



Savills Canford Cliffs Home Truths

Wednesday 16 September 2020

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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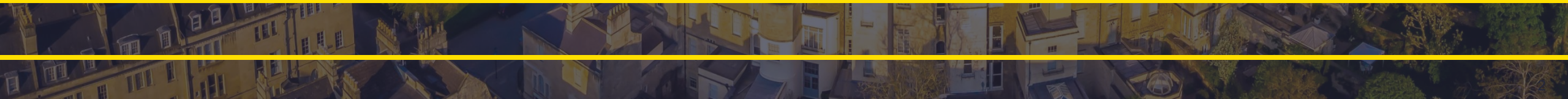


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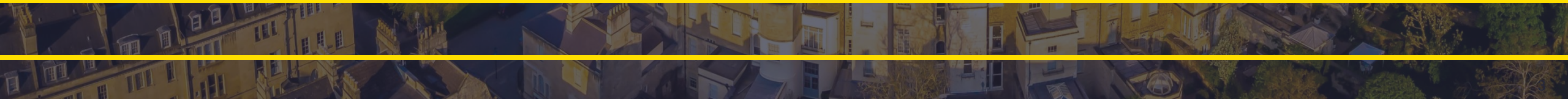


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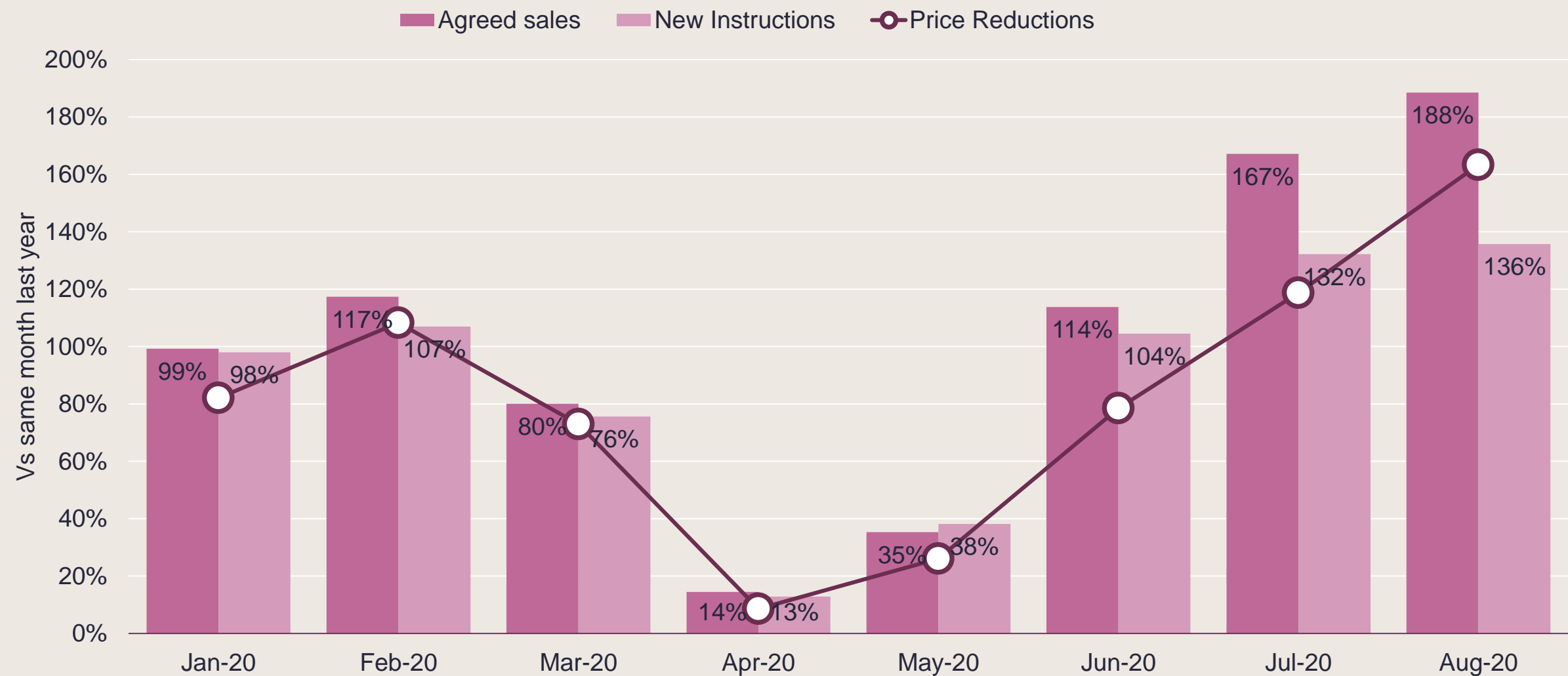
UK Residential Update

