

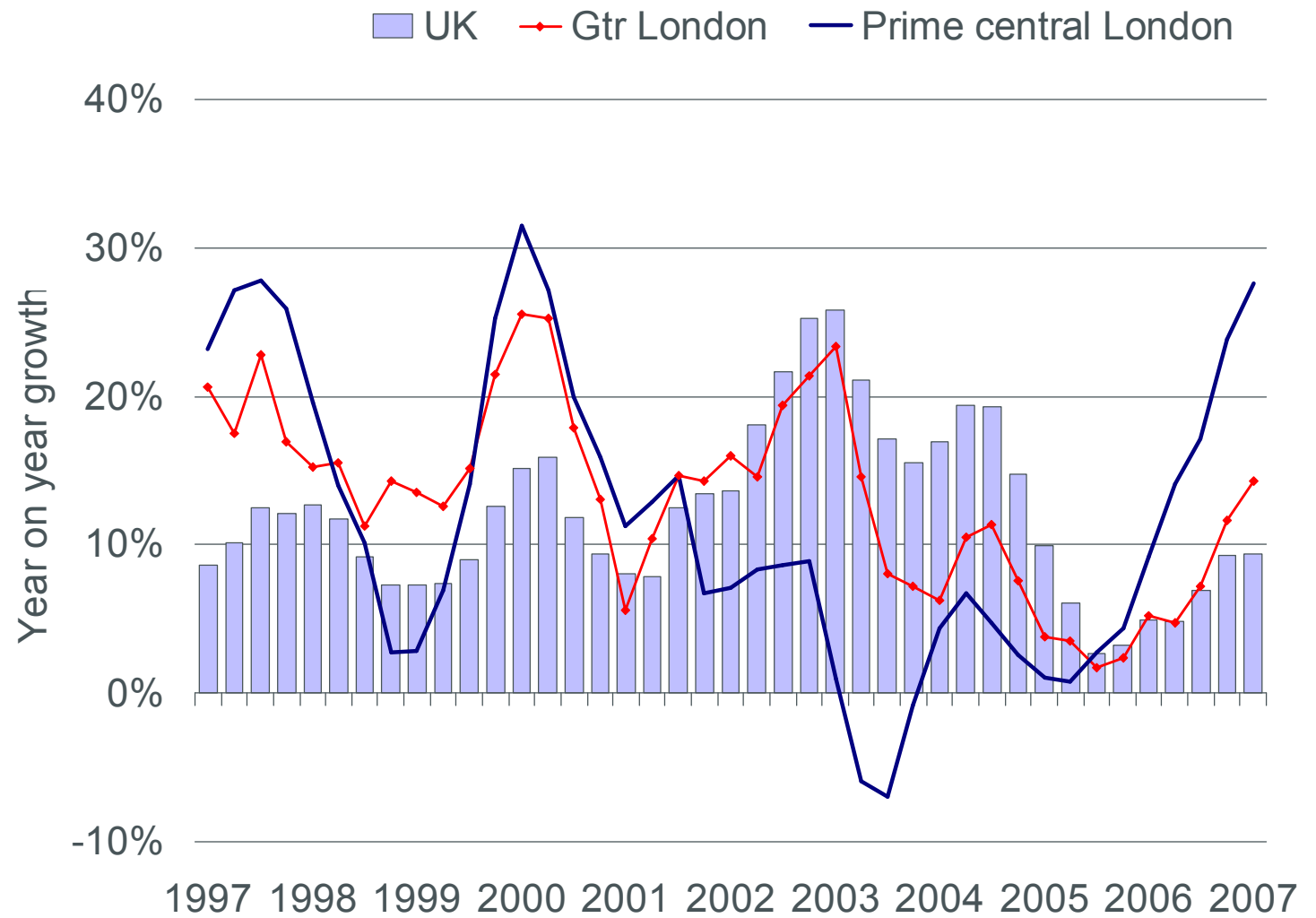
# London's Residential Property Market

Jim Ward, Director - Residential Research

Hammersmith & Fulham Developers' Summit 25 September 2007

