

Area Overview

Kensington, Notting Hill & Holland Park Q1 2021 Sales Report



Sold: Jan-Mar 2021



-1.3%

Annual change in achieved price



50.4%

Annual change in transactions



£1,293

Average achieved £ per square foot

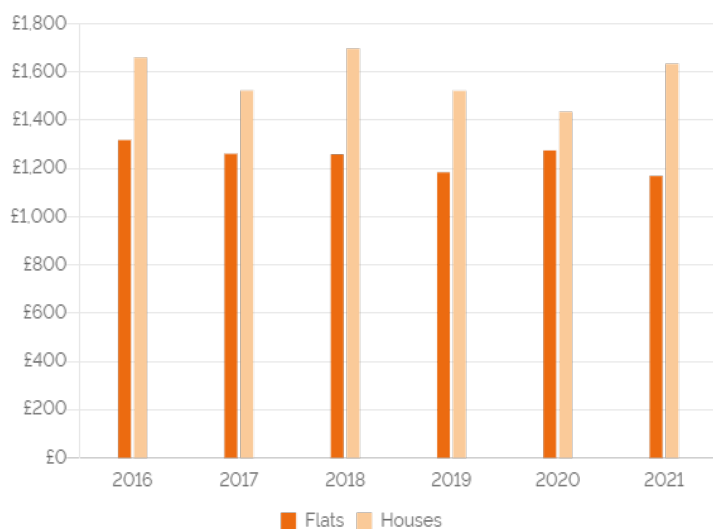


5.0%

Average discount on initial asking price

Achieved Prices by Year

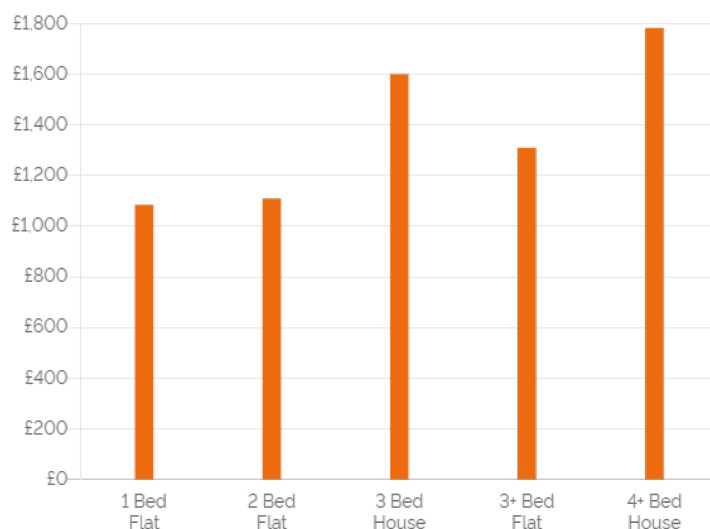
(£ Per Square Foot)



Source: LonRes - Jan-Mar

Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Jan-Mar 2021

Key Findings

- Average flat prices are now 11.3% lower they were 5 years ago, with buyers paying £149 less per square foot than they did 5 years ago.
- Achieved prices per square foot have decreased by 8.3% for flats over the last year, and have increased by 13.9% for houses.
- 10.8% 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 £1,224,510 for flats and £4,869,147 for houses.

Current Availability



71%

have been on the market for over three months



42.9%

of properties on the market have been reduced in price



35.8%

Annual change in the number of available properties

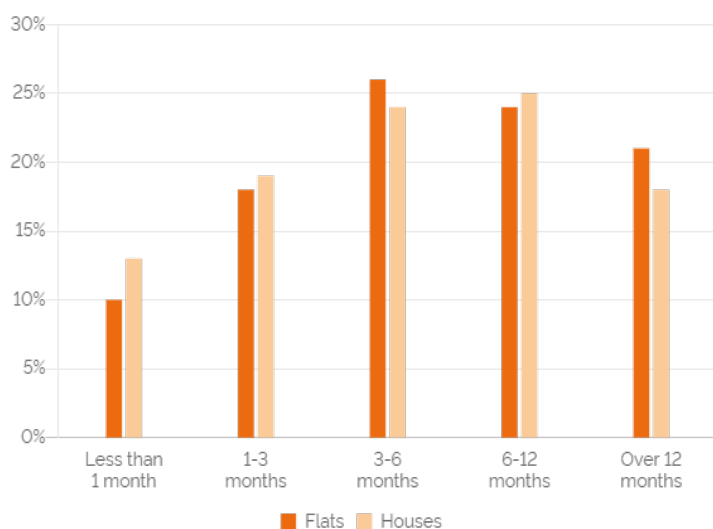


19%

Percentage of available properties currently under offer

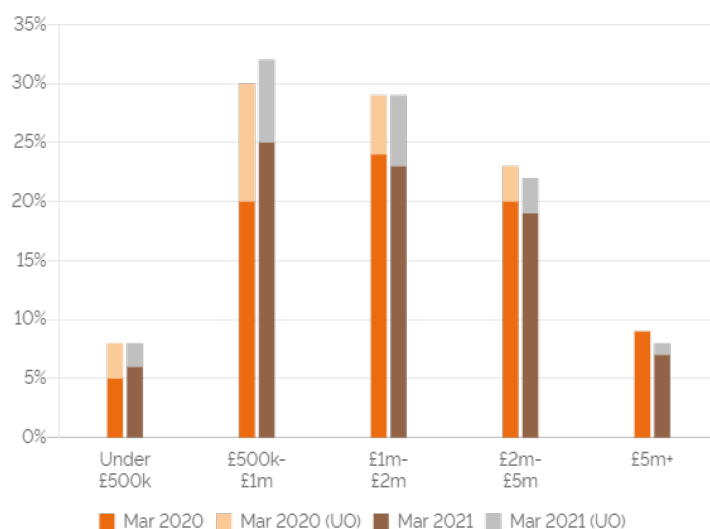
Source: LonRes - As at Apr 6th 2021

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

- 28.5% of properties on the market are priced at £1 million or higher.
- 45.1% of properties currently available have been on the market for more than six months.
- 19.1% of flats and 18.8% 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 Kensington, Notting Hill & Holland Park Q1 2021 Sales Report catchment includes all properties sold within the aforementioned area(s).