Kirsty Bennison, Residential Research

A photograph of a beach with a long row of colorful beach huts in the background. The huts are in various colors including yellow, green, blue, and red. The beach is sandy with some pebbles, and the ocean is visible on the right side. The sky is clear and blue.

What happened to the market over the summer?

A remarkable recovery, but the market remains price sensitive



+7.3%

Mortgage approvals
July 2020 v July 2019

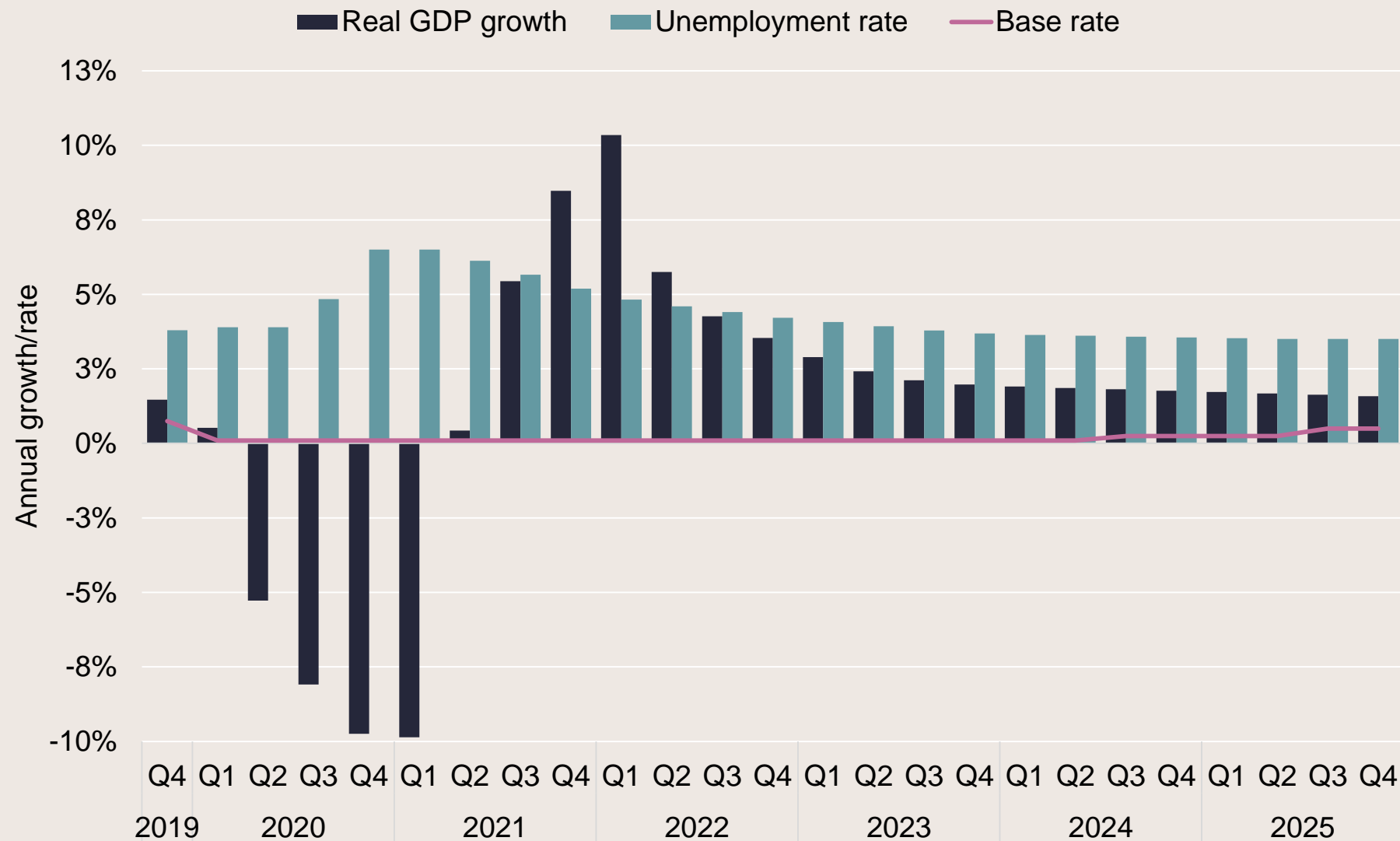
-25.6%

Completed transactions
July 2020 v July 2019

A photograph of a winding road through a forest in autumn. The trees have yellow and orange foliage, and the ground is covered in fallen leaves. The road is paved and curves to the right in the distance.

What's around the corner this autumn?

The economic outlook has deteriorated



Sharp fall and rebound in GDP

Unemployment to hit 6.5% by end-2020 but lower than post GFC

Interest rates much lower for much longer

A different kind of downturn

House price growth in the run-up to the crisis has been modest

Interest rates are at an unprecedented low, but LTVs have tightened

Furlough scheme and mortgage holidays have protected homeowners and buyers

Expected to be a v-shaped downturn (albeit deep & possibly lopsided)
with economic recovery next year

Lockdown has inspired a change in buyer requirements

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56%

more inclined to work from home in the future



>80%

of those in the **finance & insurance services** or the **media, information & tech** sectors



