



"2014 has already proved to be a record year for Jo Webster Properties, with sales totalling over £150,000,000 by the end of October 2014 and averaging over £4,100,000 each. We have been instructed on a number of exceptional properties across some of the most prestigious new build developments in London. With demand remaining high from both the UK and abroad, we are looking forward to an exciting and busy start to 2015." [JO WEBSTER](#)

- MARKET UPDATE
- JO WEBSTER SALES – A PROFILE OF WHO IS BUYING
- LONDON - A CITY OF CONSTANT EVOLUTION
- LONDON'S GLOBAL STATUS
- A SELECTION OF OUR CURRENT INSTRUCTIONS



“We are extremely proud of our reputation as a specialist and one of the leading sales agents for new build properties in central London, selling over £250 million worth of property in the last 18 months. It is exciting to be operating in such a vibrant market in a city that consistently rates as one of the finest places to live.” JO WEBSTER

Ranked the “World’s Most Influential City of 2014” by Forbes, London has more millionaires than any other city and remains a key investment choice for global property buyers. Competition for prime property in London’s most exclusive developments remains strong. Land registry figures show that there have been 67% more new build properties sold in central London so far this year compared to the same period last year.

New developments such as Battersea Power station, River Light and Embassy Gardens have facilitated the regeneration of the south bank of the Thames, transforming Nine Elms from a semi-derelict, light industrial zone into an ultra-modern, residential and business district with over a £1 billion transport improvement package. This is an exciting time for London and offers many opportunities for those wanting to invest in the Capital.

Prices in prime central London begin to stabilise

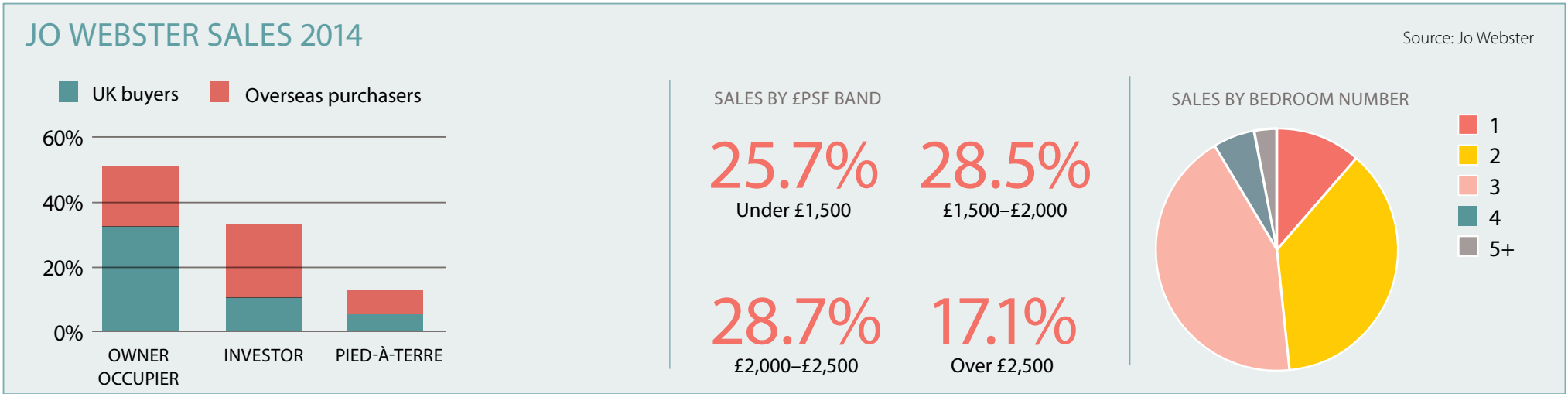
The Bank of England appears to have been successful in taking some of the heat out of London’s housing market. While reports of house price bubbles and over-inflated prices earlier in the year caused some concern to buyers, more stable market conditions now look likely. Over the third quarter of 2014, average prices in prime central London fell by 1.1%, taking annual growth in prices to 12.1%, down from 17.9% in the second quarter.

In recent weeks, there has also been a rise in the number of new instructions, partially due to uncertainty around the implications of the general election. There is now a wide selection of properties available in London’s finest prime new developments and for those willing to speculate, there are some excellent investment opportunities to be found.

