

# The property cycle.

**The Middleton newsletter.**  
October 2015.

## Form an orderly Q.

### Our view of Quarters 2 and 3, 2015.

"The **Prime Central London** market hasn't quite stalled," says Middleton's *Mark Parkinson*, "but it has spluttered. Transactions above £10m have numbered 28 in the year to July compared with 66 in the equivalent period 2014. We've also seen transaction levels in Prime Central London's £1m-£3m market fall by nearly half. Our advice to buyers? Tread carefully. There is a huge amount of overpriced stock in the marketplace which is both confusing and frustrating, but many vendors are minded to sit and wait for the tide to rise to their level. There are some good deals to be done, but it's almost as important to find the vendor in the right frame of mind as to find the right property."

"Agents are reporting more activity in the £3m+ market in the last month than there has been in the last three months," says Middleton's *Adam Buxton* of **the Cotswolds**. "With little new stock coming forward, buyers are negotiating on some of the 'old dogs'."

"At present, the **Northern Home Counties** market is very buoyant in the prime market up to £2m," says Middleton's *Ed Foster*, "Estate agents are reporting a 45 per cent increase on deals compared with last year. Above £2m the market is less busy with buyers being disinclined to pay more than is necessary. With the activity in the lower end of the market and more confidence in the not-so-newly elected government, I would anticipate a surge in prices and activity for the upper market around spring 2016."

"Demand remains very strong for exceptional houses and estates across the country," says *Tom Hudson* of **Middleton**. The majority that have come to market this year have sold quickly and some that have been placed quietly to a few parties have also sold. This take-up should have a direct bearing on supply, and it will be fascinating to see just how that plays out."

## Invest in London.

If buying property were as simple as shares, now would you invest?

**As a medium to long-term investment, there are few better vehicles than London property. It offers capital growth, regular income and potentially a toehold in the property market for your children or grand-children. But it's not quite as simple as placing an order with your broker.**

Middleton Invest is a Middleton Advisors service focused on the £1–3m prime London market. Much more than property search – our aim is to make buying in this sector as easy as other investments.

An increasing number of our clients have indicated an interest in purchasing a flat in the capital. Whether the purchase is for week-day use or as an investment, the stumbling block is not usually the quality of the investment, but the demands that it puts on your time. The transaction itself can be complex and drawn out. And completion often indicates the start-point for more time-consuming hassles such as refurbishment and letting.

### **Focus your capital.**

The Middleton Invest service is focused on £1–3m flats and houses in prime central London, adjoining popular residential boroughs and also areas with expected long-term growth.

As well as the full Middleton service, Middleton Invest offers analysis of market data and trends, to identify potential areas for medium- and long-term growth; our trusted list of contractors and professionals to build a team to design, build and manage the refurbishment process; accurate estimate of the rental yield using a wide range of both historic and comparable evidence; advice on appointing the appropriate letting agent and negotiation of letting terms; completion and moving support – including management of removals, cleaners, utilities and other services.

**For an initial discussion** of your brief and the investment opportunities in London's £1–3m sector, contact *Ashley Wilsdon* on +44 (0)20 7370 4242 or [awilsdon@middletonadvisors.com](mailto:awilsdon@middletonadvisors.com)

## The Middleton 100.

In the property market, everything goes in cycles.

# M100

The inaugural Middleton 100 took place on Saturday 19 September – a 100km cycle ride through the West Sussex countryside. We ran the event in partnership with Athlete Lab ([athlete-lab.com](http://athlete-lab.com)), the cycling concept set up by Middleton client *Neil Franks*. If you'd like to join us for a future Middleton 100 event, email our very own cycling enthusiast *Mark Crampton*: [mcrampton@middletonadvisors.com](mailto:mcrampton@middletonadvisors.com)

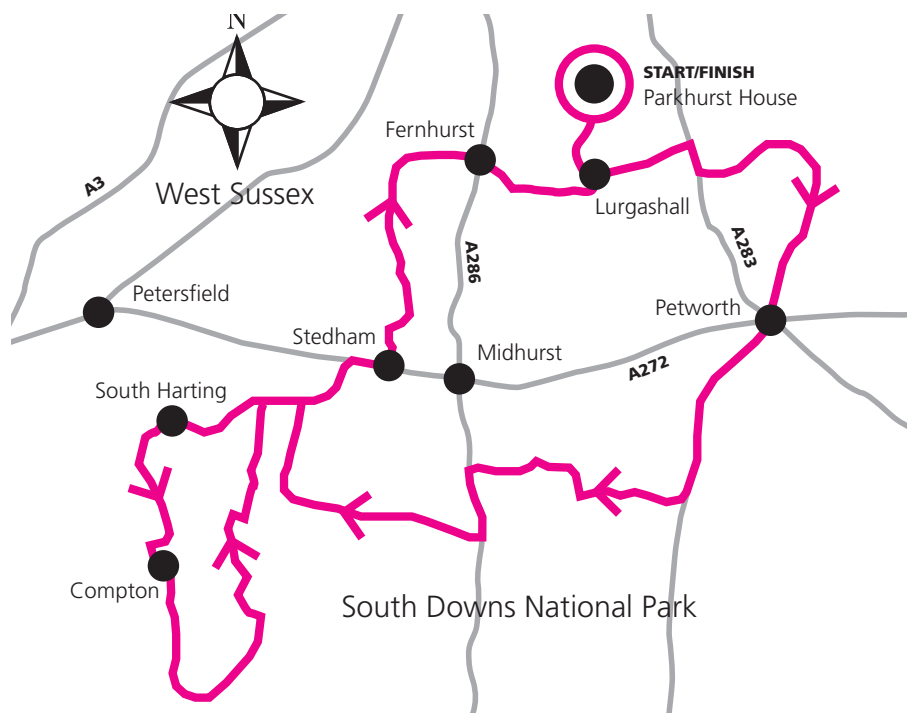
"A big 'chapeau' to the riders who took part in the Middleton 100," says *Mark Crampton*. "A dedicated group ventured out into the beautiful countryside thankful that the torrential rain from earlier in the week had been replaced by glorious autumnal sunshine. A special thank-you to *Neil Franks* for providing the rendezvous for us at his lovely home."

