



Savills Sunningdale & Windsor Home Truths

Tuesday 23 March 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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**NATIONAL
DAY OF
REFLECTION**

Welcome

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Q&A Panellists

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UK Residential Update

Kirsty Bennison, Residential Research

The housing market in a snapshot

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

Low levels of price growth prior to Covid-19 & very low interest rates

Market driven by those with financial security

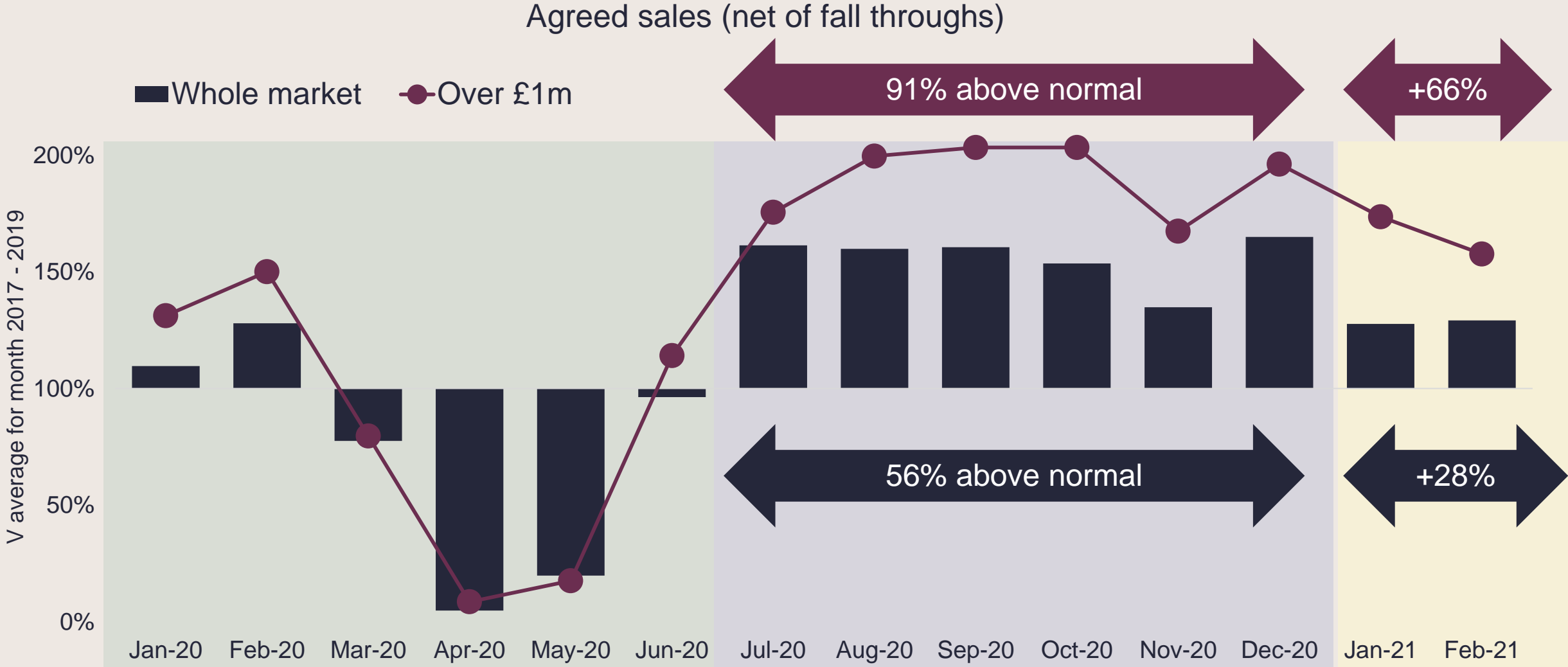
Government intervention including furlough scheme and stamp duty holiday

