

Feature Property:

## Albion Riverside Penthouse

Prices rise in the capital

Leading property journalist Cheryl Markosky comments on:

The lettings market, and her top tips on buying an investment property

Also inside: Our latest new instructions

& Porto Montenegro



Jo Webster



## The property market finally has a spring back in its step!

Since our last newsletter, we have witnessed a steady turnaround in the market and prices are certainly on the up again. This trend is continuing in the run up to the general election and we expect it to continue thereafter.

The weakness of Sterling is attracting overseas investors, and the shortage of quality stock is fuelling price rises. At Kensington Green we are now achieving the highest prices ever recorded in the development, with the last four sales agreed at full asking price, which is fantastic.

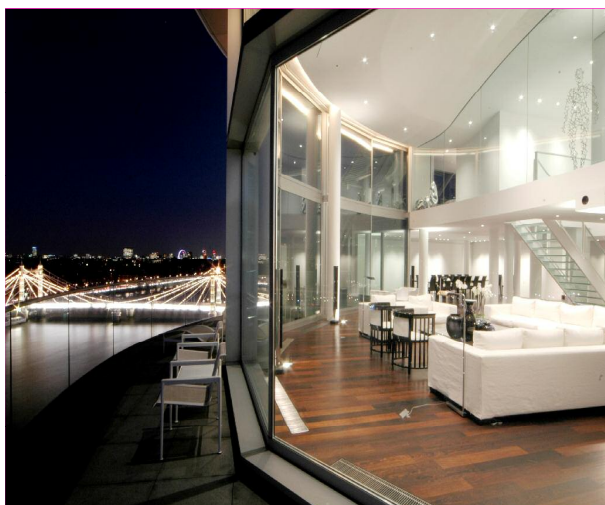
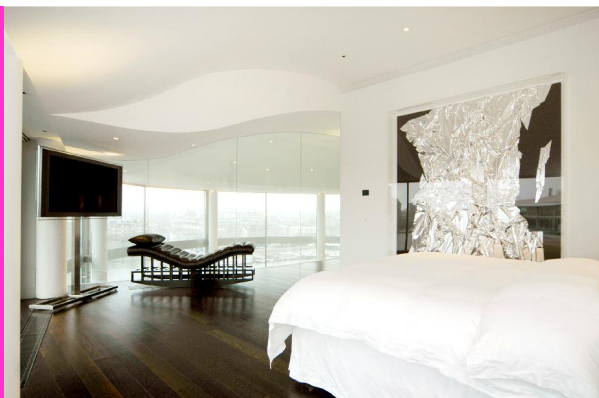
The landmark riverside developments continue to be in high demand. We have agreed several sales at Montevetro in the last month, and Albion Riverside continues to go from strength to strength with prices almost back to where they were at the peak of the market in the summer of 2007.

We hope you enjoy reading this publication and the articles contained within, and would be delighted to get any thoughts and comments you may have.

## Feature Property Albion Riverside, SW11 Undoubtedly one of the finest riverside penthouses in London!

This truly unique apartment is designed by Richard Meier, architect/designer for the Getty Centre in Los Angeles. It is situated on the 9th and 10th floors of Albion Riverside, and offers the ultimate in luxury and design. Comprising 6,240 sq ft (579 sq m), it offers a spacious double height reception area which extends to some 64 feet in length, floor to ceiling glazing to the north, west and eastern elevations and views to both Albert and Battersea Bridges. There is also a dining area, study, superbly fitted kitchen, fourth bedroom

suite, cloakroom, ample storage and balcony. A glass staircase leads to the tenth floor which features the master bedroom suite with gallery overlooking the reception room and river, two immense dressing rooms and an en-suite bathroom. There are also two further bedroom suites on this floor. The property is being offered with two secure underground car parking spaces, and Albion Riverside benefits from 24 hour security, gymnasium and indoor swimming pool.



