LON
RES

RESIDENTIAL. REVIEW. SUMMER 2015.

BETTER.DATA.CLEARLY.

OPENING THOUGHTS...

It is a well-known fact that dead cats, even when dropped from a great height, don't bounce. At best they flatten out over a wider area creating a mess. I wrote a year ago that the market was cooling and latterly that I thought conditions would be more testing, which has proved to be the case. Let us remember why the London market lies in the doldrums today.

The relentless rise of house prices over the past five years did make for a heated market (in London) and the Bank of England was right to identify this as a risk to the UK economy. The introduction of the Mortgage Market Review (MMR) in April last year had a temporary dampening effect on buyers but did not result in a sufficient slowing of house prices.

The Autumn Statement in December in which graduated bands for Stamp Duty Land Tax (SDLT) were introduced in what many championed then as a radical overhaul, has certainly been felt in the central London market this year. For many people living in London the cost of moving has become prohibitively high with the consequence that would-be sellers are choosing to stay put. This, in turn is putting pressure on supply at a time when the market copes with a decline in transactions - currently over 20% year-on-year.

So, the hope was that a business-friendly Conservative government would be formed at the election and the stalled market would regain momentum. A Conservative majority may have got into power, but the pre and post-election hype had no bounce. Today we are left with

Prime London round-up

£1.9BN
total value of sales in Q2 2015

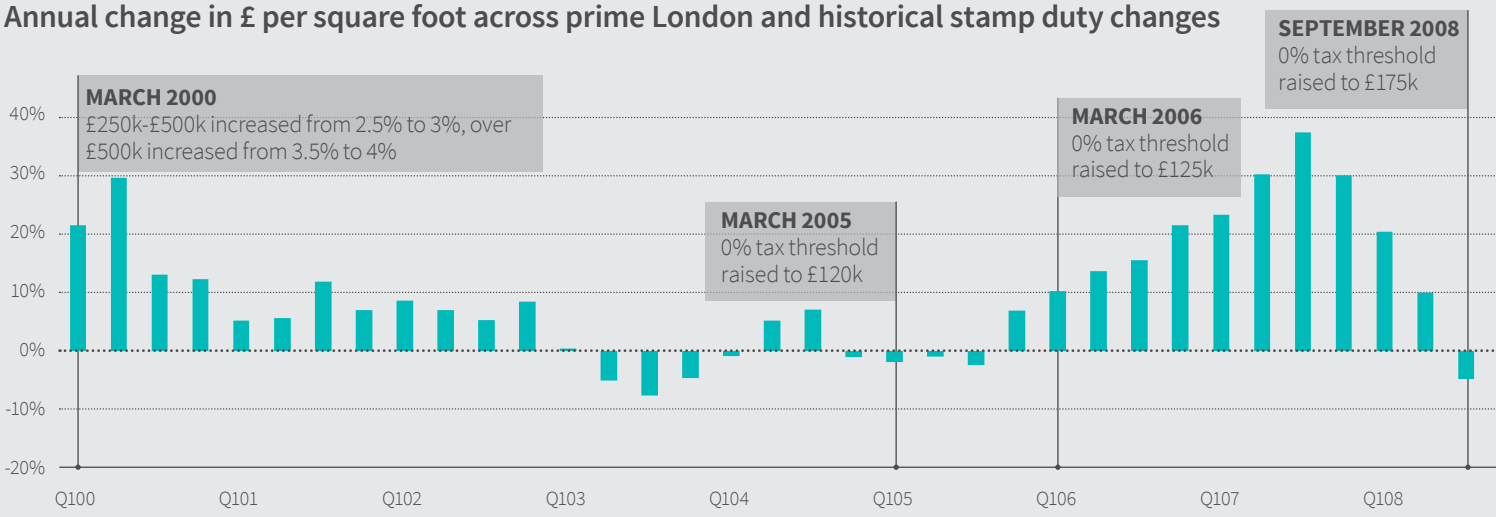
1.2M
square feet of property sold in Q2 2015

£1,469
average price paid per square foot in Q2 2015

7.2%
rise in average rents in Q2 2015 compared with Q2 2014

£48.78
average price per square foot of properties let in Q2 2015 (per annum)

Annual change in £ per square foot across prime London and historical stamp duty changes



SOURCE: LONRES

more uncertainty with an in/out referendum on Europe looming and nervousness surrounding Greece.

The question posed to the Greek population was so complicated, that there are now arguments as to the legality of the referendum. Be that as it may, some would suggest the right decision was made and the markets have accordingly absorbed this as if it were a bad day in the office. The wider issue is whether this will spread as a contagion. Nevertheless, the EU must accept a portion of blame to lend money to a country that had no chance of repaying the loan. In numbers, they have €320bn of debt, or 177% of their GDP and a population of 11.25m.

There are high levels of house building in the capital, but much of this is being driven by access to cheap money and continued foreign investment in new build homes. Homeowners are reluctant to see the value of their primary investment go down, but I assert that the mechanism is not yet in place to see stability in the London market. The London homeowner has enjoyed stellar returns in the last five years, so a flat line in house prices for the next two years will not be a bad thing. The trump card for the Bank of England in this respect will be interest rate rises which generally result in attracting good quality housing stock back to the market.

I do not see an improvement in market conditions before September but the agent's most difficult job now is to temper vendor's expectations. The seller simply cannot expect to add another 10% to the value of their property just because another year has passed. The trophy house will continue to sell but the buyer's market has returned.