Changing lifestyles and priorities

Mainstream UK annual house price growth **+6.9%** to the end of February

January transactions **+18%** above 2020 and mortgage approvals **+29%**

Indicators of market activity



Source: Savills Research using TwentyCi

More locally across Runnymede and Windsor & Maidenhead

-32%

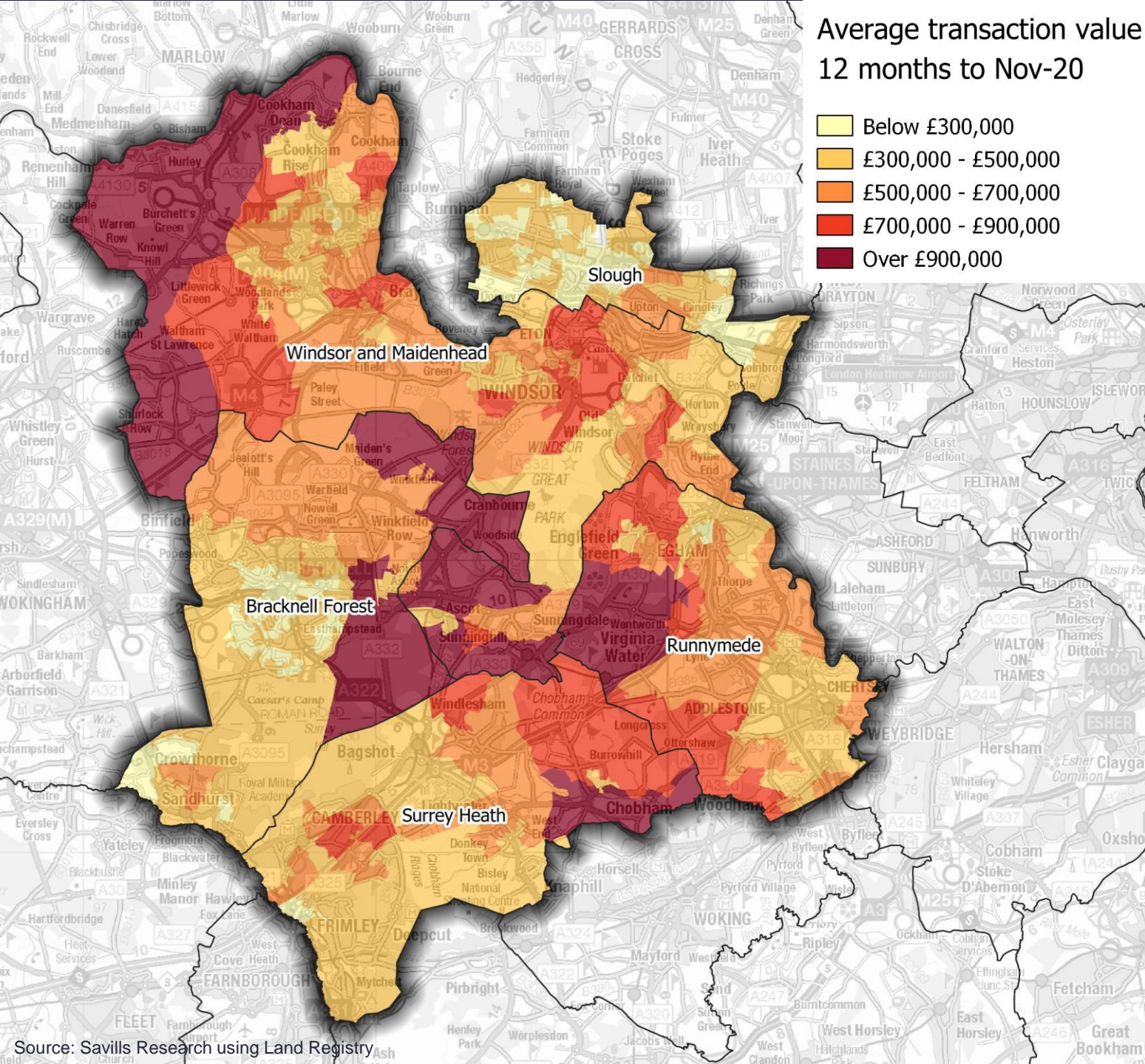
New instructions in Jan-Feb 2021 v 2019-20 average

Sales agreed in Jan-Feb 2021 v 2019-20 average

+14%

Average transaction value 12 months to Nov-20

- Below £300,000
- £300,000 - £500,000
- £500,000 - £700,000
- £700,000 - £900,000
- Over £900,000



