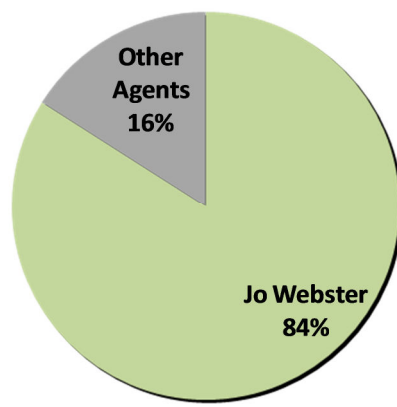
Price on Application - Leasehold 999 years

### JO WEBSTER PROPERTIES – MARKET LEADERS IN THEIR FIELD

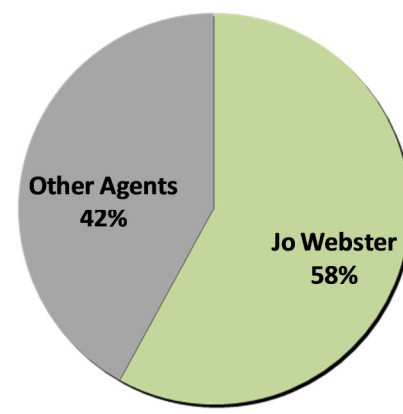
- IN THE FIRST SIX MONTHS OF 2011, WE HAVE ALREADY SOLD 77% OF THE PROPERTIES WE SOLD IN 2010.
- THE AVERAGE VALUE OF UNITS SOLD THIS YEAR IS 18% HIGHER THAN THOSE SOLD IN 2010.
- THE AVERAGE ANNUAL VALUE OF UNITS WE HAVE SOLD HAS RISEN BY 213% SINCE 2003 TO MORE THAN £2.1 MILLION TODAY.
- OVER THE LAST 9 YEARS, OUR PORTFOLIO HAS INCREASED FROM 2 MAIN DEVELOPMENTS TO OVER 10 TODAY.



Kensington Green



Montevetro



Albion Riverside

London remains the only region across the UK that is continuing to experience positive residential price rises. As at the end of Q2 2011, the annual growth in average property prices stood at 2.9% for Greater London compared to the UK average of -1.2%.

The growth in London is being driven largely by the combination of a continued shortage of properties for sale and strong demand at the top end. Data from the Land Registry in May 2011 certainly highlighted that the epicentre of the growth was located in prime central London, with annual growth averaging 6.2% in Kensington and Chelsea.

In the prime central markets, demand is bolstered through increased levels of international demand, as London maintains its status as the world's financial capital, and continues to be an attractive and 'safe' investment opportunity for the wealthy.

Fierce competition, for the best properties at the top end of the market has resulted in high prices being achieved and also a displacement of demand to areas on the fringes of these prime locations within London.

More recently the Affluent Luxury Living Index published by Stonehage in June this year reported that

prices of typical luxury goods for Ultra High Net Worth Individuals (UHNWIs) based in London increased by an average of 6% in the 12 months to April 2011, a significant increase on the previous year.

High specification developments in established locations with top class local amenities, good transport links and good views (e.g., across a garden square or river) appeal to affluent domestic and overseas investors. They offer facilities and services that can be hard to find in London's older traditional houses and apartments, for instance 24-hour security and concierge service, secure car parking and leisure facilities and this therefore fuels the demand for them.

We are currently experiencing a shortage of units available for sale relative to the number of enquiries in all our developments. This constrained supply coupled with pent up demand for the most desirable properties has resulted in high prices being achieved for the units that have come to the market.

Analysis of our applicant data shows that we have had 8% more applicants registering so far this year compared to the whole of 2010. There has also been a shift in the locations in which they are looking, and a change in their reasons for purchasing.

There is certainly a stronger emphasis on purchasing for a main residence and this equated to 43% of our buyers, with 27% buying for investment and 30% buying a second home. More applicants are widening their search criteria by considering developments not only in Kensington and Chelsea but also in riverside locations, probably due to by the lack of stock available in the Royal Borough. The most important factor is that nearly all our applicants are in an excellent position to buy and are just waiting for the right properties to be available for sale.