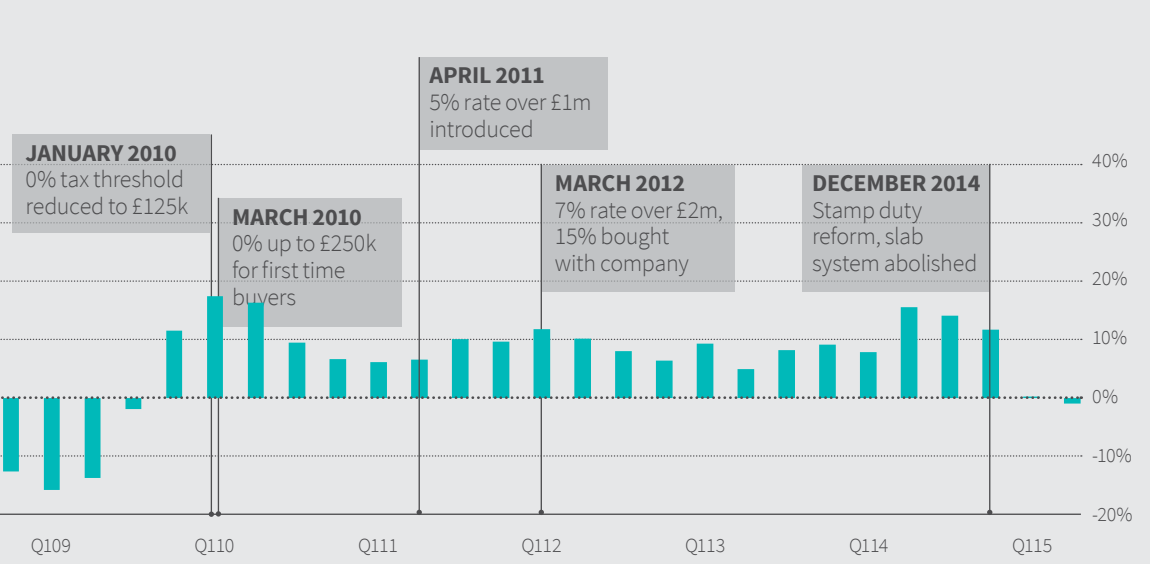
The lettings market in central London has enjoyed relative consistency this year. Compared to last year, in the second quarter there was a 14.2% decline in properties let but an increase in achieved rental prices of some 7.2% across prime London.

Finally, whatever happened to Dick Fuld, he of Lehman Brothers fame? In his first interview since its collapse, he admitted that it really wasn't his fault, but had to do with (plenty of) reasons that contributed to a "self-fulfilling negative loop" and his "…mother still loves him – she's 96." All of that was completely lost on me but I guess contrition is not part of the repertoire.

July 2015

WILLIAM CARRINGTON
CHAIRMAN
wcarrington@lonres.com

ANTHONY PAYNE
DIRECTOR
anthony@lonres.com



LonRes London survey area postcode districts

Prime SW1, SW3, SW7, SW10, W1, NW8, NW3, NW1, W9, W8, W11, W14, W2

Central SW1, SW3, SW7, SW10, W1

North NW8, NW3, NW1, W9

West W8, W11, W14, W2

Prime London Fringe SW8, SW4, SE11, SE1, SW6, W6, SW5, W10

SALES. MARKET. OVERVIEW.

Despite reports to the contrary, the residential market across prime London has not experienced a significant rebound in the second quarter of 2015 since the election. Transaction levels remain subdued with prices, although recovering slightly on the quarter, remaining below the level they were a year ago.

Q2 2015 round-up

Over the second quarter of 2015, average sales prices achieved per square foot across prime London reached £1,469, according to transactions recorded on the LonRes database. While reporting a rise of 4.8% over the quarter, this only goes some way to counteract the falls seen in the first quarter of the year. Sales prices remain 0.9% below where they were during the same quarter of 2014.

Meanwhile, transaction levels across prime London in the second quarter of the year were 23% lower than the same period of 2014. Over the quarter as a whole, the £1 million to £2 million price band remained most resilient, in a similar trend to the first quarter of the year. Transactions in this price threshold were just 1.7% lower compared to the second quarter of 2014. This tallies with the results of the Summer 2015 LonRes survey when 40.5% of agents saw an increase in demand in this price band over the quarter, with just 13% seeing a fall. The election falling within the quarter also had an effect on the market and we discuss the variation either side of polling day on pages 10 and 11 later.

Change to domestic, occupier market

Generally, agents have reported falling levels of applicants over the second quarter of 2015, with demand from overseas buyers weakening. The only exceptions are the Middle East and Asia. In contrast, two-fifths of agents have seen an increase in demand from UK purchasers over the past three months compared to just 14% who have seen a fall. At the same time, there has also been an increase in purchases for owner-occupation compared to the spring months, with a fall in the proportion of sales to investors.

Looking ahead

Further uncertainties across the Eurozone (including the current situation in Greece), fewer international buyers and the high cost of purchase as a result of stamp duty reform at the end of 2014 all continue to take their toll on the market. As a result, a net balance of just 14% of agents expect prices to rise over 2015, with a balance of 2% of agents expecting transaction levels to be higher than in 2014.

Q2 Key Statistics 2015

22.7%
fall in transactions compared to Q2 2014

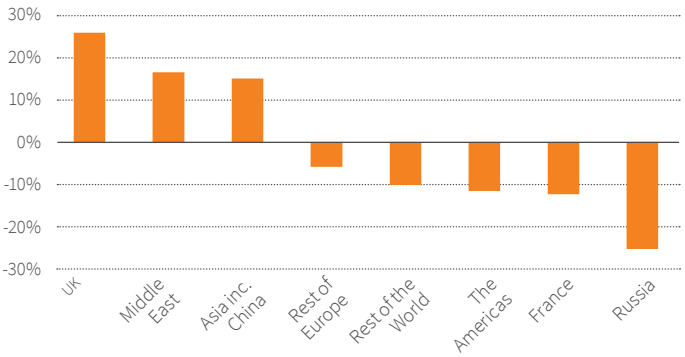
-0.9%
fall in average price paid per square foot compared to Q2 2014

20%
sales agreed off-market in last three months according to agents

28%
agents suggest vendors are being unrealistic on asking prices and unwilling to negotiate