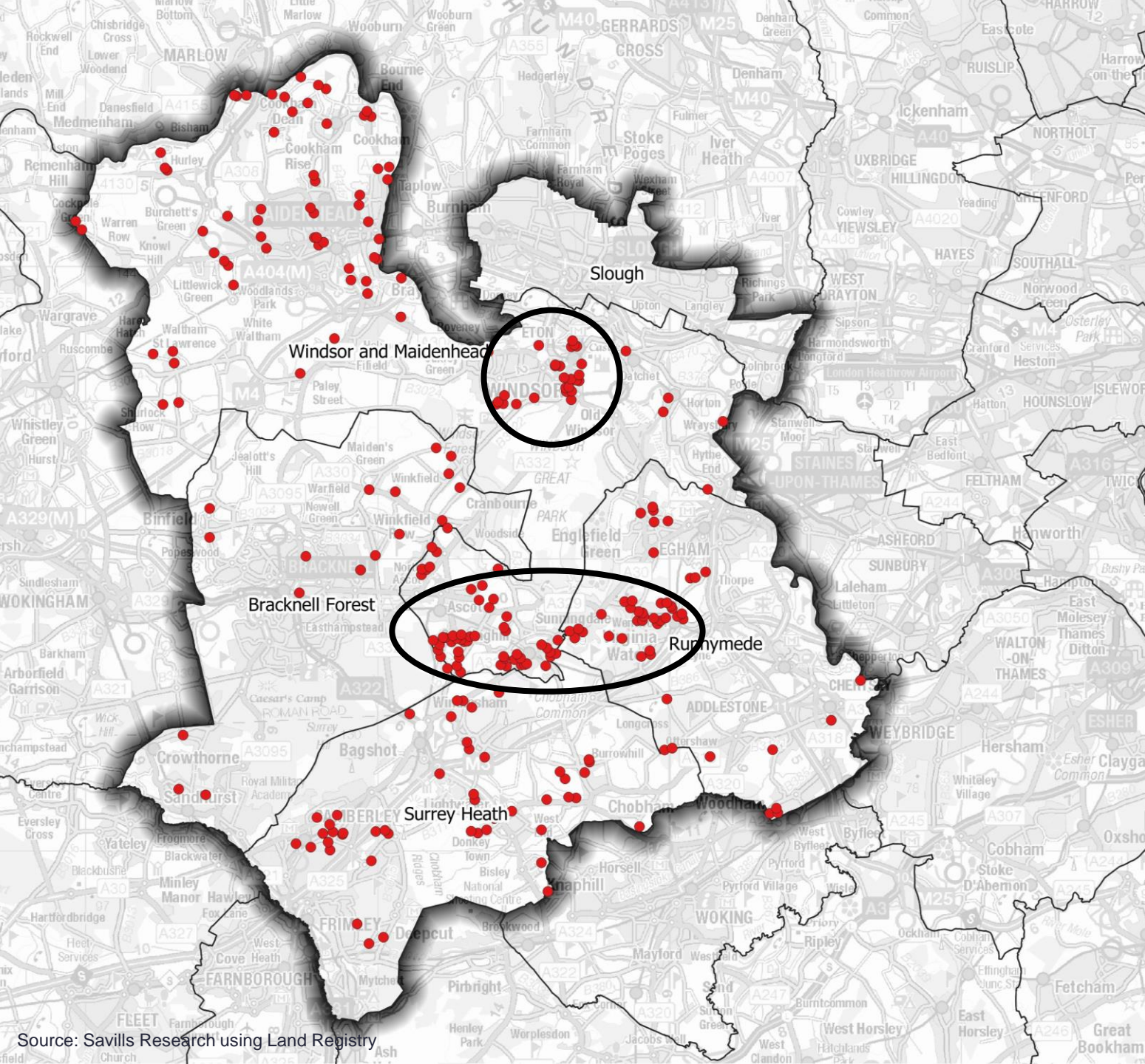
£582k
Runnymede

£634k
Windsor & Maidenhead

£1.05m
Detached house

£960k
Detached house

Source: Savills Research using Land Registry



£582k