Price upon Application

Leasehold - Approx 983 years

## “Buy to Let? You bet!”

### Why now is the time to enter the investment market, says property journalist Cheryl Markosky.

A year ago, the buy-to-let market was in the doldrums. The idea of stumping up your hard earned cash to buy an investment property was as likely as winning the lottery!

But things have changed. Sixty four percent of the UK's landlords feel more confident about the buy-to-let market, according to new research. A survey from lettings website Upad reports a six percent increase compared to the same survey's results at the end of 2009.

With reports of more students looking for somewhere to lay their heads and laptops, to difficulties in getting mortgages, uncertainty over interest rates and a rising number of repossessions, landlords are feeling a bit more chipper about investing in the sector these days.

In prime parts of the capital, rents are steadily rising. The Association of Residential Lettings Agents (ARLA) latest report shows how the buy-to-let sector has bucked up of late, with values of rented houses shooting up steadily over the last few months in prime central London. With a dramatic shift in the

balance of supply and demand, there has been a corresponding sharp rise in wannabe tenants from 24% to 41%.

One of the factors contributing to the shortage of rental homes is ‘accidental landlords’ - those forced to rent, because they couldn’t sell their homes - now finally putting their properties back onto the sales market.

Kensington & Chelsea has performed particularly well over the last month, with an average asking price of £3,405pcm, followed by the City of Westminster £3,132pcm, Camden £2,572pcm and Hammersmith & Fulham £2,214pcm, says Nigel Lewis, property expert at FindaProperty.com. He believes demand for rental properties is strong, with ‘a 25.6% surge in traffic to the website over the last year, as buying continues to be out of reach for many.’

Naturally, buying the right investment property is crucial. But how do you know what to go for, and why?

Jo Webster from Jo Webster Properties, based in central London, suggests buying a home in successful schemes, such as Kensington Green, where there is always a high demand.

Another canny suggestion is to pick up a property that comes with its own in situ tenant. Webster is currently selling a

property in Thornwood Gardens, W8, an exclusive development in the Campden Hill area with views across Kensington. ‘The apartment is being sold tenanted, so there is no void period,’ (when a property is empty and not getting any rental income) she says. The asking price of £3,250,000 includes a much coveted parking space, and is renting at a very healthy £2,000 a week.

A smartly designed home by a leading architect will almost always retain its value and blow its non designer competitors out of the water. Webster recommends Norman Foster’s groovy steel and glass Albion Riverside on the south side of The Thames. ‘It appeals as a rental investment because facilities are so good and service charges relatively good value. A great example of a property we are marketing is a third floor two bedroom apartment for £1,150,000, including car parking. Lettings agents have advised us it would let for a substantial £1,000 a week, a yield of 4.5%.’



Cheryl Markosky  
Property Journalist



LATEST NEW INSTRUCTIONS.....



KENSINGTON GREEN W8

3,106 sq ft (288.5 sq m)  
Double Reception Room  
Dining Room  
5 Bedrooms  
Garden  
Integral Garage  
Off Street Parking

PRICE ON APPLICATION Freehold



KENSINGTON GREEN W8

979 sq ft (91.5 sq m)  
South Facing Reception Room  
Garden Views  
2 Bedrooms  
1 Car Parking Space

£1,475,000 Share of Freehold



KENSINGTON GREEN W8

612 sq ft (57 sq m)  
Reception Room  
South Facing Balcony  
1 Bedroom  
1 Car Parking Space

£895,000 Share of Freehold



ALBION RIVERSIDE SW11

2,616 sq ft (243 sq m)  
Double Reception Room  
Superb Views  
3 Bedrooms  
1 Car Parking Space

£2,150,000 Leasehold 983 yrs



ALBION RIVERSIDE SW11

1,052 sq ft (97.7 sq m)  
Fifth Floor  
Open Plan Living Space  
2 Bedrooms  
1 Car Parking Space