57%

said a separate place to work from home has become more important



48%

said WIFI / a good internet connection has become more important



62%

said a garden and other outside space has become more important

80% under 40

Which has driven activity in the prime markets

+78%

**New buyers
registering across
the country**

Last 4 weeks v 10 week pre-
crisis average

+140%

**New buyers
registering across
the wider south**

Last 4 weeks v 10 week pre-
crisis average

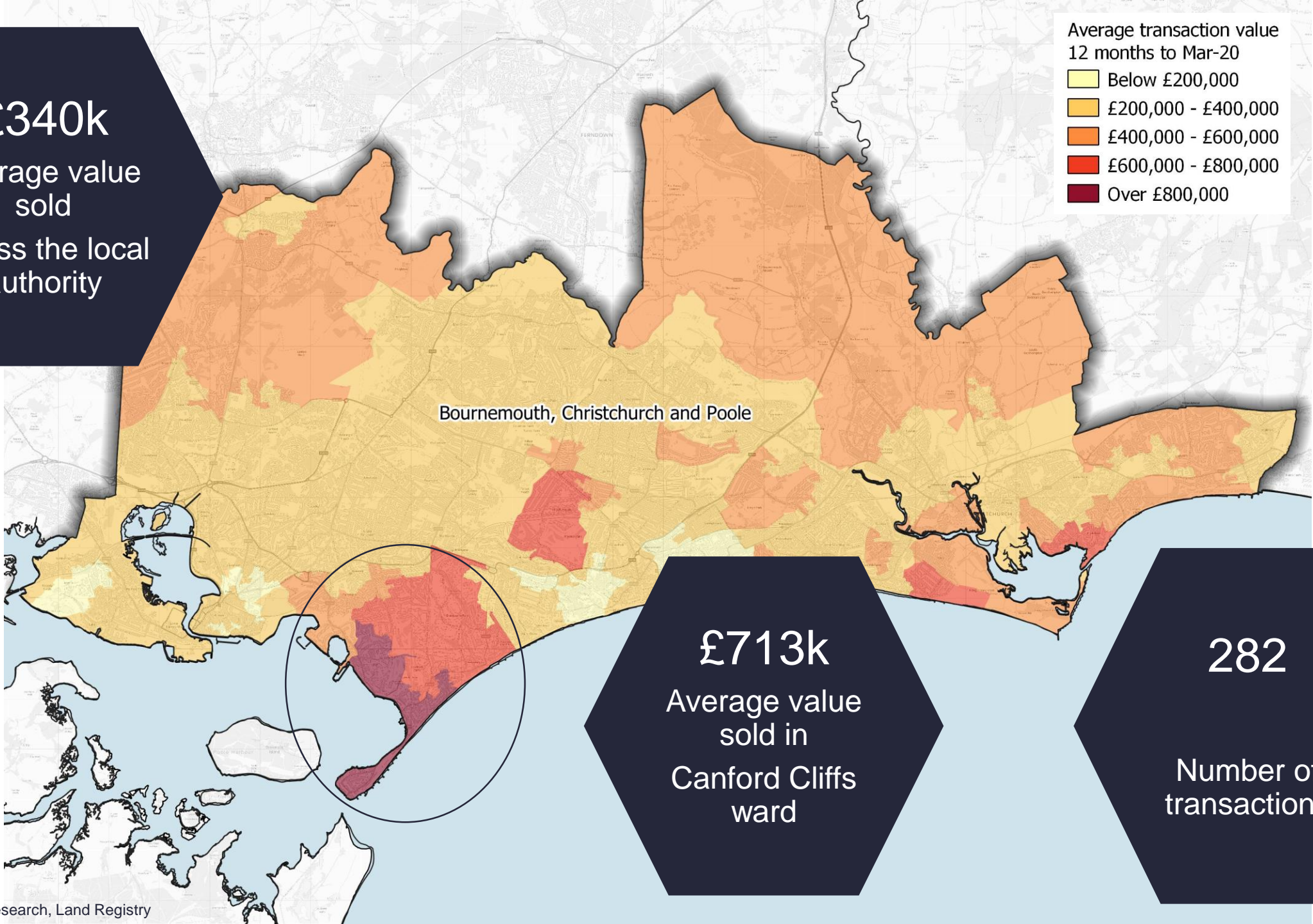
Top end
seeing very
strong demand

More
movement
from London

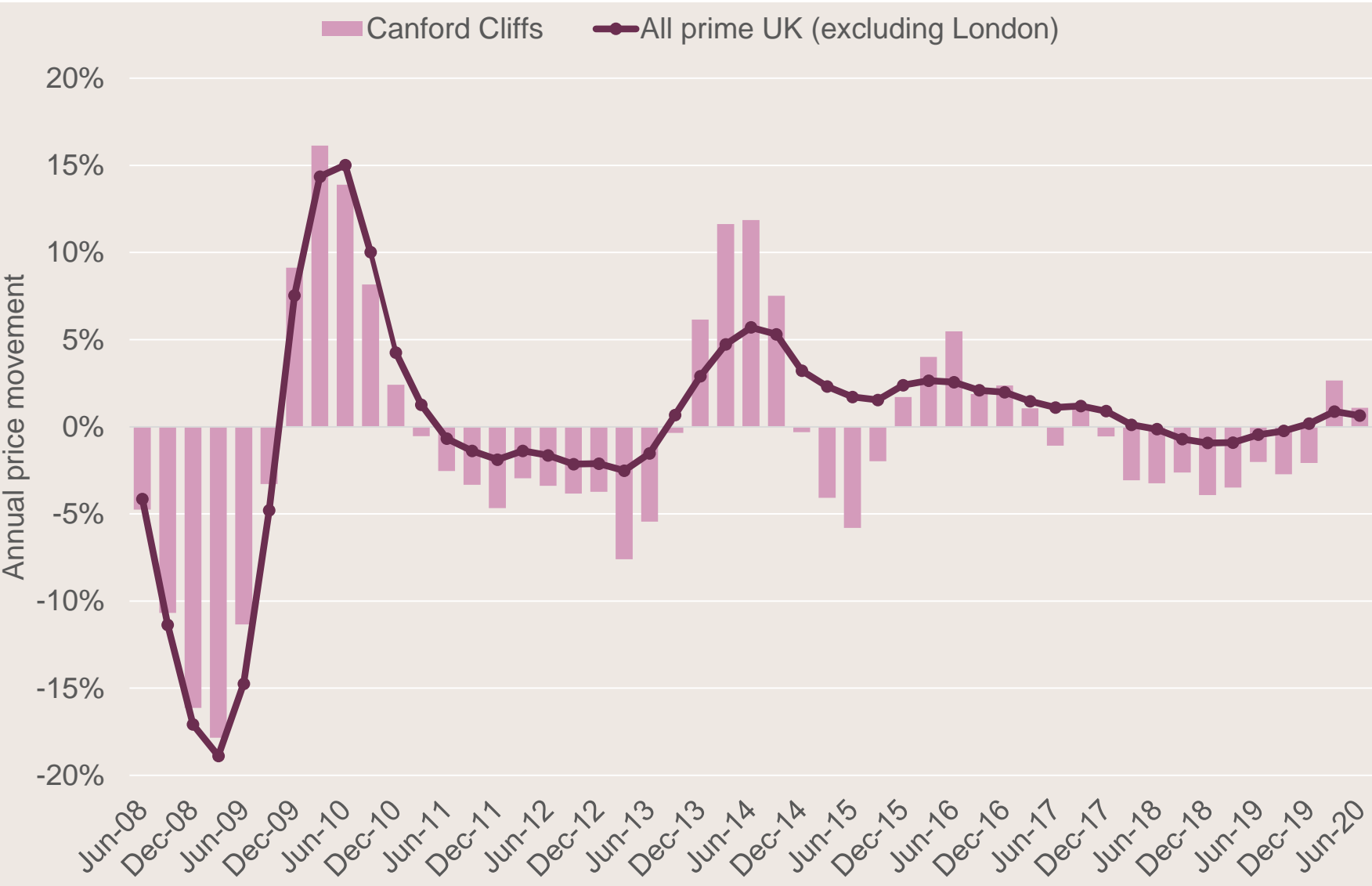
Recovery has
been stronger
outside the
capital