Runnymede

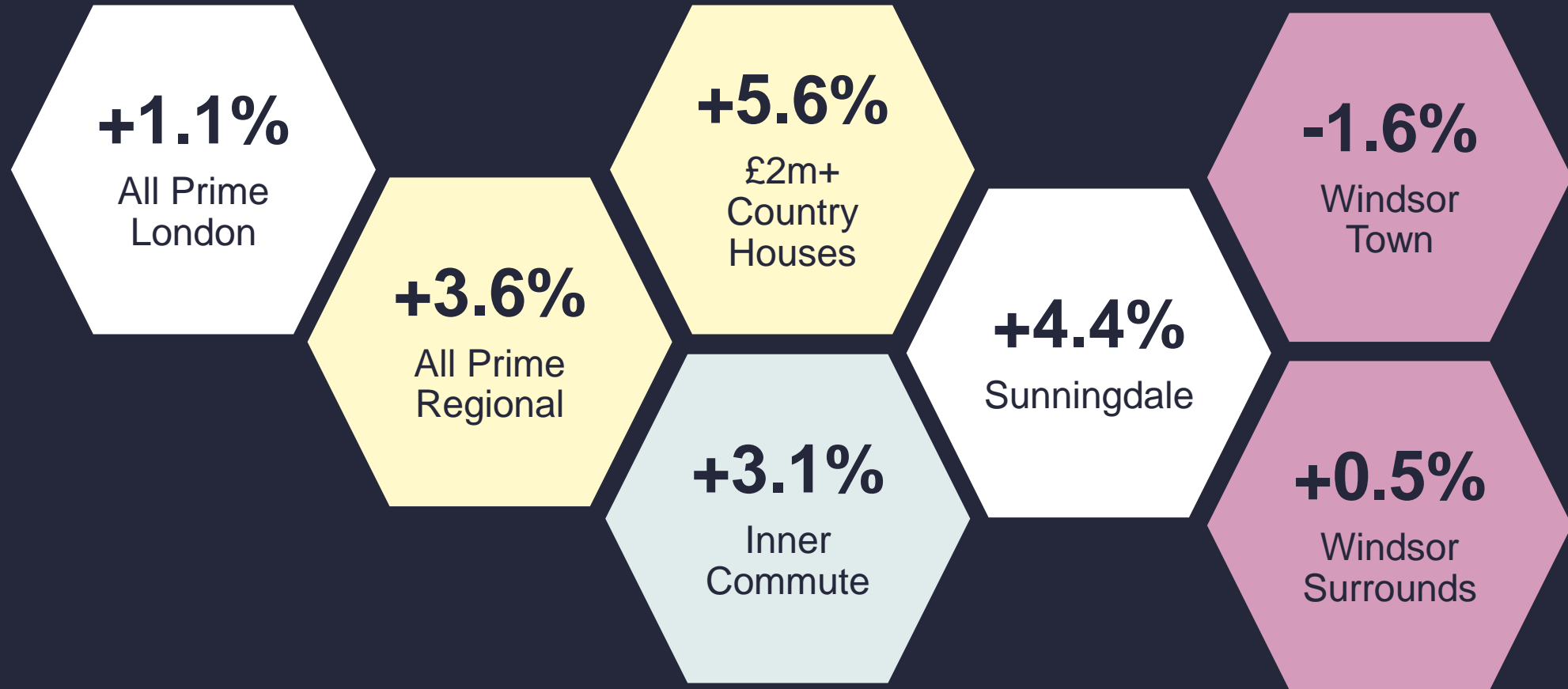
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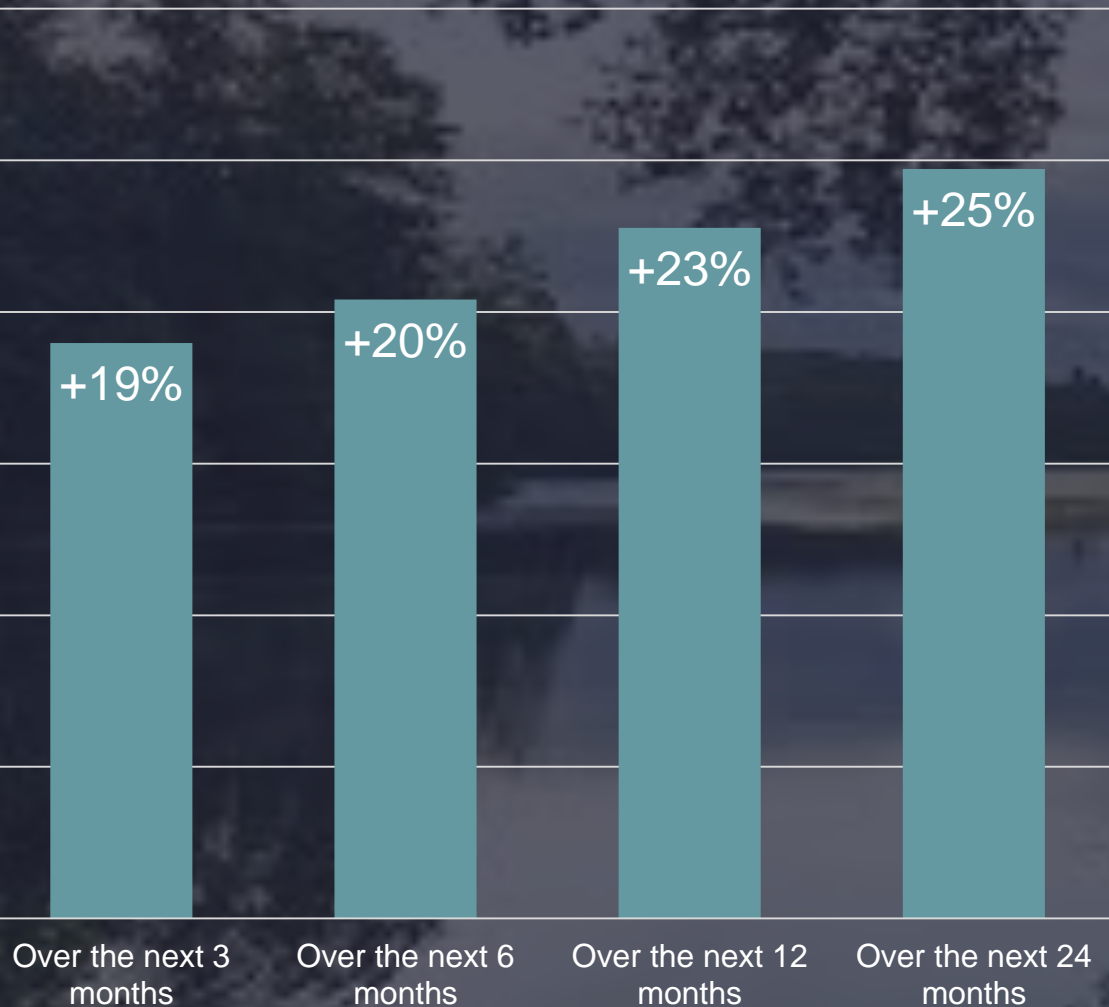
Source: Savills Research using Land Registry