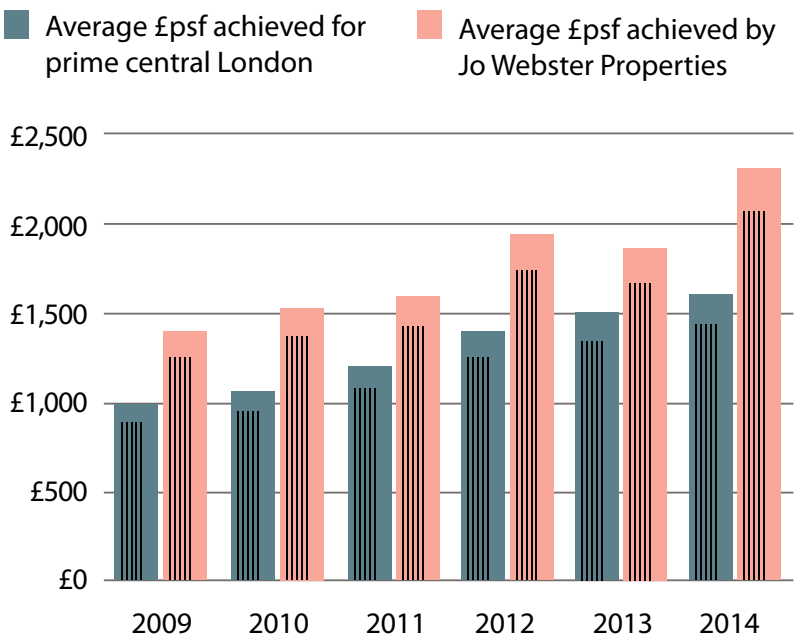
A city of constant evolution

London’s famous skyline is undergoing an exciting transformation, as new developments spark regeneration across the city. London continues to attract foreign investors, drawn to its internationally renowned education system, world class restaurants and luxury shopping.

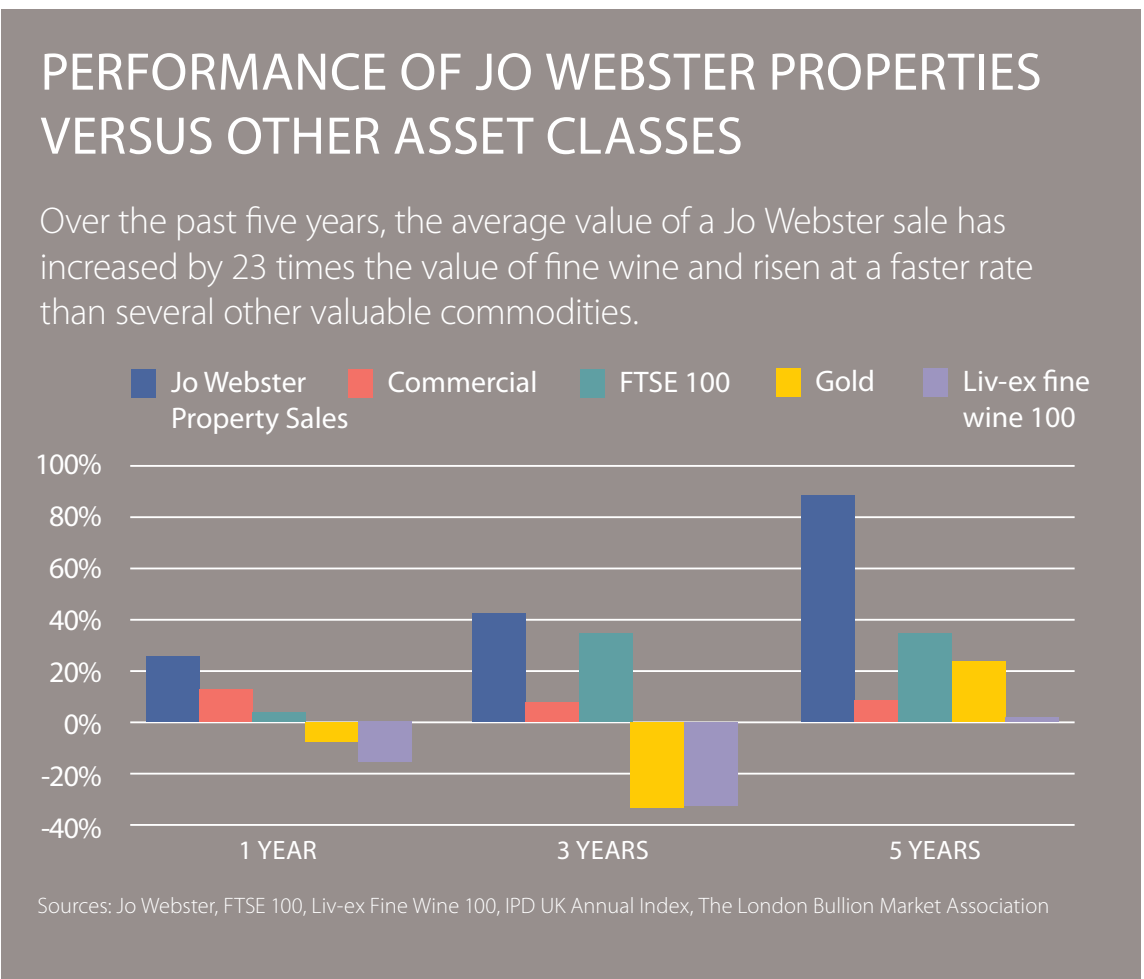
Ranked as ‘Best City in the world 2014’ by Price Waterhouse Coopers’ City of Opportunity Index, London beat other cities such as New York, Singapore and Paris after being judged on levels of health, safety, transport and the economy. London now has 64 Michelin star restaurants and is home to the European Union’s tallest building, The Shard. London remains the financial capital of the world and is the world’s most visited city, with over 18.7 million visitors predicted this year.



