

# Area Overview

Hammersmith & Brook Green, Chiswick, North Kensington  
Q3 2020 Sales Report



## Sold: Jul-Sep 2020



8.1%

Annual change in  
achieved price



-13.2%

Annual change in  
transactions



£912

Average achieved £  
per square foot

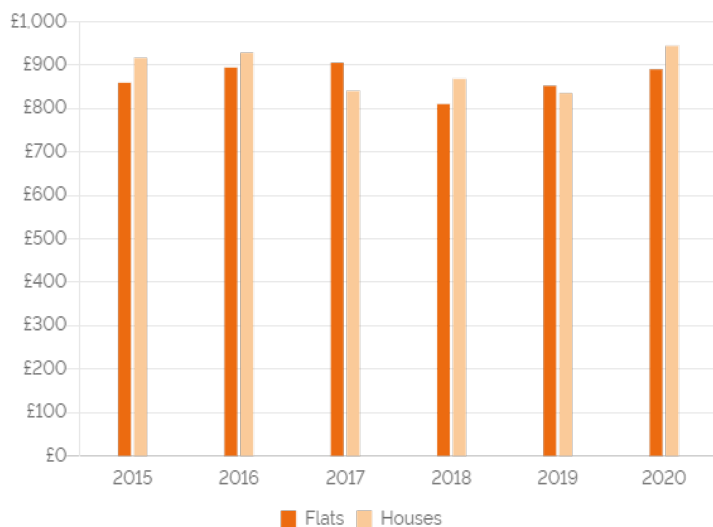


3.7%

Average discount on  
initial asking price

### Achieved Prices by Year

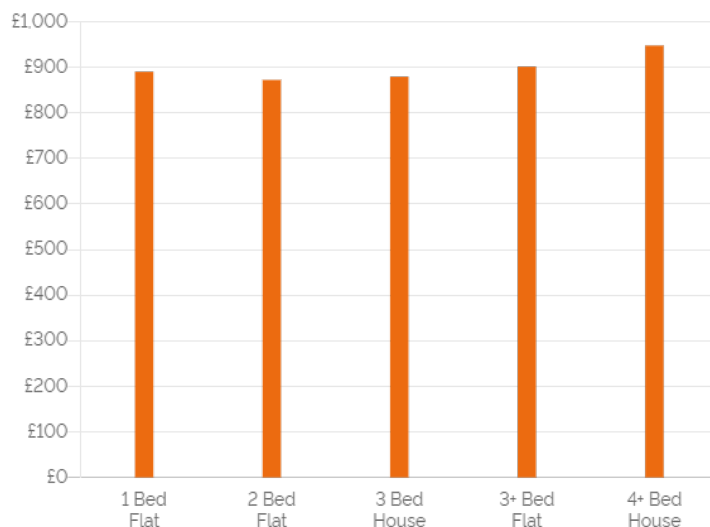
(£ Per Square Foot)



Source: LonRes - Jul-Sep

### Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Jul-Sep 2020

### Key Findings

- Average flat prices are now 3.6% higher they were 5 years ago, with buyers paying £31 more per square foot than they did 5 years ago.
- Achieved prices per square foot have increased by 4.5% for flats over the last year, and have increased by 13.1% for houses.
- 30.4% of properties sold within 3 months, compared with 23.0% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £721,481 for flats and £1,885,904 for houses.

# Current Availability



54.7%

have been on the market for over three months



46.3%

of properties on the market have been reduced in price



42.1%

Annual change in the number of available properties

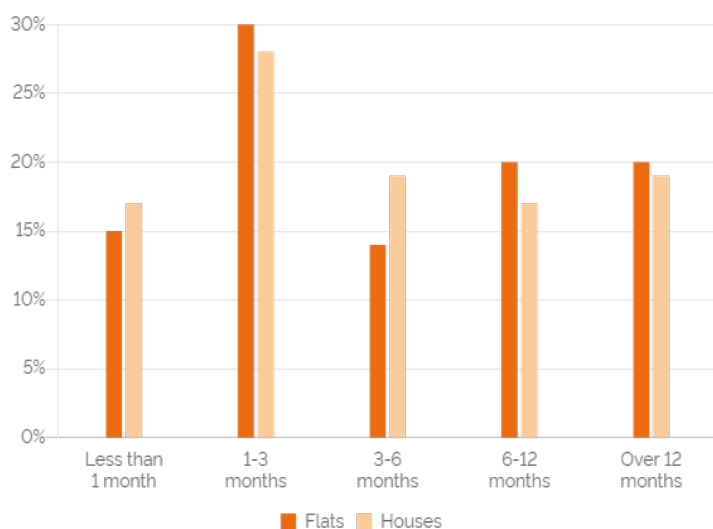


24.8%

Percentage of available properties currently under offer

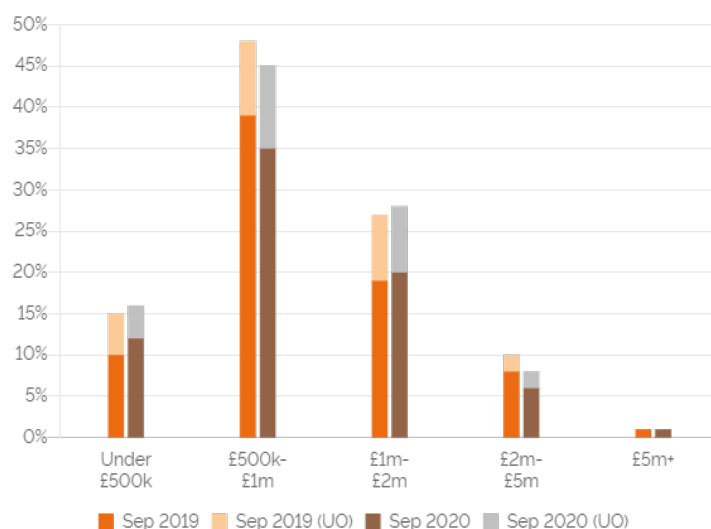
Source: LonRes - As at Oct 6th 2020

## Time on the Market



Source: LonRes - As at Oct 6th 2020

## Properties on the Market by Price Band



Source: LonRes - As at Oct 6th 2020

## Key Findings

- 37.2% of properties on the market are priced at £1 million or higher.
- 39.1% of properties currently available have been on the market for more than six months.
- 20.6% of flats and 32.4% of houses on the market are currently under offer.

**⚠** Proceed with caution! Less activity during lockdown and the ongoing impact of COVID restrictions are affecting the data this quarter.

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October 6, 2020, the Hammersmith & Brook Green, Chiswick, North Kensington Q3 2020 Sales Report catchment includes all properties sold within the aforementioned area(s).