Prime price movements over 2020



Vaccine & relaxation of lockdown looks to boost confidence further

Net balance of opinion on commitment to move



Greater commitment to move in the short, medium & longer term



Working from home, WiFi and garden/outside space are key priorities

Suggests demand is likely to remain strong throughout all of this year and into next

Prime market outlook

Driven by wealth and equity as opposed to mortgage debt

Vaccine & relaxation of lockdown looks to boost confidence further






Lifestyle factors remain important drivers

But more exposed to tax rises and any political uncertainty over the medium term

Generally less exposed to the end of the stamp duty holiday

Demand is likely to remain strong throughout all of this year and into next

Prime house price forecasts

	2021	2022	2023	2024	2025	5-year
Prime Inner Commute	 +5.0%	 +3.5%	 +3.0%	 +2.5%	 +3.0%	+18.2%

Turning to the prime rental markets across the commuter zone



Sunningdale

+6.2%

Annual growth 2020

Windsor

+3.4%

Annual growth 2020



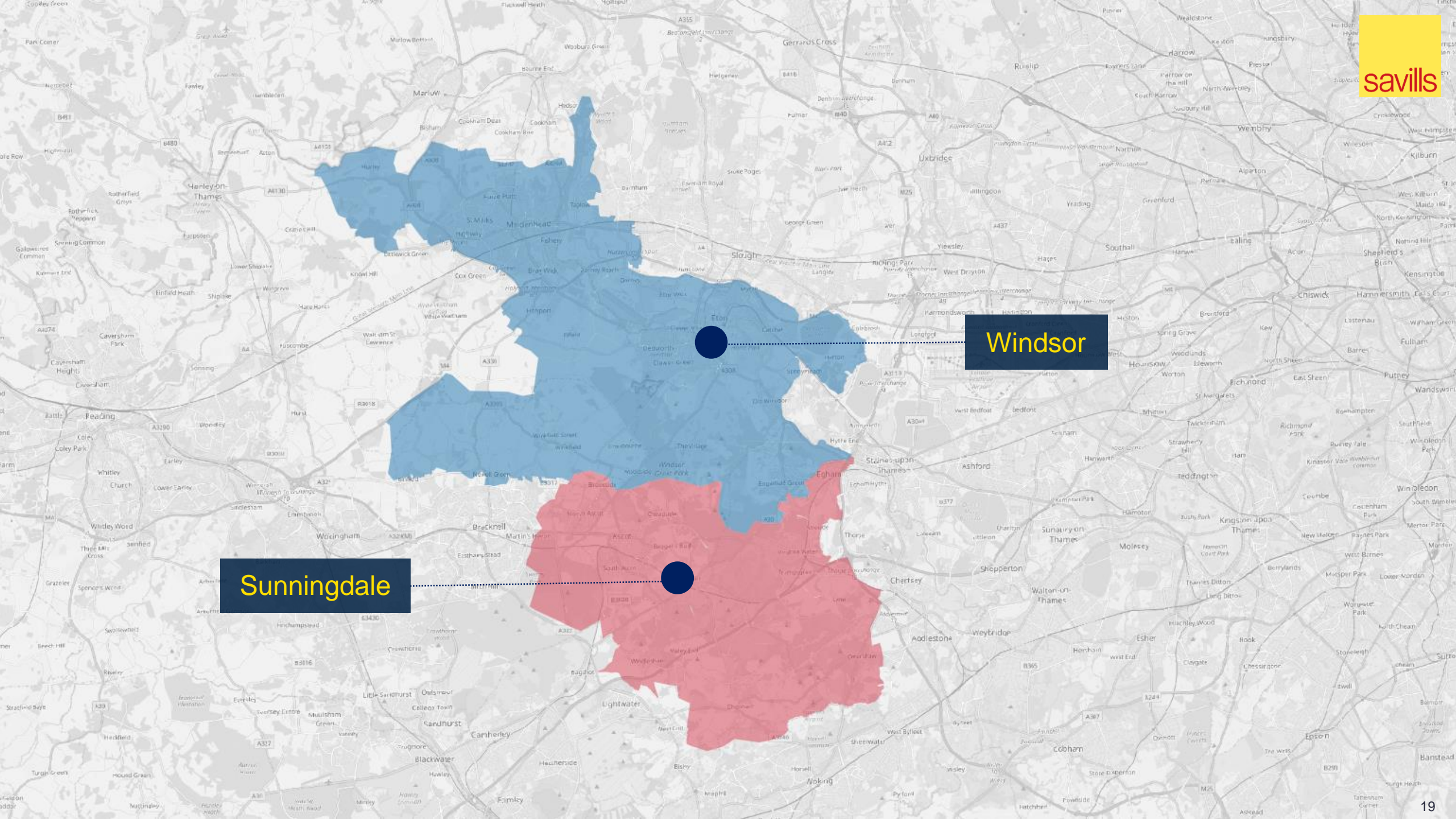
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Thank you

Local Market Update

Charlie Fisher – Head of Residential Sales, Sunningdale

John Henson – Head of Residential Sales, Windsor



Windsor

Sunningdale

Our 2020 market in Sunningdale and Windsor



Buyer registrations
49%



Sales agreed
10%



Multiple offers
60%



Guide price achieved
96%



Buyers from London
26%

Sold properties



**Bolton Avenue,
Windsor**
Guide £1.7 million



**Greenside,
Wentworth**
Guide £5.95 million



**Spring Cottage,
Holyport**