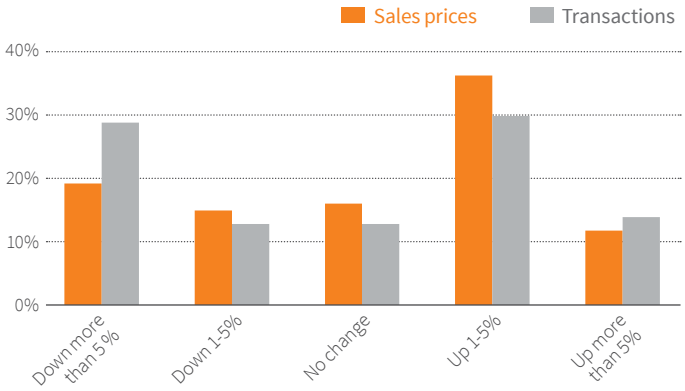
32%
sales to owner-occupiers in Q2 2015 according to agents

Change in demand levels over Q2 2015



SOURCE: LONRES SUMMER AGENTS SURVEY, SHOWING NET BALANCE OF AGENTS REPORTING A CHANGE

Agents' expectations for the prime London market over 2015



SOURCE: LONRES SUMMER AGENTS SURVEY, SHOWING PERCENTAGE OF AGENTS RESPONDING

JOHNNY MORRIS

On the sales market

Head of Research
Hamptons International

HAMPTONS INTERNATIONAL

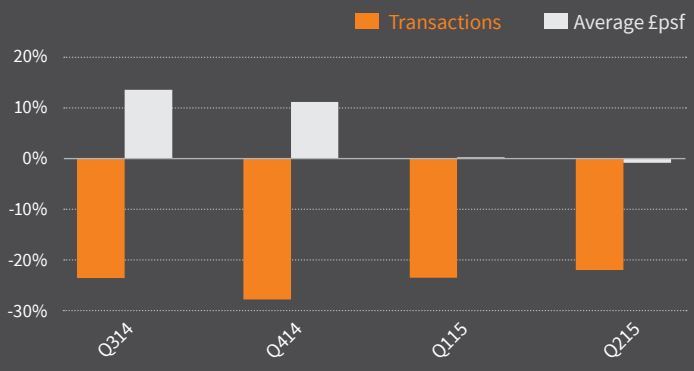
The failure of the post-election bounce to materialise in prime central London (PCL) shouldn't come as a surprise. While we're prone to pinning our hopes of shifting market fortunes to exceptional one-off events, reality is normally much less cooperative. PCL is suffering the hangover from its past successes and indeed, excesses. The five-year run of sustained price growth from early 2009 further detached PCL from domestic demand, making it an easy target for tax hikes.

Three increases in stamp duty for homes above £2 million in that same period mean a buyer of a £3 million home now pays £275,000 upfront tax. That's not to mention the annual tax on enveloped dwellings and changes to capital gains tax. These increases were tolerable for buyers when prices were growing above 10% a year, but with future price expectations at zero or less, it becomes a daunting barrier to purchase.

In a liquid market prices would adjust to the change in taxes quickly, but with many discretional sellers and price expectations still high, the market has reached a stalemate. How long will it last? Well, there are signs of activity increasing, and the outlook is better than it was last month. But those hoping for an exceptional one-off event, say in the form of a tax cut, will be disappointed; there's no miracle cure for this hangover.

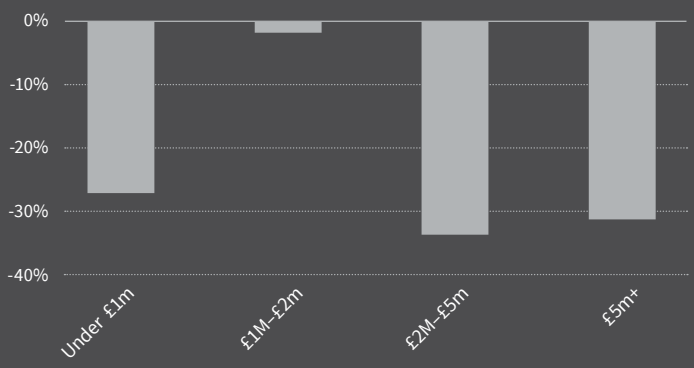
KEY MARKET TRENDS IN SALES

Annual change in transactions and price per square foot



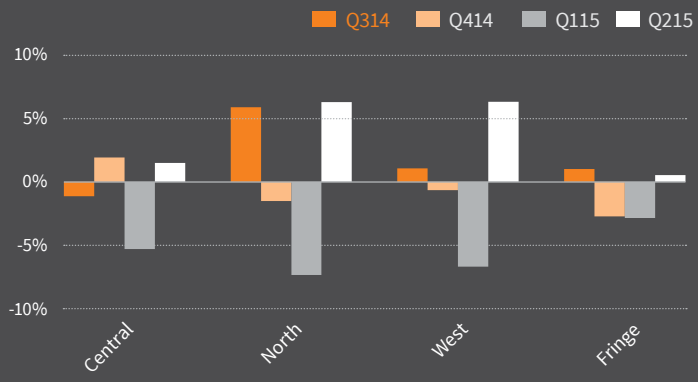
SOURCE: LONRES

Transactions in Q2 2015 compared to Q2 2014 by price band



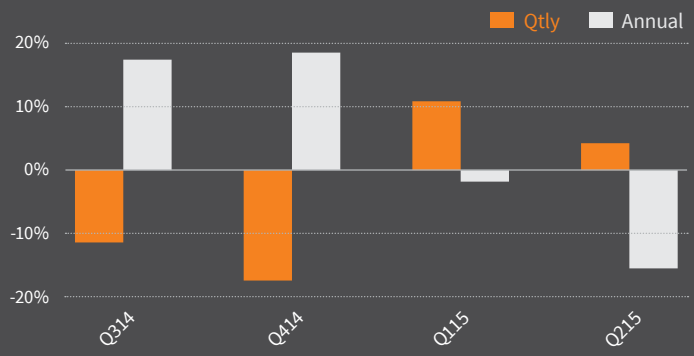
SOURCE: LONRES

Quarterly change in average price paid per square foot



SOURCE: LONRES

Quarterly and annual change in level of new instructions across prime London



SOURCE: LONRES

Unless otherwise stated, charts show analysis for prime London. Prime London excludes Prime Fringe.

LETTINGS. MARKET.OVERVIEW.

As we approach the busy months of the year for the lettings market of prime London, activity has already started to pick up with average rents on the rise.