£795,000 Leasehold 983 yrs



HOLLYWOOD ROAD SW10

688 sq ft (64 sq m)  
Second Floor Maisonette  
Double Aspect  
2 Bedrooms

£725,000 Leasehold 76 yrs



THORNWOOD GARDENS, W8 - £3,250,000



ALBION RIVERSIDE, SW11 - £1,150,000

CHERYL’S TIPS FOR A FIRST TIME INVESTOR

- Do your research thoroughly and find out as much about the area as you can.
- Find out from a local lettings agent what sort of tenant you should focus on. Professionals want to be near excellent transport (no more than 10-minutes from a Tube is ideal), while students need to be close to universities or colleges.
- Will you manage the property, or get someone else in to look after it for you? Whatever route you choose, a high-end tenant needs prompt attention when something goes wrong.
- To furnish it or not? It is good to be flexible in the current market, but the property must look inviting even if it is relatively empty. You might want to dress it for viewings, so it doesn’t look sad and unloved.
- Most top end tenants want to feel they are the first to use a newly decorated home. So, forking out for a fresh paint job, new shower or spruced up floorboards could prove to be a good investment.
- Don’t stint on appliances, tiling or taps. High quality products will save you money in the long run.
- A home in a modern development appeals to most corporate tenants from overseas used to brand spanking new property. You also will have less to worry about, as you won’t be constantly mending and patching up crumbling walls and ceilings.



## Riverside Instructions



MONTEVETRO

SW11

3,157 sq ft (293 sq m) 2 Car Parking Spaces  
Nicky Haslam designed penthouse Balcony & Terrace  
Open Plan Reception Space  
Gallery Library  
4 Bedrooms

£3,950,000

Share of Freehold



MONTEVETRO

SW11

2,950 sq ft (274 sq m) 2 Car Parking Spaces  
Penthouse Apartment  
Double Reception Room  
3 Bedrooms  
3 Terraces

£3,500,000

Share of Freehold



IMPERIAL WHARF

SW6

2,799 sq ft (260 sq ft) Terrace  
Lateral Conversion Garden Views  
Open Plan Living Space  
5 Bedroom Suites  
2 Car Parking Spaces

£3,250,000

Leasehold 994 yrs



MONTEVETRO

SW11

1,851 sq ft (172 sq m) 1 Car Parking Space  
Eighth Floor  
Designed by David Collins  
Three Bedrooms  
Balcony

£2,250,000

Share of Freehold



MONTEVETRO

SW11

2,070 sq ft (192 sq m) 1 Car Parking Space  
Eighth Floor  
4 Bedrooms  
Wonderful Views  
Balcony

£1,875,000

Share of Freehold



MONTEVETRO

SW11

1,992 sq ft (185 sq m) Balcony  
First Floor 1 Car Parking Space  
Reception Room  
Three Bedrooms  
Study

£1,595,000

Share of Freehold



MONTEVETRO

SW11

1,153 sq ft (107 sq m) 1 Car Parking Space  
Second Floor  
Superb River Views  
Three Bedrooms

£895,000

Share of Freehold



ALBION RIVERSIDE

SW11

775 sq ft (72 sq m) 1 Car Parking Space  
Second Floor  
South Facing  
2 Bedrooms

£555,000

Share of Freehold



MONTEVETRO

SW11

657 sq ft (21 sq m) 1 Car Parking Space  
Second Floor  
Open Plan Living  
Bedroom Area

£495,000

Share of Freehold

## News...

### Porto Montenegro

We are delighted to be assisting in the marketing of the exclusive Porto Montenegro development. It is a wonderful marina development of apartments and berths, together with a hotel, shops and restaurants in this UNESCO world heritage site.

Montenegro is a beautiful and unspoilt country with easy access to the rest of Europe, and an ideal place to spend a holiday in the Mediterranean. The countryside is breathtakingly beautiful, the towns and villages completely unspoilt, and the stunning coastline with its deep natural harbours are an ideal location for any keen sailor.

The apartments are finished to the highest of specification, and the well priced berths are attracting keen interest. The first two apartment buildings have completely sold out (see adjacent computer generated image).

Please call us for further information on the latest releases or visit the designated website at [www.portomontenegro.com](http://www.portomontenegro.com)