JO WEBSTER SALES CONSISTENTLY OUTPERFORM THE MARKET AVERAGE



Source: Jo Webster and Lonres.



LONDON'S GLOBAL STATUS

There are many reasons why London maintains its appeal to a wealthy international audience. Recent figures show that its billionaire population continues to expand, with 72 billionaires enjoying a combined wealth of \$177 billion. We summarise below some of the other reasons why London presents such a compelling proposition in comparison to other leading cities.

1ST
BUSIEST INTERNATIONAL AIRPORT

CULTURE



WORLD HERITAGE SITES

FORBES MOST INFLUENTIAL CITIES

NUMBER

1

LONDON

328

FOREIGN DIRECT INVESTMENT (FDI) TRANSACTIONS (5-YEAR AVG.)

68

FORBES GLOBAL 2000 HQS

1

GLOBAL FINANCIAL CENTRES INDEX

PREDICTIONS FOR % CHANGE IN NUMBER OF MILLIONAIRES 2014-2019

65%

INCREASE

UK

2,043

2014

3,381

2019

CREDIT SUISSE (2014)

EDUCATION

TIMES HIGHER EDUCATION INDEX SHOWS LONDON HAS HIGHEST CONCENTRATION OF

TOP
UNIVERSITIES
OF ANY
CITY IN THE WORLD
WITH



40

NEW YORK

17TH
BUSIEST INTERNATIONAL AIRPORT



MUSEUMS



ART GALLERIES



WORLD HERITAGE SITES

FORBES MOST INFLUENTIAL CITIES

NUMBER

2

NEW YORK

143

FDI TRANSACTIONS (5-YEAR AVG.)

82

FORBES GLOBAL 2000 HQS

2

GLOBAL FINANCIAL CENTRES INDEX

NO. OF MILLIONAIRES PREDICTION

39%

INCREASE

US

14,166 2014

19,705 2019

EDUCATION



100

SINGAPORE

5TH
BUSIEST INTERNATIONAL AIRPORT



MUSEUMS



ART GALLERIES



WORLD HERITAGE SITES

FORBES MOST INFLUENTIAL CITIES

NUMBER

4

SINGAPORE

359

FDI TRANSACTIONS (5-YEAR AVG.)

N/A

FORBES GLOBAL 2000 HQS

4

GLOBAL FINANCIAL CENTRES INDEX

NO. OF MILLIONAIRES PREDICTION

50%

INCREASE

167 2014

250 2019

EDUCATION



100

HONG KONG

3RD
BUSIEST INTERNATIONAL AIRPORT



MUSEUMS



ART GALLERIES



WORLD HERITAGE SITES

FORBES MOST INFLUENTIAL CITIES

NUMBER

6

HONG KONG

234

FDI TRANSACTIONS (5-YEAR AVG.)

48

FORBES GLOBAL 2000 HQS

3

GLOBAL FINANCIAL CENTRES INDEX

NO. OF MILLIONAIRES PREDICTION

62%

INCREASE

102 2014

165 2019

EDUCATION



100

CURRENT INSTRUCTIONS: for other examples please visit our website www.jowebster.com

NEO Bankside
SE1

£19,750,000



7080 sq ft / 658 sq m 4 Bedroom

Cheyne Terrace
SW3

£8,950,000



2737 sq ft / 254 sq m 3 Bedroom

NEO Bankside
SE1

£6,750,000



3218 sq ft / 299 sq m 3 Bedroom

Kensington Green
W8

£6,750,000



3159 sq ft / 293 sq m 5 Bedroom

Cheyne Terrace
SW3

£5,950,000



3725 sq ft / 345 sq m 3 Bedroom

One Hyde Park
SW1

£5,500,000



997 sq ft / 93 sq m 1 Bedroom

NEO Bankside
SE1

£4,500,000



2630 sq ft / 244 sq m 4 Bedroom

Kensington Green
W8

£4,000,000



1824 sq ft / 169 sq m 4 Bedroom

Battersea Power Station
SW8

£3,998,000



2040 sq ft / 190 sq m 3 Bedroom

Kensington Green
W8

£2,695,000



1259 sq ft / 117 sq m 3 Bedroom

Kensington Green
W8

£2,375,000



1161 sq ft / 108 sq m 2 Bedroom

Montevetro
SW11

£1,350,000



1141 sq ft / 106 sq m 2 Bedroom

Kensington Green
W8

£1,185,000



542 sq ft / 50.3 sq m 1 Bedroom

Albion Riverside
SW11

£965,000



840 sq ft / 78 sq m 1 Bedroom

Albion Riverside
SW11

£800,000



711 sq ft / 66 sq m 1 Bedroom