Q2 round-up

In the LonRes Summer 2015 Lettings Agent survey, respondents were fairly upbeat on conditions in the prime London lettings market. According to agents, applicants and viewings have increased over the quarter, leading to some growth in both the number of properties let and prices achieved. An increase in supply, however, may keep rental price growth in check going forward. Since the election, agents have seen even stronger conditions with a further pickup in applicants, including corporate demand.

Average rental values across prime London are now 7.4% higher than they were this time last year. Strongest growth has been in the north of our survey area, where rents have risen at an annual rate of 9.4%. Meanwhile, the number of tenancies agreed rose by just 0.4% over the quarter.

Stock levels rising

Perhaps as a result of slower conditions in the sales market and potential vendors choosing to let their properties while awaiting the result of the election, the last quarter has seen an increase in properties instructed to let. Across prime London, there were 8.5% more properties instructed to let in the second quarter of the year compared to the first. Meanwhile, in the prime fringe area, the supply of properties has increased even more strongly, with a rise of 15.3% over the quarter.

Supply/demand balance

Even with this increase in supply, agents are still reporting that parts of the market remain under supplied compared to demand. This is most apparent in the lowest third of the market price tier, where 59% of agents report demand levels outstripping supply.

It is important though for landlords to not get too complacent. With plenty of options for tenants, landlords still need to be realistic about pricing. Tenants are being increasingly choosey over their property choices and are prepared to negotiate. Over the last three months, over half of agents report an increase in the length of time that properties stay on the market before being let. Furthermore, 54% of agents report an increase in tenants negotiating on rents of new tenancies over the quarter.

Looking ahead

Agents remain cautiously optimistic over the remainder of 2015, with 58% expecting rents to rise by up to 5% over the year and a further 9% expecting growth of between 5% and 10%. Just 19% expect falls.

Q2 Key Statistics 2015

0.4%
increase in properties let compared to Q1 2015

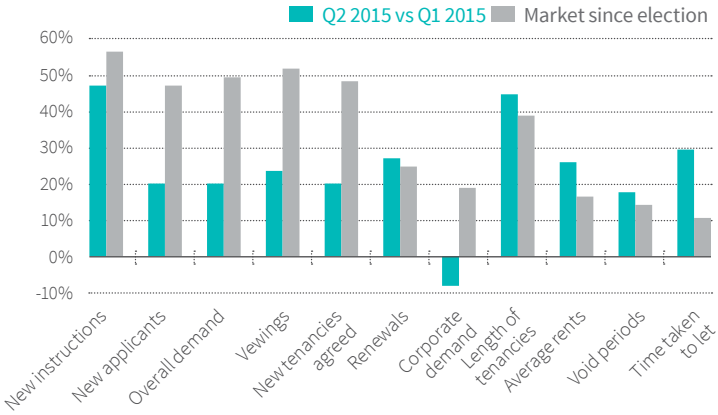
7.2%
increase in average weekly rent compared to Q2 2014

8.5%
increase in instructions compared to Q1 2015

54%
agents have seen an increase in new applicants since the election

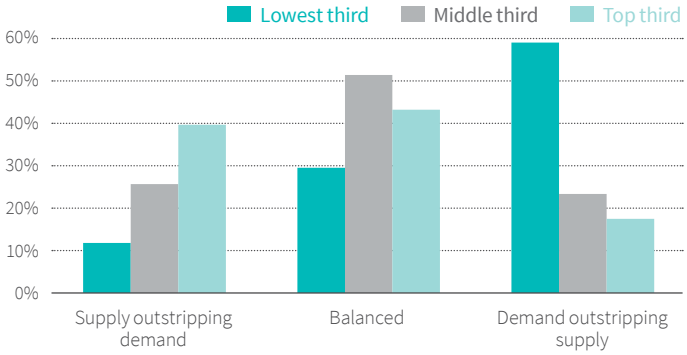
67%
agents expect rental values to grow over 2015

Results of LonRes Summer 2015 lettings agent survey



SOURCE: LONRES SUMMER LETTINGS AGENT SURVEY, SHOWING NET BALANCE OF AGENTS REPORTING A CHANGE

Demand/supply balance



SOURCE: LONRES SUMMER AGENTS SURVEY, SHOWING PERCENTAGE OF AGENTS RESPONDING

ADAM CHALLIS

On the lettings market

Head of Residential Research
JLL

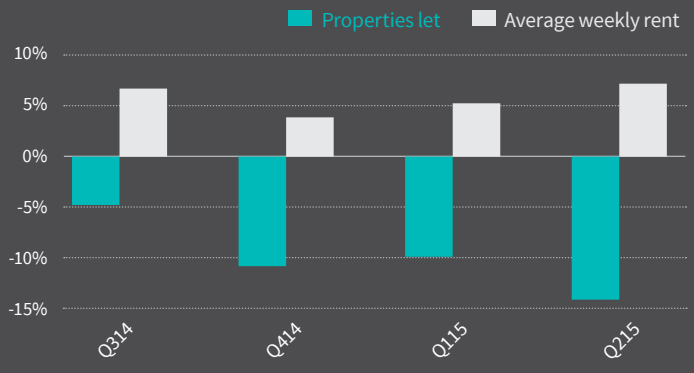
The prime lettings market has undergone an important shift in Q2 2015. Pre-election weakness affected both the sales and lettings market, but this was reversed with the Conservative party win. Although transactions were not quite at the euphoric levels that some over-enthusiastic agents reported in the immediate election aftermath, prime markets are now rebuilding stock levels and should find moderate activity growth in Q3. However, the lack of stock continued to push occupiers into rental property. This was particularly notable for corporates, who alongside strong demand from students pushed up new lettings by 93% in June compared with 2014.

Rental growth remains modest, with would-be tenants staying price sensitive, aided by increased choice in the lettings market. Demand is also more likely to seek alternatives in fringe locations rather than pay perceived rental premiums.

New listings should be supported by improving new build supply, expected to peak in 2017. This will ease the general shortage of quality lettings stock available and continue to keep a lid on rental growth. With subdued value growth in the sales market, prime yields should remain stable for the medium-term.

