

CLIENT Mount Anvil Covered in the Evening Standard November 2018

LONDON MARKET REPORT 2018

Why London? Why now?

Buying residential property in a global city

Mount Anvil, better London living

dataloftconsult

DATALOFT & MOUNT ANVIL MARKET REPORT 2018

No.1 in the UK for Client Satisfaction
100,000+ in the UK for Client Satisfaction
31% of clients are international

London's global status underpins its housing market

There are a number of compelling reasons why the London property market is so attractive.

Drivers of demand

With a global client base, London has an acute shortage of housing, with over a third of the 2017-2018 period needed to meet the demand for new homes. And the urbanisation of cities across the world has led to a growing global population, with a particular focus on Asia and Africa. This has led to a growing number of international investors and expatriates looking to buy property in London. The City of London's housing market is also attractive to international investors, with a particular focus on Asia and Africa. This has led to a growing number of international investors and expatriates looking to buy property in London.

A WORLD LEADER

London ranks as the top city in the world for its financial services, international student population, and visual and performing arts.

Financial services **International student population** **Visual and performing arts**

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LONDON PROPERTY IS A RESILIENT INVESTMENT

The Greater London residential market has proven itself a solid investment choice, outperforming other major global cities over the last five years.

Despite challenging times, the UK economy as a whole has shown remarkable resilience. London is the engine of the UK economy and its financial sector. The City of London is a global financial hub, and its housing market is a resilient investment choice.

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SILICON VALLEY INVESTMENT

A new £1 billion Silicon Valley investment centre is planned between Mount Anvil and Chiswick. This will create a new hub for technology and innovation in the UK.

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30% of clients are international
14% of clients are international
12.6% of clients are international

No time like the present

The return of London house prices during 2017 led early 2018 house price appreciation for buyers.

While prices are notably higher than the economic uncertainties of 2017, the return of London house prices are positive, but consistent.

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GENERATION RENT MEANS ROBUST RENTAL DEMAND

There has been fundamental shifts in the tenure profile of households across the UK and London in recent years. Over the last five years, the proportion of rental households has increased and this has been a rise in young, affluent professionals, moving quality accommodation over 100 years of households, long with this trend to be continued.

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17% of total price of international investment
10 year average annual growth
2.3 times more affordable than other major global cities

Location, location, location

Along with many other of the world's great cities, London has established a reputation as a position of the city centre in the past few years. The demand for new homes is still as a result of high prices across from the traditional core into adjoining areas.

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REGENERATION REINS

The sale price of an apartment in a regeneration project, on average, by 7% per annum in the period 2010 to 2016. Over this period, the average annual growth rate of the regeneration project was 17%.

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We've spent over 25 years focused on London, striving to become its most respected developer.

Mount Anvil home is part of a collection that is in tune with its surroundings. Crafted, not cookie-cuttered. They're built to last and built for lasting value. We raise the bar each time, evidenced by the customers and partners that keep coming back to us.

We promise and deliver exceptional homes and places that are known for world-class design, lasting quality and genuine customer care.

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