What's happening locally?





Prime price movements



Annual growth

+1.1%

Prime Canford Cliffs

+0.6%

All Prime UK (excluding London)

+0.9%

Prime coastal

Looking forward



Changing lifestyle priorities and the value gap will underpin the market



Unwinding of government support & Brexit will make it difficult to sustain current momentum



Stamp duty holiday & surcharge will distort buyer behaviour in the short term



The market will be weighted towards equity rich home-movers



Interest rates are expected to be lower for much longer



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

The Savills logo, consisting of the word "savills" in a lowercase, red, sans-serif font, is centered within a solid yellow square. The background of the entire slide is a photograph of a coastal scene with dunes, beach, and buildings under a clear sky.

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Thank you

Local Market Update

Sean Gibson, Head of Office

Welcome to Canford Cliffs



An overview of our recent activity



Buyer
registrations
+200%



Sales
agreed YTD
+18%



Multiple
offers
53%



Guide price
achieved
94%



Viewings
from London
buyers
26%

Our market in 2020



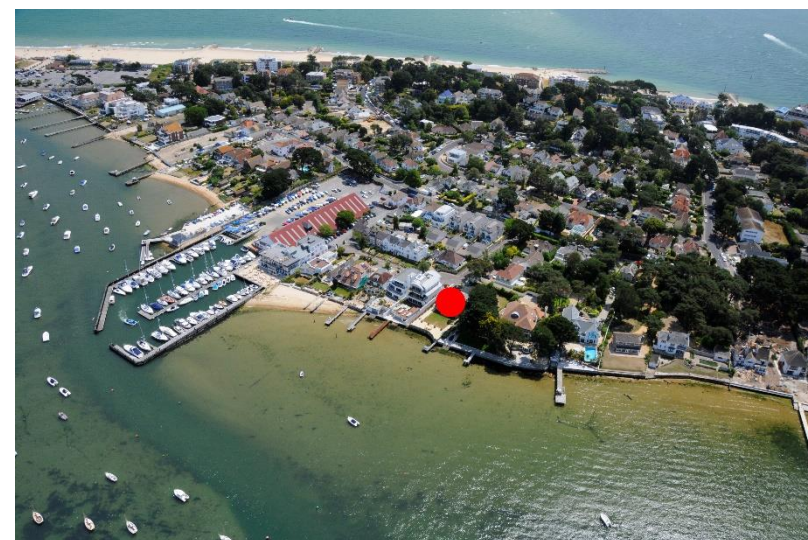
- Savills Canford Cliffs has seen the biggest uptick in London buyers viewing properties than any other Savills country office
- 200% increase in new buyer registrations in August 2020
- Our current average guide price is £1.3 million
- In July and August 2019 we Sale Agreed a total of 12 properties. Whilst in 2020 we Sale Agreed 22 properties in the same period - an 83% increase
- Collectively, we have Sale Agreed in excess of £40 million worth of property over July and August 2020
- Coastal markets are performing exceptionally well which is mainly driven by a complete lifestyle shift within the UK following the pandemic

Sold properties on the coast



**Sandbanks Road,
Evening Hill
Guide £3.5 million**

**Old Coastguard Road,
Sandbanks
Guide £3.75 million**



**Whitecliff Road,
Poole
Guide £3.25 million**

**Haig Avenue,
Canford Cliffs
Guide £2.695 million**



Ortega, Sandbanks
Guide £3.225 million

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Currently Under Offer



What do you get for.... £1 million?