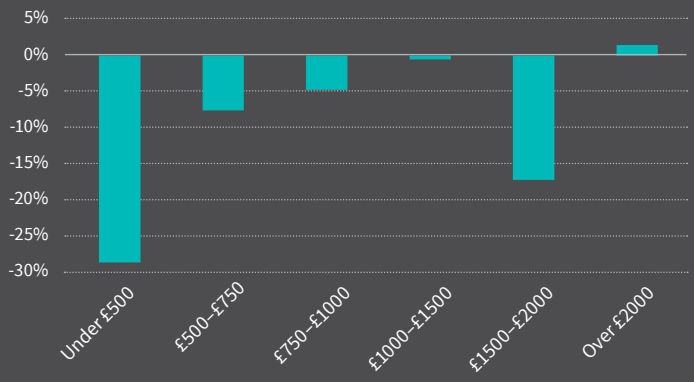
KEY MARKET TRENDS IN LETTINGS

Annual change in properties let and average weekly rent across prime London



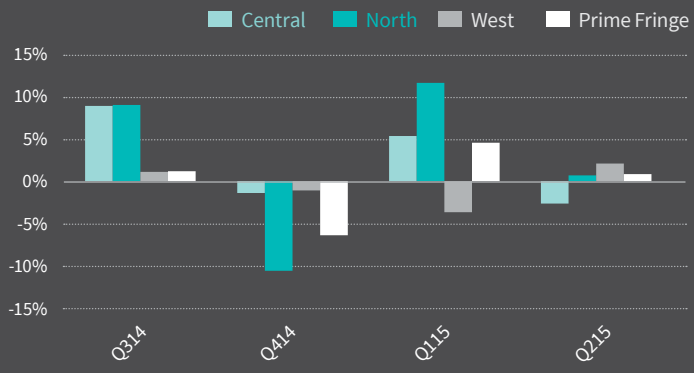
SOURCE: LONRES

Properties let in Q2 2015 compared to Q2 2014 by rental band



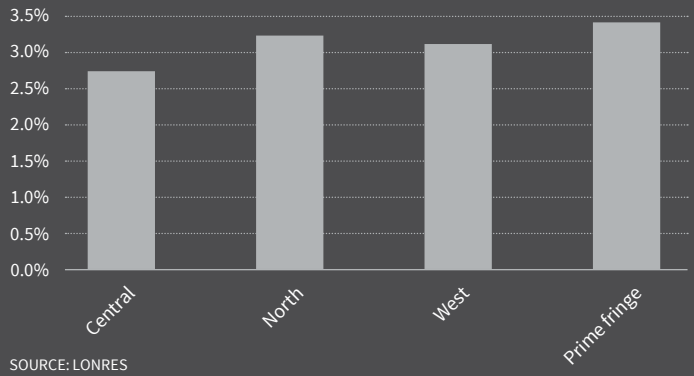
SOURCE: LONRES

Quarterly change in average weekly rent



SOURCE: LONRES

Average gross yield of 2 bed flat, past 12 months



SOURCE: LONRES

NATIONAL. MARKET.OVERVIEW.

Demand continues to increase, boosted by the election but properties available for sale continue to fall. The rate of growth in average house prices slowed further in May but lead market indicators point to an upturn in the coming months.

Demand outstripping supply

The National Association of Estate Agents (NAEA) latest report shows a wide gap between supply and demand in the national housing market in May. Supply remained low even after the election and has almost halved year-on-year over the last 10 years. Demand, however, hit an eight-month high and reached levels similar to those recorded in May 2005.

This disparity is echoed by the RICS Residential Market Report for May. This stated that demand had risen at its fastest rate since April 2014 but that new instructions continued to decline, resulting in the average stock-per-surveyor ratio hitting a new low. The high levels of demand are supported by Rightmove, who reported a record number of property searches (115 million visits) in May. Approvals data from the BBA (the leading association for the UK banking sector) is improving steadily, pointing to an upturn in transactions in the coming months as more buyers come to the market with a mortgage offer in place. At the moment, however, the lack of supply has affected transaction levels. HMRC reported 98,540 residential transactions across the UK in May, down 3.1% on the same time last year. Gross mortgage lending stood at £16.2 billion in May (Council of Mortgage Lenders). This is down 4% from a year ago and 2% from the previous month.

All of the national house price indices showed house prices slowing in May. Annual growth ranged from 4.6% (Land Registry and Nationwide) to 8.6 % (Halifax) and all calculated monthly change to be less than 1%.

2015 Budget update

Buy-to-let landlords will see their yields fall following a reduction in the level of tax relief available. Over the longer term however, there should remain prospects for capital growth.

Mature homeowners are encouraged to downsize with the introduction of a 'family home allowance' to increase the inheritance tax threshold of total assets to £1 million for married couples/civil partners. This released equity may fuel demand and possibly free up family homes. The additional allowance will be gradually withdrawn for estates worth more than £2 million.

The abolition of the permanent non-dom status will ensure that they cannot avoid paying inheritance tax.

Additionally, the Help to Buy ISA and the extension of the Right to Buy to housing associations will inevitably result in increased private rented stock as tenants buy and then rent out as an investment.

Q2 Key Statistics 2015

98,540

residential transactions in the UK in May 2015, HMRC

115M

visitor hits to Rightmove in May

-3.4%

gross mortgage lending in May 2015 compared to May 2014, CML

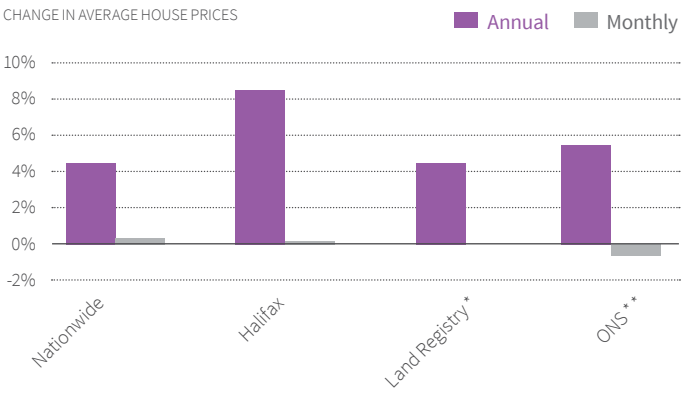
6.4X

the average price paid by somebody buying their second home is 6.4x their earnings, Lloyds Bank