Guide £675,000



**Jenkins House,
Bagshot**
Guide £795,000

Bulkeley House, Englefield Green, Windsor
Guide £5.6 million



Sunningdale Lodge, Sunningdale
Guide £8.25 million



Our 2021 market in Sunningdale and Windsor



Buyer registrations
10%



Sales agreed
64%



Multiple offers
43%



Guide price achieved
96%



Buyers from London
35%

Key factors driving our **2021** market



Park Street, Windsor



Windsor

- Moved to Savills and re-launched at the start of the year
- Under offer in February
- Improved Windsor town market
- Guide £2.795 million

Friary Lodge, Ascot



- Moved to Savills in February 2021
- 15 virtual viewings, 10 viewings
- Sale agreed very close to guide price within 3 weeks
- Guide £1.875 million

What does your money buy you in Sunningdale

- Merlin House
- Guide £3 million
- 6 bedrooms
- Detached
- 7,077 sq ft
- £423 per sq ft



What does your money buy you in London

- Bayswater W2
- Guide £3 million
- 3 bedrooms
- Basement apartment
- 1,987 sq ft
- £1,509 per sq ft



What does your money buy you in Windsor

- Queens Acre
- Guide £1.595 million
- 5 bedrooms
- Detached
- 3,493 sq ft
- £457 per sq ft



What does your money buy you in London

- Fulham SW6
- Guide £1.65 million
- 4 bedrooms
- Terraced
- 1,633 sq ft
- £1,010 per sq ft



New Instructions



The Savills logo consists of a solid yellow square. Inside the square, the word "savills" is written in a lowercase, red, sans-serif font. The background of the slide is a dark, atmospheric landscape photograph of rolling green hills and fields under a cloudy sky.

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Thank you

Q&A