Our track record at Jo Webster is outstanding and we pride ourselves in being able to offer a very personal, professional, discrete and successful service for our vendor and purchaser clients. We are certainly the lead agent for many of our developments.

From July last year, we have sold or agreed sales on 84% of the properties changing hands in The Montevetro Building, 58% at Albion Riverside, and 92% of the properties sold in Kensington Green. These figures are based on our own results together with statistics from Land Registry and Lonres.



Kensington, Chelsea & Fulham



KENSINGTON GREEN W8

1,090 sq ft (101 sq m)  
Reception Room  
Kitchen  
3 Bedrooms  
2 Bathrooms  
One Car Space

Price on Application Share of Freehold



CHEYNE WHARF RESIDENCES SW10

1,648 sq ft (153 sq.m)  
Reception Room  
Dining Room  
Kitchen  
2 Bedrooms  
2 Bathrooms  
One Car Space  
River Views

£3,700,000 Leasehold 125 years



ROYAL GATE KENSINGTON W8

869 sq ft (80 sq m)  
Reception Room  
Kitchen  
2 Bedrooms  
2 Bathrooms  
One Car Space

£1,880,000 Leasehold 988 years



CHELSEA APARTMENTS SW10

1,308 sq ft (121 sq m)  
Reception Room  
Open plan kitchen  
3 Bedrooms  
2 Bathrooms  
Shower Room  
One Car Space

£1,600,000 Leasehold 998 years



IMPERIAL WHARF SW6

1,214 sq ft (112 sq m)  
Reception Room  
Kitchen Area  
3 Bedrooms  
2 Bathrooms  
Shower Room  
One Car Space

£1,175,000 Leasehold 994 years



KINGS CHELSEA SW10

742 sq ft (69 sq m)  
Reception Room  
Kitchen Area  
2 Bedrooms  
Bathroom  
Shower Room  
One Car Space

£875,000 Leasehold 989 years



Total Tranquility with the ultimate in lakeside living – The Lakes by yoo

Unlike the majority of UK property outside central London, the superb new houses at The Lakes by yoo are an exceptional example where properties are selling well and where indeed they are significantly outperforming others in the area and are in high demand. Situated in 650 acres of spectacular Cotswolds countryside, the Lakes by yoo offer a wonderful opportunity to purchase a second-home in a tranquil and secure environment within 90 minutes of London. The Lakes comprises a range of four, five and six bedroom houses, which will be built to your own specific design from a choice of some renowned designers including yoo in- house designers, Kelly Hoppen and Jade Jagger. They will offer the highest specifications, with superb kitchens and bathrooms, spacious terraces overhanging the water's edge and floor-to-ceiling windows taking in the stunning surroundings. The houses are located around four different fresh water lakes, not only are they very private, but they are all part of an exclusive gated community which offers a concierge service and a range of outdoor pursuits for the family including sailing, canoeing, fishing, riding and nature trails though the surrounding woodland. A superb state of the art Spa is also due to open shortly, which will undoubtedly ensure that this development is an ideal opportunity for families wishing to escape the city to a weekend retreat. Prices starting from £800,000 for a four bedroom plot including fit-out. For further information please contact Charles Davis on [Charles.davis@jowebster.com](mailto:Charles.davis@jowebster.com)



Landmark Riverside Developments



ALBION RIVERSIDE

SW11

6,240 sq ft (579 sq m)  
9<sup>th</sup>/10<sup>th</sup> Floors  
Double Height Reception Room  
Library  
Kitchen

4 Bedrooms  
4 Bathrooms  
2 Dressing Rooms  
Cloakroom  
Balcony/Terrace & 2 Car Spaces

£12,500,000

Leasehold 982 years



MONTEVETRO

SW11

4,103 sq ft (381 sq m)  
11<sup>th</sup> Floor  
2 Reception Rooms  
Kitchen/Breakfast Room

5 Bedrooms  
5 Bath/Shower Rooms  
2 Balconies  
3 Car Spaces

£7,000,000

Share of Freehold



MONTEVETRO

SW11

1,992 sq ft (185 sq m)  
15<sup>th</sup> Floor  
Reception Room  
Kitchen  
2 Bedrooms