79%

perceived loan-to-value ratio in May, RICS

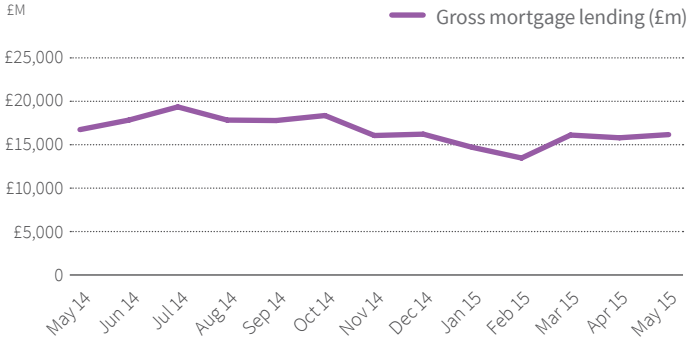
UK house price inflation, May



SOURCE: VARIOUS

* England and Wales **April not May

Gross mortgage lending



SOURCE: COUNCIL OF MORTGAGE LENDERS

PARIS. MARKET. OVERVIEW.

"The Paris residential market is seeing the decline in prices and transactions that we have been predicting for the last three years, with implications for tax revenues and the wider economy."

LAURENT LAKATOS
DIRECTOR OF DATABIENS

Price decline

Paris continues to see prices decline, as investment appetite wanes over high purchase and ownership costs, punitive buy-to-let policies and a backdrop of economic uncertainty across Europe. Transaction volumes are low; there were 27% fewer sales in June 2015 compared to June 2014 according to Databiens data.

With greater understanding of the weak property market, buyers' and sellers' price expectations are coming more into line. The difference between initial asking price and agreed sales price is getting smaller, the length of time a property is on the market is declining, and the volume of sales that fall through is dropping.

Where owners are struggling to maintain the high costs of prime, high-value property ownership (as a result of France's wealth taxes), stock at the upper end of the price scale, typically comprising large flats and houses, is sticking on the market.

A buyers' market

The current market conditions have created opportunities for buyers, not just in terms of price discount, but also regarding choice. Owing to high costs of ownership, a number of super-prime properties have come to the market that have not been available for decades. In contrast to the rest of the market, these rare properties continue to generate a price premium. They are sought among buyers who hope that the next Presidential Election (2017) will see a change in both presidency and policy towards wealthy individuals and their assets.

The rising volume of high value properties on the market is contributing to further downward pressure on values. For example, a property in a prime location of the 7th arrondissement which, in the peak of the market in 2011, would have generated €15,000 per square metre (sqm), has now been on the market for the last eight months at €13,000 per sqm, and is struggling to attract buyers' attention.

For overseas buyers, or French expatriates earning overseas, there are good opportunities for investing in Paris. One US dollar now buys €0.89 compared to €0.73 a year ago (June 30th), and sterling has reached a seven-year high relative to the euro.

A property worth €15,000 per sqm in June 2011 would have cost a UK buyer approximately £13,560 per sqm at the time. The same property, now on the market for €13,000 per sqm, combined with the weakness of the euro to the pound, means a sterling-denominated buyer would now pay around £9,240 per sqm (exchange rates on 30th June 2015 using XE.com). This equates to an overall price reduction of 32% over this time.

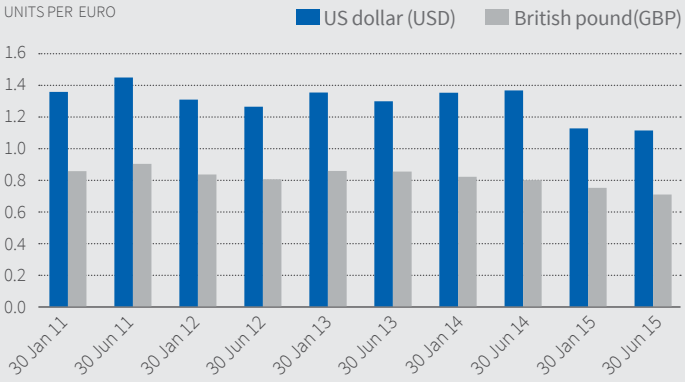
With owners of high-value properties hit by wealth taxes and buy-to-let investors deterred from investing owing to the Loi Alur (which has curbed rental value movement), transaction volumes have reduced, leading to falling stamp duty takings. Figures for the 12 months up to May 2015 show the base for Paris' stamp duty tax calculations (all property transactions) remains some 18% lower than in the same period three years ago.

June 2015 compared to June 2014

- ↘ 27% — FALL IN RESIDENTIAL TRANSACTIONS.
- 6.6% — DIFFERENCE BETWEEN INITIAL ASKING PRICE AND AGREED SALES PRICE, COMPARED TO 7.13% A YEAR AGO.
- 6 MONTHS 2 DAYS — AVERAGE TIME ON THE MARKET, COMPARED TO 7 MONTHS 2 WEEKS A YEAR AGO.
- 52% — OF PROPERTIES ON THE MARKET ARE 4 BEDROOM PLUS, COMPARED TO 47% A YEAR AGO.

SOURCE: DATABIENS.COM

€1 is now worth 71p compared to 90p in June 2011*



SOURCE: XE.COM, BASED ON MID-MARKET RATES.
*Data compares exchange rates on 30th June 2011 with 30th June 2015

ELECTION GLITCH...

The election of a majority government was expected to bring more certainty to the housing market and a sense of stability, with concerns easing over the introduction of a mansion tax and restrictive taxes for overseas investors. It was anticipated that the market would quickly bounce back with an increase in both transactions and prices. Indeed, in the immediate aftermath of May 7th there was much talk in the press about a market surge. We take a look back over the last few weeks to assess market conditions either side of the election. Has the market reacted as we would expect, or are there other factors at play?

