



Savills Wimborne Home Truths

Wednesday 27 January 2021

Welcome and thank you for joining.

You are on mute for the duration of the webinar.

We will begin shortly.

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Welcome

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The background of the slide is a photograph of a miniature village, likely the Miniland in Oxford. It shows a dense cluster of small-scale buildings with dark roofs and light-colored walls. In the background, a large, detailed stone church with multiple spires and a flag flying from its tower is visible. Several people are seen walking through the miniature streets, providing a sense of scale. A yellow text box is overlaid on the left side of the image.

Market Overview and Outlook

Lucian Cook, Head of UK Residential Research

2020 anything but normal in the housing market

1st modern-day recession where the economy and housing market have moved in different directions

Low preceding price growth, ultra-low interest rates and early expectations of a sharp V-shape marked it out as different

Government intervention on jobs, earnings and stamp duty provided a safety net

Resulting in a market driven by those with financial security rather than those exposed to the economic fallout

For whom a reassessment of housing needs and priorities essentially overrode economics

Annual house price growth at +7.3% at the end of 2020 according to the Nationwide

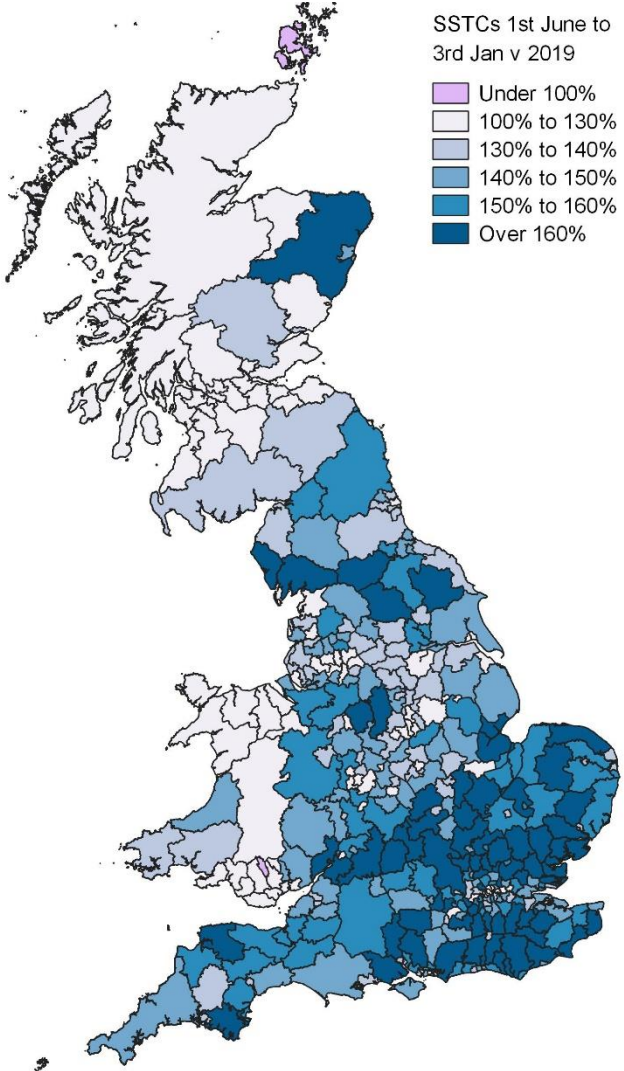
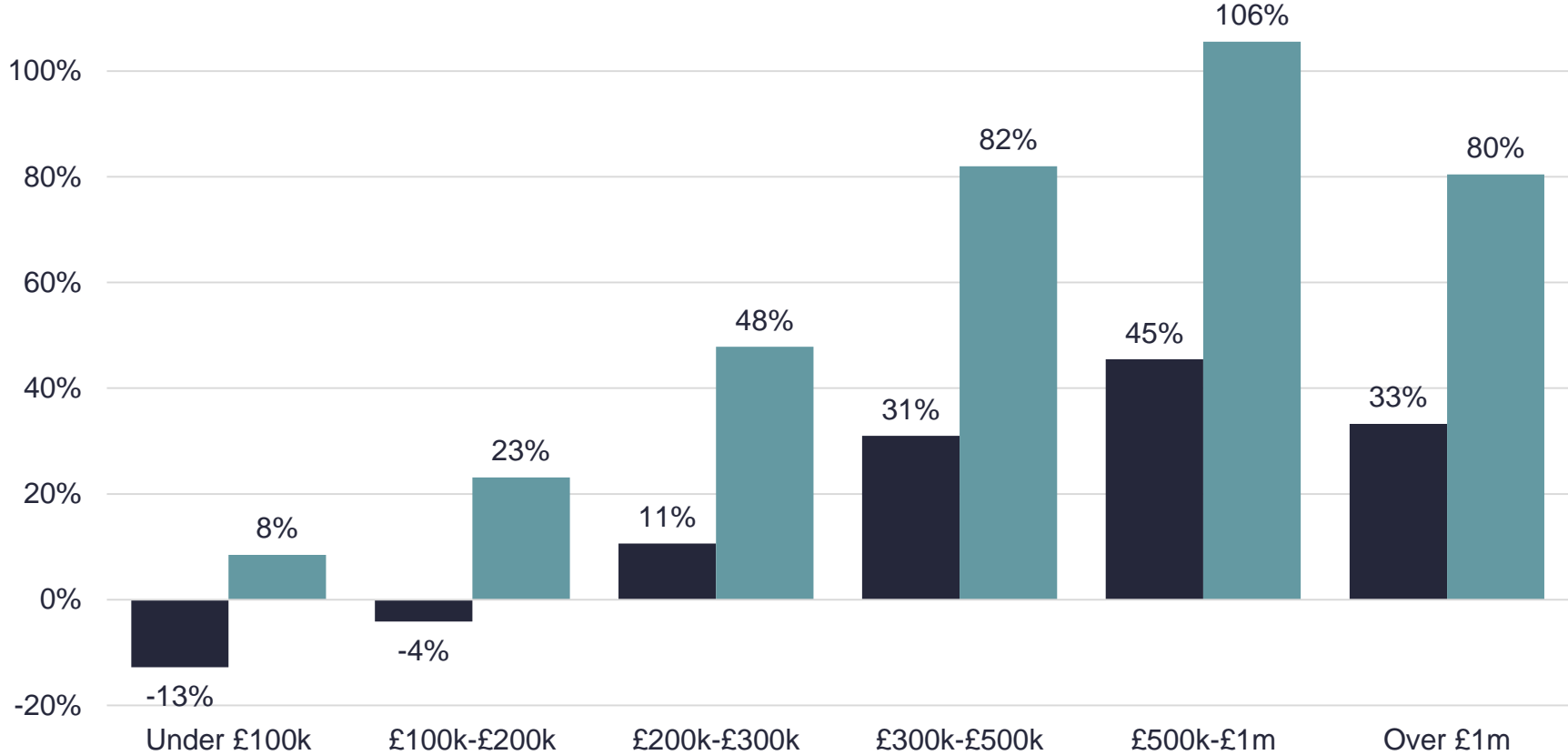
December transactions running at +34% above the previous year & November mortgage approvals +58%

Strongest activity in higher price bands but without runaway price growth

Variation across the market

Sales agreed* 2020 v 2019
(net of fall throughs)