"And thanks also, to *Nigel Mitchell*, regional chairman at Knight Frank, who has been cycling in the area for 25 years. As well as cycling, he was on hand with some speedy tube changes for the surprising number of punctures the group succumbed to."

"You chose a really special route," said *Andrew Giller*, who runs Savills in Guildford. "The South Downs were simply stunning today."

*Adrian Fairbank*, who travelled down from Cobham to take part added, "With great company and great scenery this proved to be a wonderful day out without the pressures of a busy sportive ride yet with the same sense of achievement at the end."

*Ian Forrest* from Liphook chipped in: "I'm tired but satisfied. With nearly 1,300 metres of vertical climbing over the route it wasn't exactly a stroll in the park! But I'm already looking forward to next year's ride."



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# M100





## I pod. You pod. We all pod.

Lomax fitness concept is music to the ears of time-pressed Londoners.



**When Jonny Lomax says his 'pods' are taking off big-time, you could be forgiven for picturing a scene from a space-travel movie. The pods in question, however, are small, perfectly-formed, bespoke fitness centres and the occupants are that well-known breed – the busy Londoner who wants to maintain a health and fitness regime, whilst battling with a schedule that is heavier than the gym's biggest weights.**

There are twelve fitness pods (or mini-gyms) at Lomax Chelsea that can be hired by the hour, with two more London openings in the pipeline and a national roll-out under consideration. The beauty of the concept is that the space is entirely your own – no queuing, no waiting, no interruption to your carefully planned workout. Not only that, but there is no membership fee or contract for joining – you simply pay

by the hour, which means you're not wasting money when you're out of town or just too stretched to get to your gym.

Since launching the pod concept in 2012 it has proved so popular that Lomax is now rolling the concept out, fitting pods in clients' homes, in new apartment developments and in hotels.

"At the typical city-based gym, if even ten per cent of the average 3,000 members turn up at the same time, you're going to have a long wait for certain machines and equipment," says founder *Jonny Lomax*. "That's frustrating at the best of times, let alone when you are tied in on a 12-month contract and paying a lot of money per month."

Find out more about Lomax Bespoke Fitness Nutrition and Wellbeing here: [www.lomaxpt.com](http://www.lomaxpt.com) or email *Jonny Lomax* on [jonathan@lomaxpt.com](mailto:jonathan@lomaxpt.com)



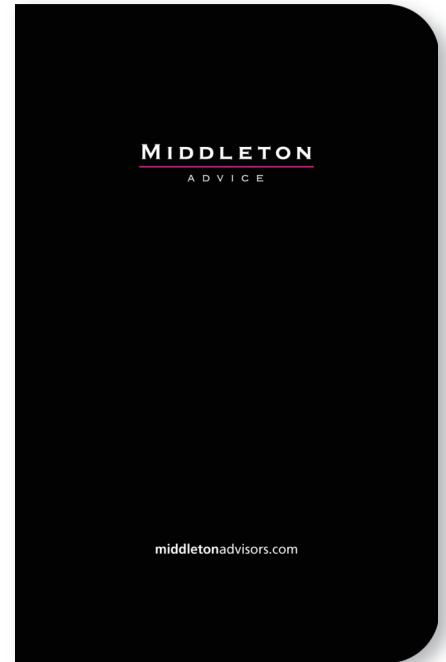
## Occasionally asked questions.

Freely given answers.

Do I need a quantity surveyor? How do I extend a freehold lease in the UK? What are the key legal differences when buying property in Scotland and England? What are the pros and cons of attended exchange of contracts? What grants are available on agricultural land?

We are asked some of these questions frequently, others occasionally. We give the answers freely though!

If you would like a copy of our Middleton Advice booklet with 15 current papers, please email [rlambourne@middletonadvisors.com](mailto:rlambourne@middletonadvisors.com) or call +44 (0) 1235 436 275



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