Rise in supply

In the weeks following the election, the most immediate effect of the result in prime London was in the number of properties brought to the market. Indeed, 62% of agents in the LonRes Summer Survey report instruction levels rising in the post-election period, compared to just 6% who witnessed a fall.

The pick-up in supply led to 38% more properties being instructed in the seven weeks after the election across prime London than in the previous seven week period. Analysis of the LonRes database indicates that there are currently 3,752 properties available to buy across prime London, which is 9% higher than at the beginning of the year. In the most central part of our survey area, there are 1,872 properties available, 11% higher than at the start of 2015.

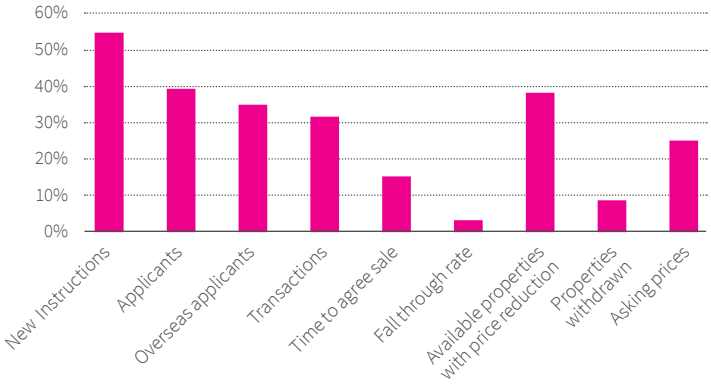
There has been a significant increase at the top end of the market, with more than three times as many properties listed over £5 million than in the weeks leading up to 7 May. This is a reflection of just how few properties at this end of the market were instructed in the weeks directly preceding the election.

Fall in transactions and prices

Agents report a pickup in demand and feel that transaction levels have increased slightly. This is perhaps reflected by the 13% increase in properties going under offer in the three weeks following the election. However, a further analysis of properties exchanging since the election, recorded by LonRes, does not reveal an increase in property sales. Indeed, there have actually been 11.8% fewer properties exchanging since the election compared to the same period before it. This is perhaps still a hangover from the low activity levels in the run-up to the election. Furthermore, the average price paid per square foot for properties is also down by 0.5% in the post-election period.

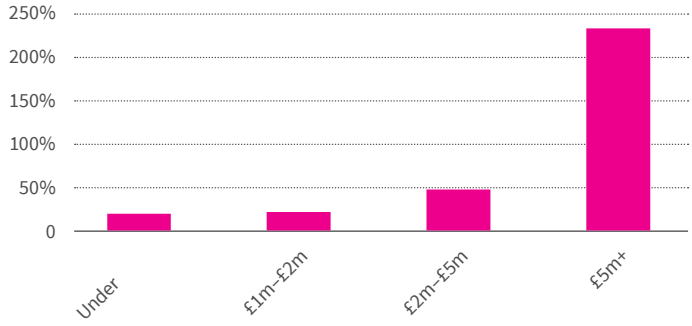
The top end of the market (over £5 million) has shown some recovery, with a 4.7% rise in transactions and 4.2% increase in the average price paid per square foot. However, this price band had (prior to the election) been heavily impacted and transactions are therefore rising off an already very low base.

Change in the sales market in the weeks after the election compared to the run-up to the election



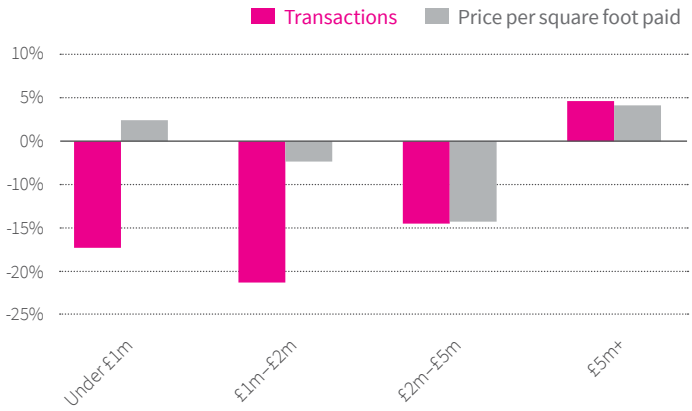
SOURCE: LONRES SUMMER AGENTS SURVEY, SHOWING NET BALANCE OF AGENTS REPORTING A CHANGE

Change in properties instructed to sell in period post-election compared to period leading up to election



SOURCE: LONRES, COMPARING THE 37 WORKING DAYS FROM 8TH MAY ONWARDS TO THE 37 WORKING DAYS LEADING UP TO AND INCLUDING MAY 7TH

Election effect on prime London residential market by price band



SOURCE: LONRES, COMPARING THE 37 WORKING DAYS FROM 8TH MAY ONWARDS TO THE 37 WORKING DAYS LEADING UP TO AND INCLUDING MAY 7TH

...OR SOMETHING ELSE?

Looking back over market conditions either side of previous elections reveals some interesting trends. In only one of the past four elections have sales prices per square foot risen in the immediate aftermath. In both 2005 and 2010, prices across prime London fell by 0.5% and 1.1% respectively, on a par with current conditions. However, in each of the 2001, 2005 and 2010 elections, transactions bounced back quickly. The fact that this has not occured after the 2015 vote suggests that there are other factors affecting the market.

Stamp duty reform

The reforms to Stamp Duty Land Tax (SDLT) at the end of 2014 as part of the Autumn Statement provided a financial boost to the majority of purchasers but prime London was disproportionately affected. 56% of buyers since 4th December 2014 across prime London have been subjected to more stamp duty than before, paying an average additional amount of £82,000 per property purchase. It is therefore not surprising that some buyers have been put off or are looking at less expensive areas.