■ Whole Year ■ Since 1st June



Agreed sales since 1st June 2020 v 2019

UK

+42%

Whole Market

+73%

£1m+

**South
West**

+49%

Whole Market

+122%

£1m+

**Bournemouth,
Christchurch
& Poole**

+40%

Whole Market

+70%

£1m+

Dorset

+49%

Whole Market

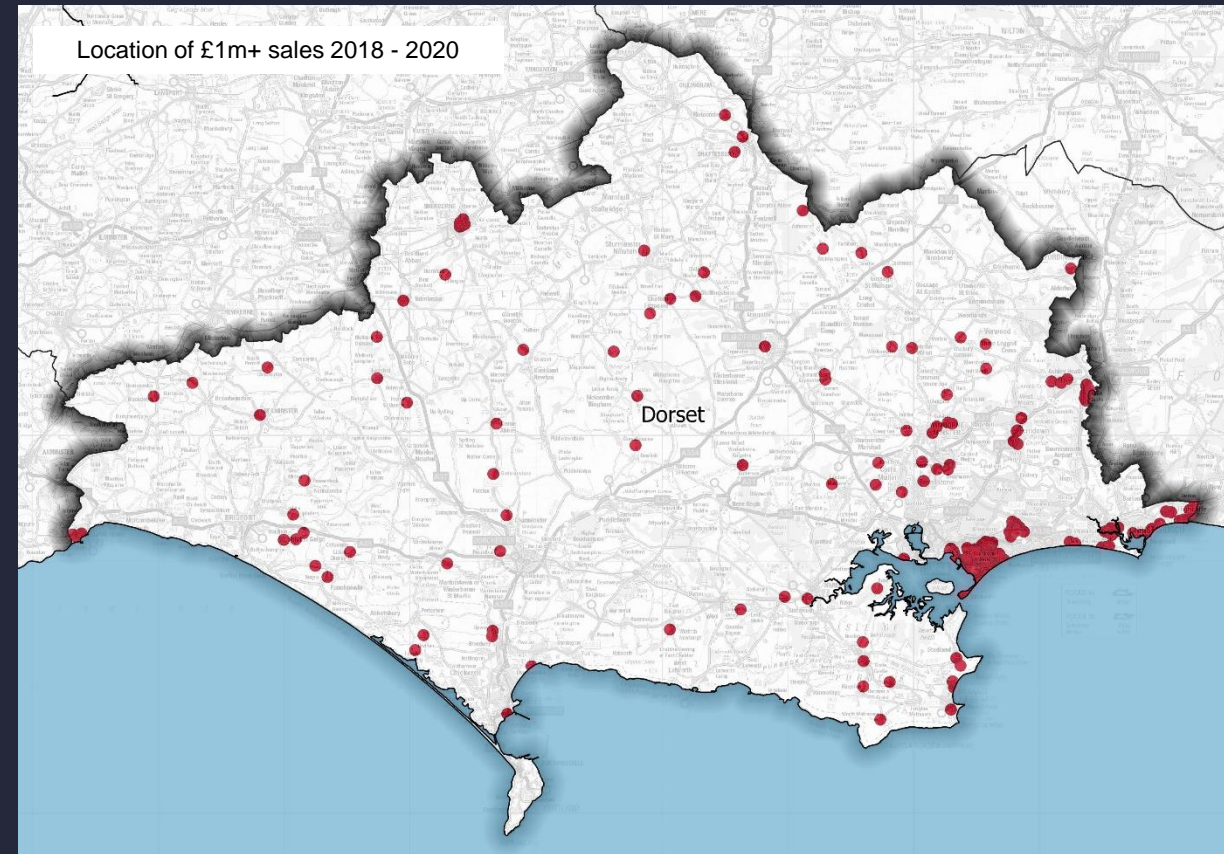
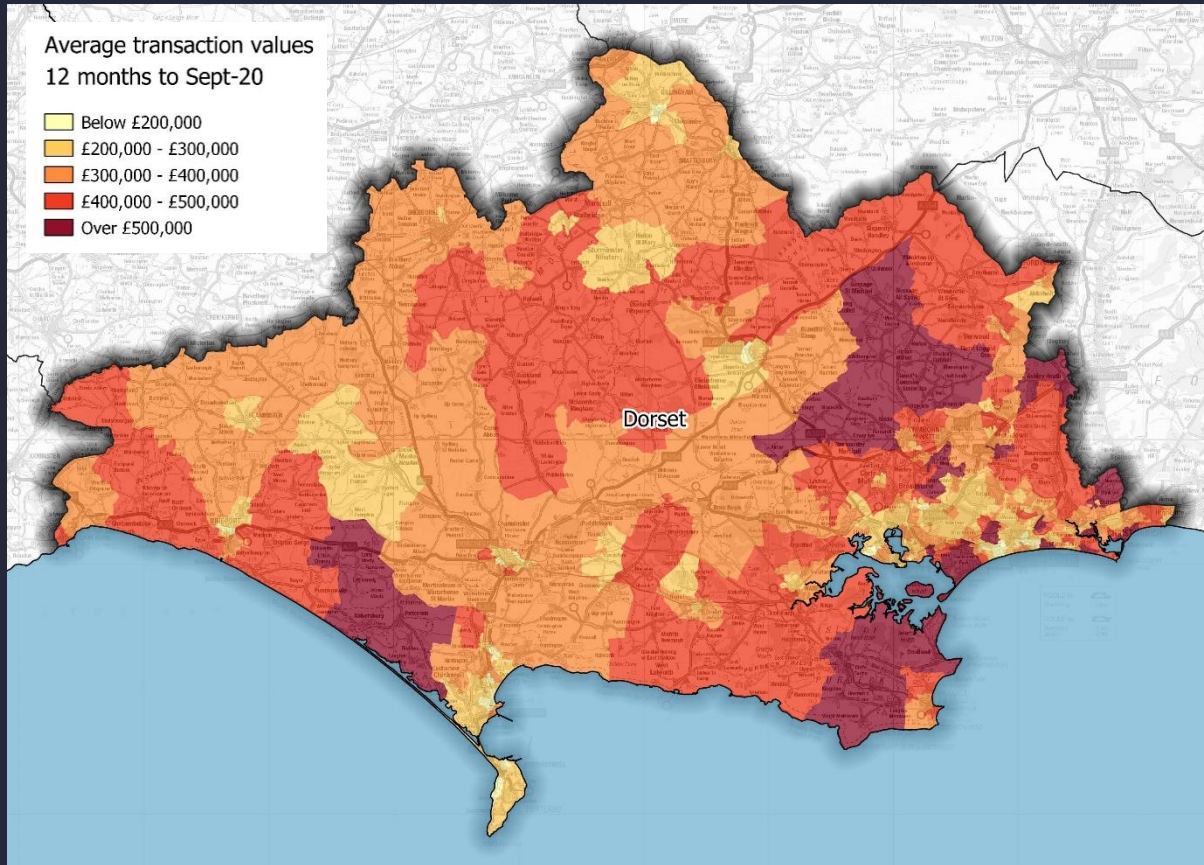
+136%