Dressing Room/Bedroom 3  
2 Bathrooms  
Utility Room  
Balcony  
2 Car Spaces

£3,250,000

Share of Freehold



MONTEVETRO

SW11

2,070 sq ft (192 sq m)  
5<sup>th</sup> Floor  
Reception Room  
Kitchen  
3 Bedrooms

2 Bathrooms  
1 Shower Room  
Balcony  
1 Car Space

£2,050,000

Share of Freehold



NEO BANKSIDE

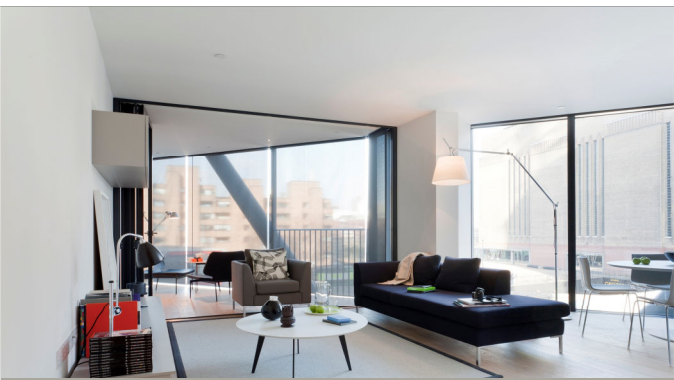
SE1

1,750 sq ft (162 sq m)  
6<sup>th</sup> Floor  
Reception Room  
Kitchen Area  
3 Bedrooms

2 Bathrooms  
1 Shower Room  
1 Car Space

£1,999,000

Leasehold 995 years



NEO BANKSIDE

SE1

1,215 sq ft (112.9 sq m)  
5<sup>th</sup> Floor  
Reception Room  
Kitchen Area  
2 Bedrooms

Bathroom  
Shower Room

£1,700,000

Leasehold 995 years



MONTEVETRO

SW11

1,449 sq ft (134 sq m)  
4<sup>th</sup> Floor  
Reception Room  
Kitchen  
2 Bedrooms

2 Shower Rooms  
Balcony  
1 Car Space

£1,499,000

Share of Freehold



MONTEVETRO

SW11

1,216 sq ft (112 sq m)  
1<sup>st</sup> Floor  
Reception Room  
Kitchen  
2 Bedrooms

2 Bathrooms  
1 Car Space

£995,000

Share of Freehold



NEO BANKSIDE

SE1

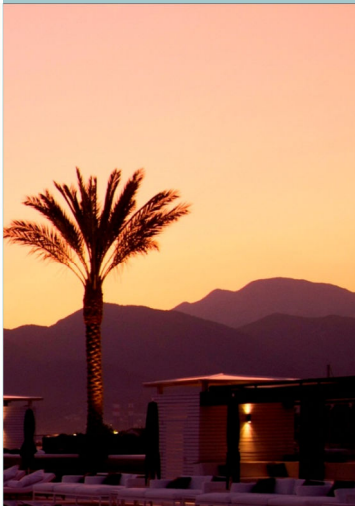
539 sq ft (50.07 sq m)  
13<sup>th</sup> Floor  
Reception Room  
Kitchen Area  
Bedroom

Bathroom  
Utility Room

£795,000

Leasehold 995 years

Porto Montenegro



Located in the beautiful World Heritage Bay of Kotor in Montenegro, Porto Montenegro is a luxury real estate and marina offering that has been recognized as the fastest selling development in Europe, selling 96 of 129 units in just 18 months. Having recently released its fifth residential building, Tara, Porto Montenegro is currently offering studios, 1 to 4 bedroom apartments, duplexes and penthouses. Owners enjoy a beautiful waterfront location with views over the marina, as well as private pools and grand entertaining areas. The charming piazzas, restaurants and shops of Porto Montenegro's village are nearby, with retail amenities including fashion boutiques, an art gallery, wood-oven pizzeria, spa, salon, bakery, sports club and more. Porto Montenegro also features Lido Mar, a 64m overwater pool that offers sunbeds and cabanas, bar, lounge and live DJs, making it the perfect place for a sunset cocktail and swim.