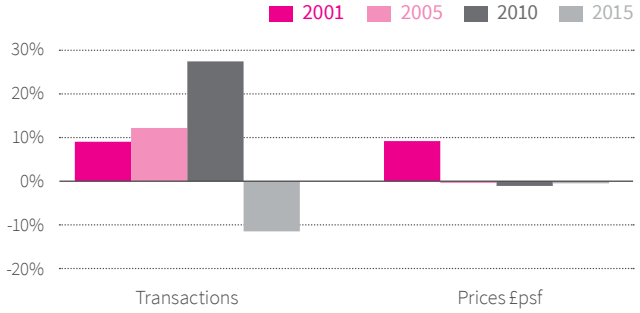
If the government were looking to boost Treasury coffers from the change to stamp duty, it looks as if they will be mistaken. Using LonRes transactions since the reforms, we calculate that £319 million will have been paid in stamp duty for prime London sales. This is 6.4% lower than over the same period a year earlier. Purchasers under £937,500 and between £1 million and £1.125 million now pay a lower amount than before the changes. In the £1 million to £1.125 miliion price band there has been a 17% increase in transactions since the changes, compared to the same period a year earlier. This is the only band which has seen an increase in sales and, despite the lower stamp duty payable, has generated a higher amount in stamp duty receipts than previously.

It is not easy to distinguish between the relative impacts of the various factors affecting the prime London market just now. However, collectively, the market remains quieter than might otherwise have been expected.

High cost of prime London properties deterring buyers

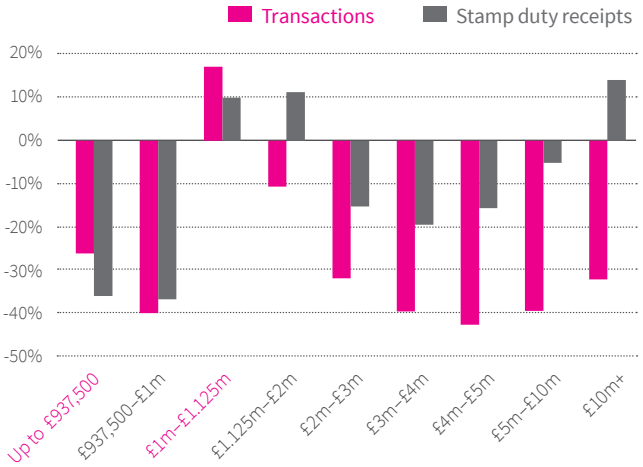
Higher taxes are also being compounded by the overall increase in property prices. Five years ago the average sales price across prime London was £1.64 million, with a stamp duty bill of £65,600. Overall market increases, along with additional taxes mean that a buyer would now need to find an extra £461,000 for the same property, and nearly £90,000 in additional stamp duty. Within the most central part of our survey area, a buyer would require an extra £600,000 to buy the average property, with an additional stamp duty bill of £113,000.

Historic election impacts on transactions and prices



SOURCE: LONRES, SHOWING CHANGE FOR 37 WORKING DAYS EITHER SIDE OF ELECTION

Difference in transactions and stamp duty receipts, since 4 December compared to a year earlier



SOURCE: LONRES, SHOWING CHANGE IN TRANSACTIONS AND CALCULATED STAMP DUTY RECEIPTS SINCE 4TH DECEMBER 2014 COMPARED TO SAME PERIOD A YEAR EARLIER

Labels highlighted show price brackets where a lower stamp duty fee is now payable compared to before stamp duty reform

Key statistics (comparing pre and post-election periods)

£3.8 BILLION
VALUE OF PROPERTIES INSTRUCTED ACROSS PRIME LONDON SINCE ELECTION

56.4%
PROPERTIES SOLD IN PRIME LONDON SINCE 4TH DECEMBER INCURRED HIGHER STAMP DUTY BILL

-0.5%
FALL IN AVERAGE PRICE PAID PER SQUARE FOOT POST-ELECTION

-11.8%
DECREASE IN TRANSACTIONS POST-ELECTION

-6.4%
FALL IN STAMP DUTY RECEIPTS SINCE DECEMBER 2014 REFORM

38.3%
INCREASE IN INSTRUCTIONS POST-ELECTION

SOURCE LONRES, PERIOD PRE AND POST-ELECTION EQUATES TO 37 WORKING DAYS EITHER SIDE

THE. LONRES. TEAM.

WILLIAM CARRINGTON
CHAIRMAN
wcarrington@lonres.com

ANTHONY PAYNE
DIRECTOR
anthony@lonres.com

JAMES GOLFAR
DIRECTOR
james.golfar@lonres.com

EMMA HERRIMAN
DIRECTOR OF MARKETING
emma.herriman@lonres.com

ALISON BLEASE
DIRECTOR OF PR
alison.blease@lonres.com

CHRIS WELCH
SALES EXECUTIVE
chris.welch@lonres.com

WILL PARSONS
SALES EXECUTIVE
will.parsons@lonres.com

LAURENT LAKATOS
DIRECTOR OF DATABIENS
laurent@lonres.com

QUENTIN BRODIE COOPER
PROJECT MANAGER
quentin@lonres.com

MONIKA KASTELIK
HEAD OF DESIGN
monika@lonres.com

KATIE PRIFTI
HEAD OF HR AND ACCOUNTS DEPARTMENT
katie@lonres.com

About this publication

This newsletter was written for LonRes by Dataloft. By utilising LonRes and other valuable sets of data, Dataloft provides a unique and bespoke service to LonRes' clients. Through analysing data and writing market commentary on their behalf, at both a local and national level, Dataloft provides marketing material that raises the profile of their clients and helps to cement their position as experts in their areas.

For more information please visit www.dataloft.co.uk or contact Harriet Black on 01962 867712.

Dataloft and LonRes

In partnership with LonRes, Dataloft uses its own analysis tools and models to evaluate trends in LonRes data as well as the wider housing market, providing value added commentary for LonRes subscribers.

Services available

Dataloft specialises in providing comprehensive publications and marketing collateral on the residential property market. Our team of industry leading experts provide high quality research and property market commentary at both national and micro levels. We present our information in a digestible, attractive format and the wide range of products available gives a competitive edge and profile raising opportunities to clients as well as informing business strategy.

dataloft
PROPERTY MARKET INTELLIGENCE AND DESIGN.
All data and charts supplied by Dataloft, www.dataloft.co.uk