£1m+

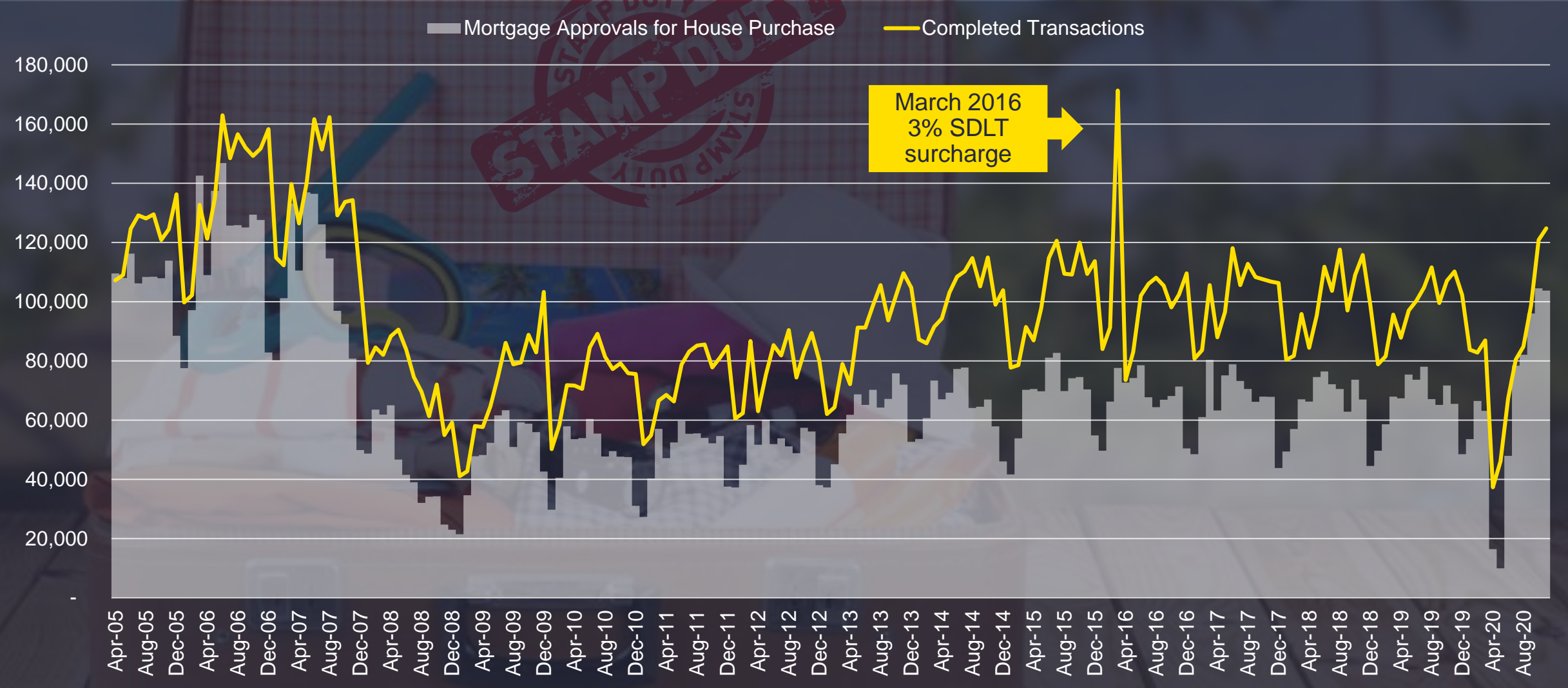
Prime price movements over 2020



Wealth mapping Dorset

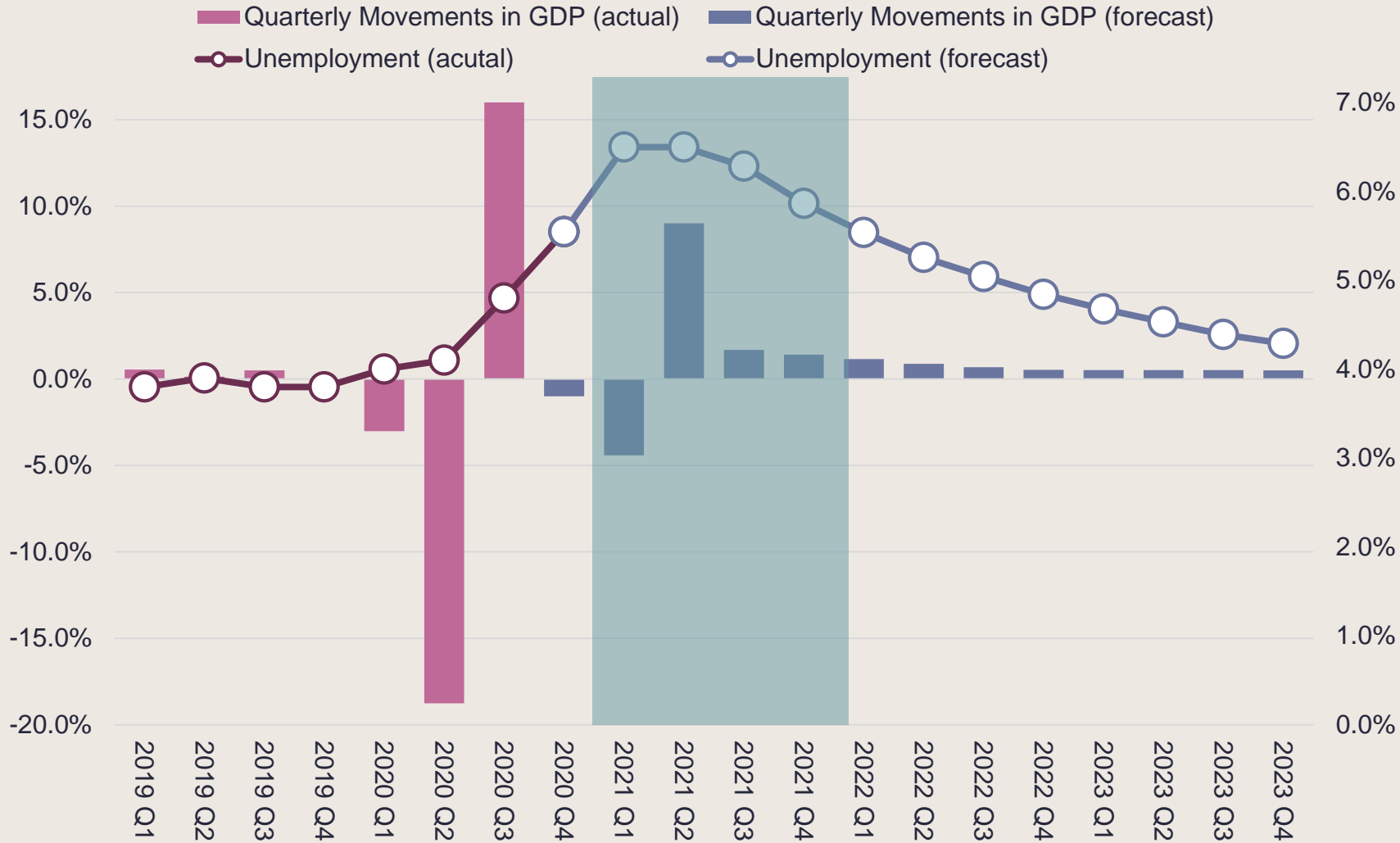


Nothing distorts a market like a pre announced stamp duty measure



Source: BoE, HMRC

Prospects for the economy



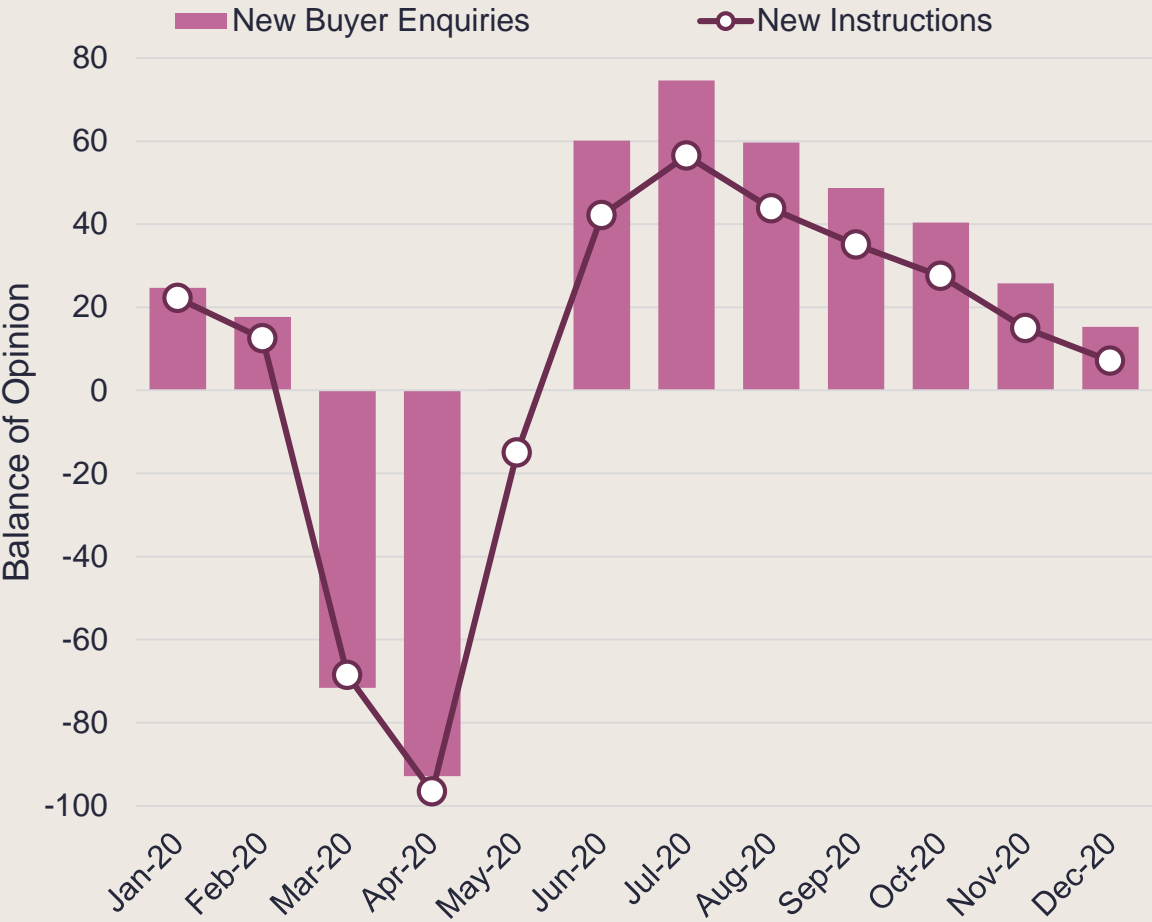
Longer Term

Tax Burden

Interest Rates

Lead indicators across the housing market as a whole

RICS Housing Market Survey



- £1m+ market**
1st three full weeks of 2021 v 2020
- +32%**
Sales agreed
- +34%**
Fall through rate
- 18%**
New Instructions

1 Buyers and sellers will need to continue to remain pragmatic

2 Economic pressures & end of stamp duty holiday could result in a lull in activity

3 Further lockdown restrictions should provide further urgency to change lifestyle

4 Confidence will be boosted with the rollouts of Covid-19 vaccines

