

BERKELEYS

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PROPERTY NEWS

FOR YOUR AREA: Canford Cliffs

December 2013

Autumnal changes have perhaps given way to frost and the first hint of Winter. It's time to batten down the hatches prepare for Christmas. But, before you start looking out the party frocks, putting on your Father Christmas outfit and limbering up for the office party / heading out to The Cliff or a leisurely dinner at one of the many eateries along Haven Road, it's time for a short reality check from the local property experts. The market's beginning to move and you should perhaps consider your options. So here's a little pre-prandial cocktail for you to cogitate over:

There are just under 2,000 homes in Canford Cliffs and this year to date (September figures are in from the Land Registry), 58 of them have changed hands - that's just under 3%; low historically but, interestingly, the number of higher value transactions is increasing and the "domino effect" of consequential moves within the area, (where local buyers jump on the opportunity to pick up a house they've had their eyes on, following a sale) is becoming more apparent once more. Something has shifted - and the pundits are probably right in claiming that the financing available at the bottom end of the market is gradually unlocking the logjam which has stifled the middle and upper markets.

Canford Cliffs is primarily a family and older person's market.

Convenience for shopping, access to the beaches, peace and quiet and the provision of services - schools, clubs and transport - are the watchwords for buyers. There are (November) apartments for sale from £160,000 to £2.5 million and houses from c. £500,000 up to grand mansions of nearly £4 million. So, there's a large choice, depending of course upon your budget and taste, whether that is for a Saunders bungalow, of which there are still several or a contemporary super-home, of which there are a few, as well as potential sites for them.



This is the time of year when people start researching what they might want to achieve within the next 12 months - have the family finally really fled the nest? do we need to change schools? will I need to change my job? retire? downsize? should we go for single-level living (bungalow or

flat)? It's important when to move; should we improve the kitchen / bathroom before we market? should we agree to buy something before putting our own on the market? should we move into rental while searching, having once sold? and that's before even considering the dynamics of the property market - will it continue ever upwards or will politically inspired jitters take hold as the election timetable draws nearer? and that's all before facing up to the costs of such a move - legal fees, estate agent fees, and even worse than that Stamp Duty for buyers.

Recently sold by Berkeleys in Canford Cliffs



LAWRENCE DRIVE

Sold



MARTELLO PARK

Sold



CLIFF DRIVE

Sold



HAVEN ROAD

Sold

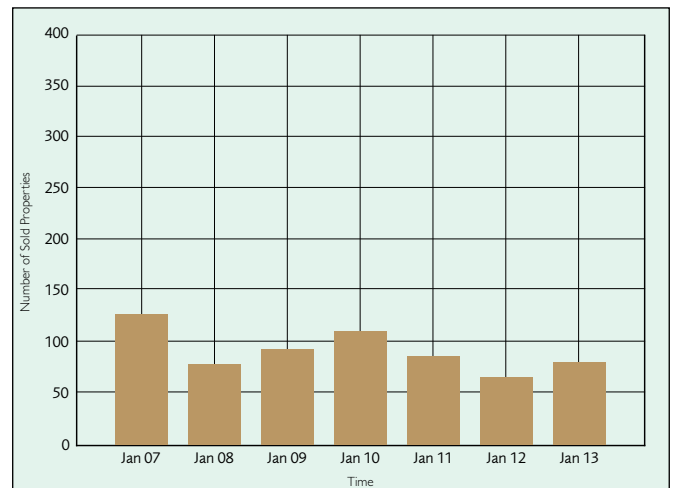
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It's not just objective advice that's needed, as well as the "helping hand". You need to trust your advisors; to feel that they know what they are talking about and not just giving you second-hand, potted (or potty!) advice. The earlier we can encourage you to talk to us, the better we'll be able to assist - we have the information and the experience. We just need you to call.

Once we are appointed, we'll take care of matters. We advertise extensively locally and we market nationally, as well as on all the usual internet portals. That really is what is needed - **exposure** to as **wide an audience as possible**. Unlike some agents, we put in real effort and don't just sit back, relax and wait once we've got your instructions. We've had considerable success with both national and international press for PR editorial about local properties and the market, both in the press and in digital media. Of course, we can't guarantee publication but we really do make determined efforts to do so. As renting or letting may well be part of your plans, it is time to mention that we have established a lettings and management service from our Haven Road office.

The team here, led by Pippa Sole, our Branch Partner, would be delighted to come and see you to discuss your next move. We know that there is lots of competition out there for your instructions but we're out to prove that we're better because we understand what is really going on. So call us soon.

Sold Properties Data by Year - Canford Cliffs



Source: Land Registry, YouQ

Key Figures: Canford Cliffs

The table below shows average price decreases (notably for houses, rather than flats), that are indicative of more activity generally across the breadth of the market.

In the £700k plus band the no. of flats for sale is growing, but the no. of houses for sale is declining making it harder for families to find the right home.

No. sales 2013* at prices > £200K vs. 2012 (whole)		No. listings at date at prices > £700K vs. 30.6.13		No. listings at Nov 2013 at prices £700K+ but < £1m vs. 30.6.13		No. listings at Nov 2013 at prices > £1m but < £3m vs. 30.6.13	
Houses	Flats	Houses	Flats	Houses	Flats	Houses	Flats
37	40	95	54	32	13	45	26
29	48	102	48	26	12	76	36

Average price per sq. ft. for sales in 2013 vs. 2012 (whole)		Maximum price per sq. ft. for sales in 2013 vs. 2012 (whole)	Total Spending 2013* YTD £ million vs. 2012 (whole)		No. active applicants registered at Berkeleys currently
Houses	Flats		Houses	Flats	
£360.17	£351.6	£705	£33.84	£17.84	
£437.21	£371.48		£691	£39.23	£22.74

*Figures annualised from September 2013

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