

# Area Overview

Hammersmith & Brook Green, Chiswick, North Kensington

Q1 2021 Sales Report



## Sold: Jan-Mar 2021



1.4%

Annual change in  
achieved price



79.5%

Annual change in  
transactions



£847

Average achieved £  
per square foot

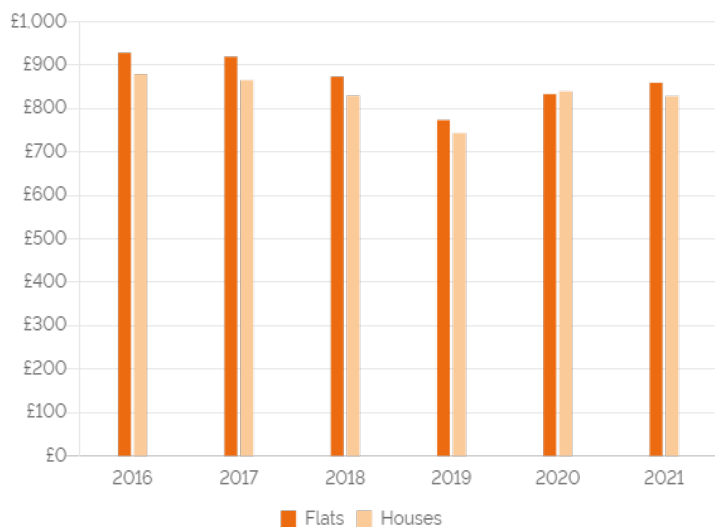


4.3%

Average discount on  
initial asking price

### Achieved Prices by Year

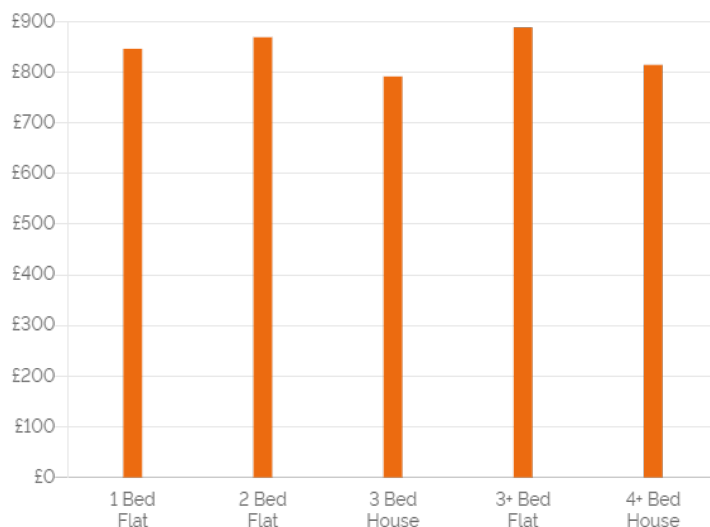
(£ Per Square Foot)



Source: LonRes - Jan-Mar

### Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Jan-Mar 2021

### Key Findings

- Average flat prices are now 7.5% lower they were 5 years ago, with buyers paying £69 less per square foot than they did 5 years ago.
- Achieved prices per square foot have increased by 3.1% for flats over the last year, and have decreased by 1.2% for houses.
- 9.9% of properties sold within 3 months, compared with 10.7% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £631,582 for flats and £1,137,132 for houses.

# Current Availability



66.2%

have been on the market for over three months



41.5%

of properties on the market have been reduced in price



27.1%

Annual change in the number of available properties

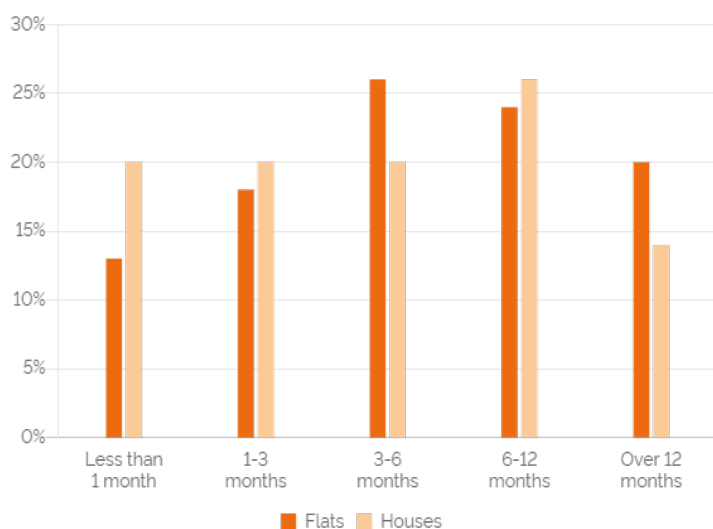


26.9%

Percentage of available properties currently under offer

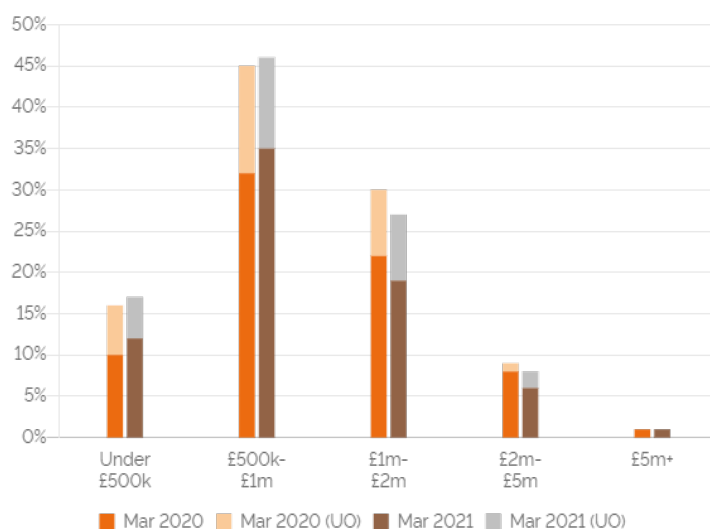
Source: LonRes - As at Apr 6th 2021

## Time on the Market



Source: LonRes - As at Apr 6th 2021

## Properties on the Market by Price Band



Source: LonRes - As at Apr 6th 2021

## Key Findings

- 34.4% of properties on the market are priced at £1 million or higher.
- 42.5% of properties currently available have been on the market for more than six months.
- 25.6% of flats and 29.5% of houses on the market are currently under offer.

**⚠** Proceed with caution! – Partial closure of the housing market in Q2 2020 and the ongoing impact of COVID restrictions and stamp duty incentives continue to impact the data this quarter.

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April 6, 2021, the Hammersmith & Brook Green, Chiswick, North Kensington Q1 2021 Sales Report catchment includes all properties sold within the aforementioned area(s).