Top left

Old Coastguard Road, Sandbanks – Guide £1 million

Top right

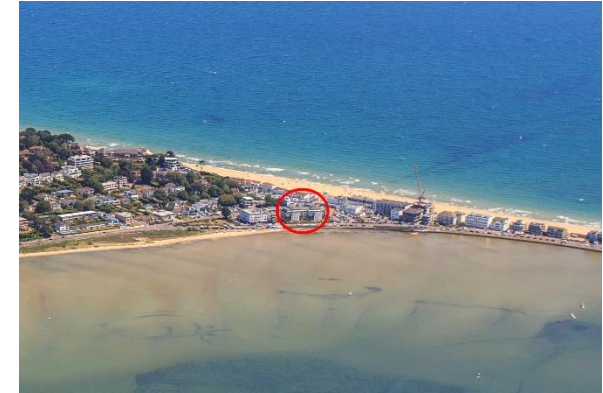
Shore Road, Sandbanks – Guide £1.1 million

Bottom left

Canford Cliffs Road, Canford Cliffs – Guide £950,000

Bottom right

Avalon, Evening Hill – Guide £1.175 million



What does your money buy you... in London?

- Superb apartment in the heart of Mayfair
- Guide £1.5 million
- 1 bedroom
- 638 sq ft
- £2,351 per sq ft

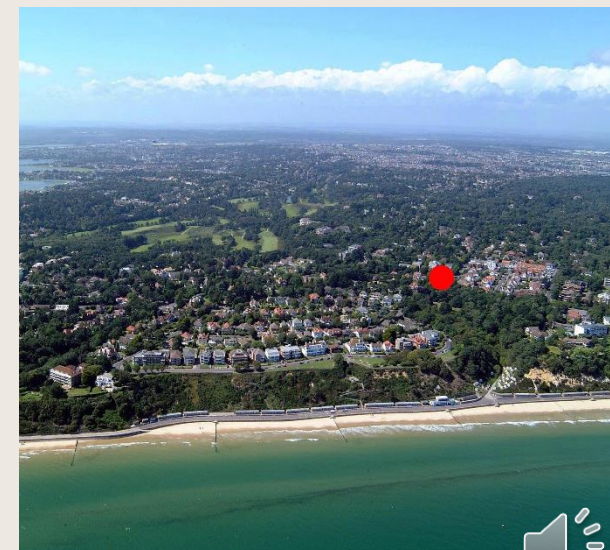
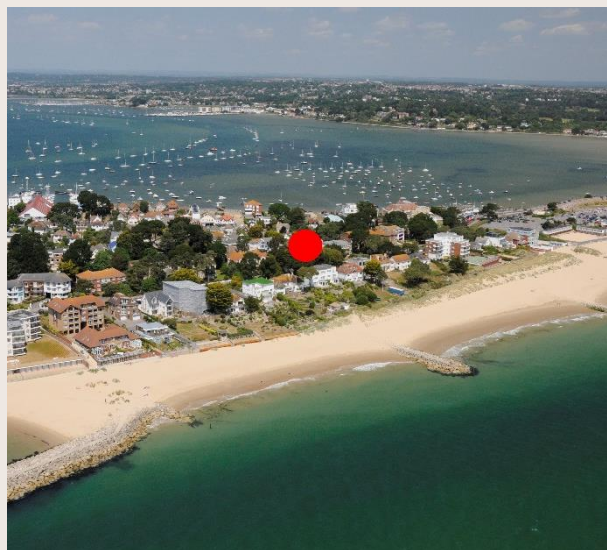


- Charming converted apartment on the South bank of the Thames
- Guide £1.45 million
- 1 bedroom
- 962 sq ft
- £1,507 per sq ft



New Instructions

Here are a selection of our New Instructions coming soon to the market



Q&A