5 The wider tax environment may act as a drag on future price growth

A large, bright yellow square is centered on the slide. Inside this square, the word "savills" is written in a lowercase, red, sans-serif font, matching the company's branding.

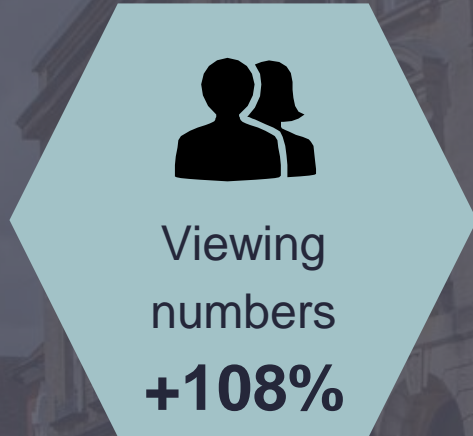
Thank you

An aerial photograph of a town and its surrounding landscape. A river winds through the center, crossing a bridge. The town is built on a hillside, with a mix of residential and commercial buildings. The surrounding area is lush green with fields and trees. The sky is blue with scattered white clouds.

Local Market Update

Ashley Rawlings MRICS - Head of Residential Sales, Savills Wimborne

Our market



Sold properties in Dorset 2020



Nr Wimborne
Guide £2.2 million



North Dorset
Guide £1.1 million



South Dorset
Guide £750,000



Dorset / Somerset border
Guide £5.65 million

South Dorset

Guide £3.25 million



Muckleford, Guide £2.25 million



- Last sold in 1978
- Sold off market
- Buyer relocating from London for schools
- Vendor bought through a Savills office SW London

What do you get for circa £1 million?

Evershot, Dorset

- Historic village
- Pub, village shop, 5* hotel
- Period character with 6 bedrooms
- Just under one acre
- Detached coach house with flat above
- LBC for extension and alterations



What does your money buy you in Dorset?

- Lodgers
- Guide £1.95 million
- Detached 5/6 bedrooms
- 5 reception rooms
- 6,573 sq ft
- £296 per sq ft



What does your money buy you in London?

- South Kensington
- Guide £2 million
- 2 bedroom
- First floor apartment
- 905 sq ft
- £2,210 per sq ft



New Instructions

Coming soon to the market





Thank you

Q&A