---

# London's market has been booming from the top end



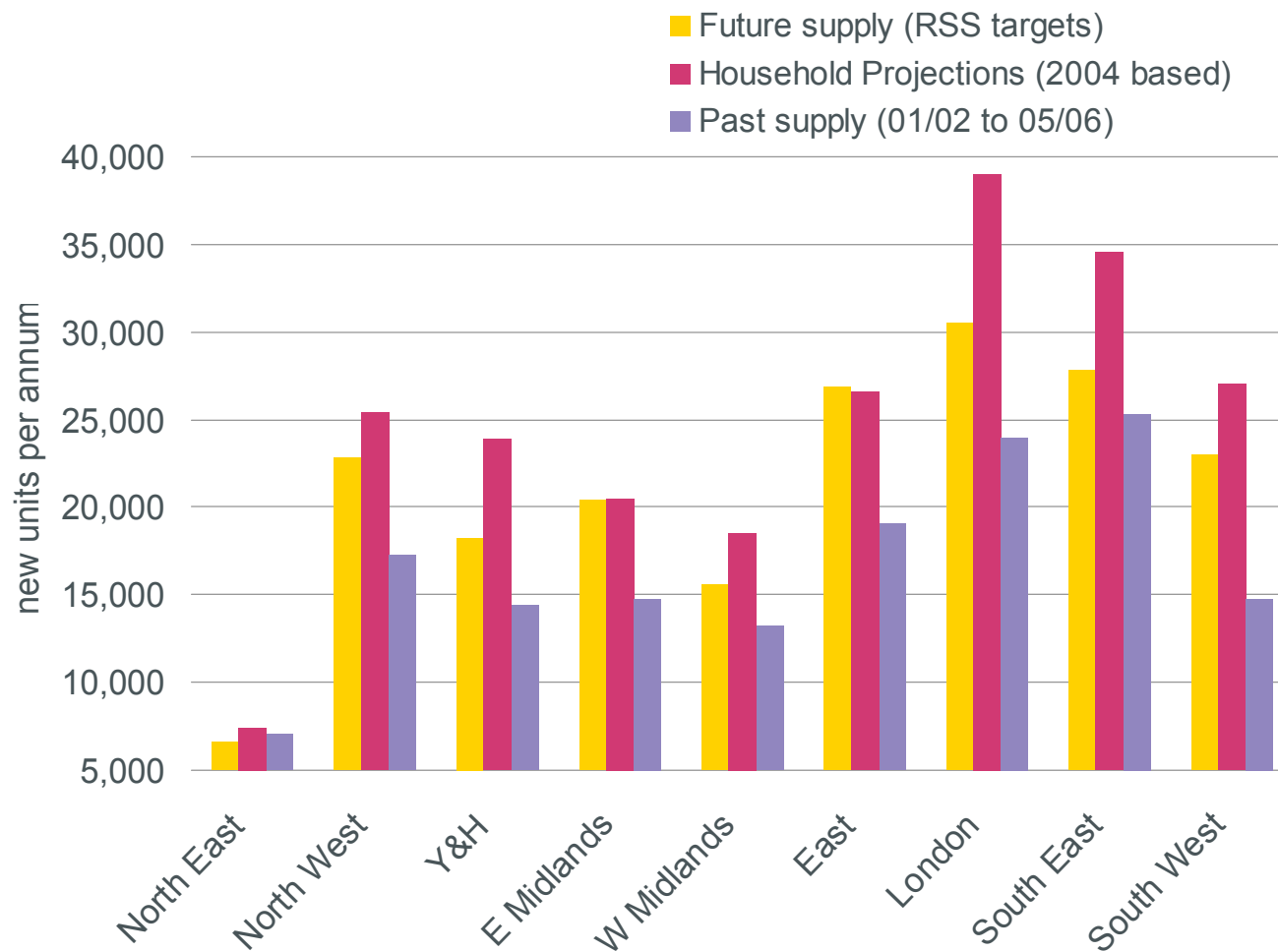
Source: Nationwide Building Society / Savills Research

but global shocks are a risk



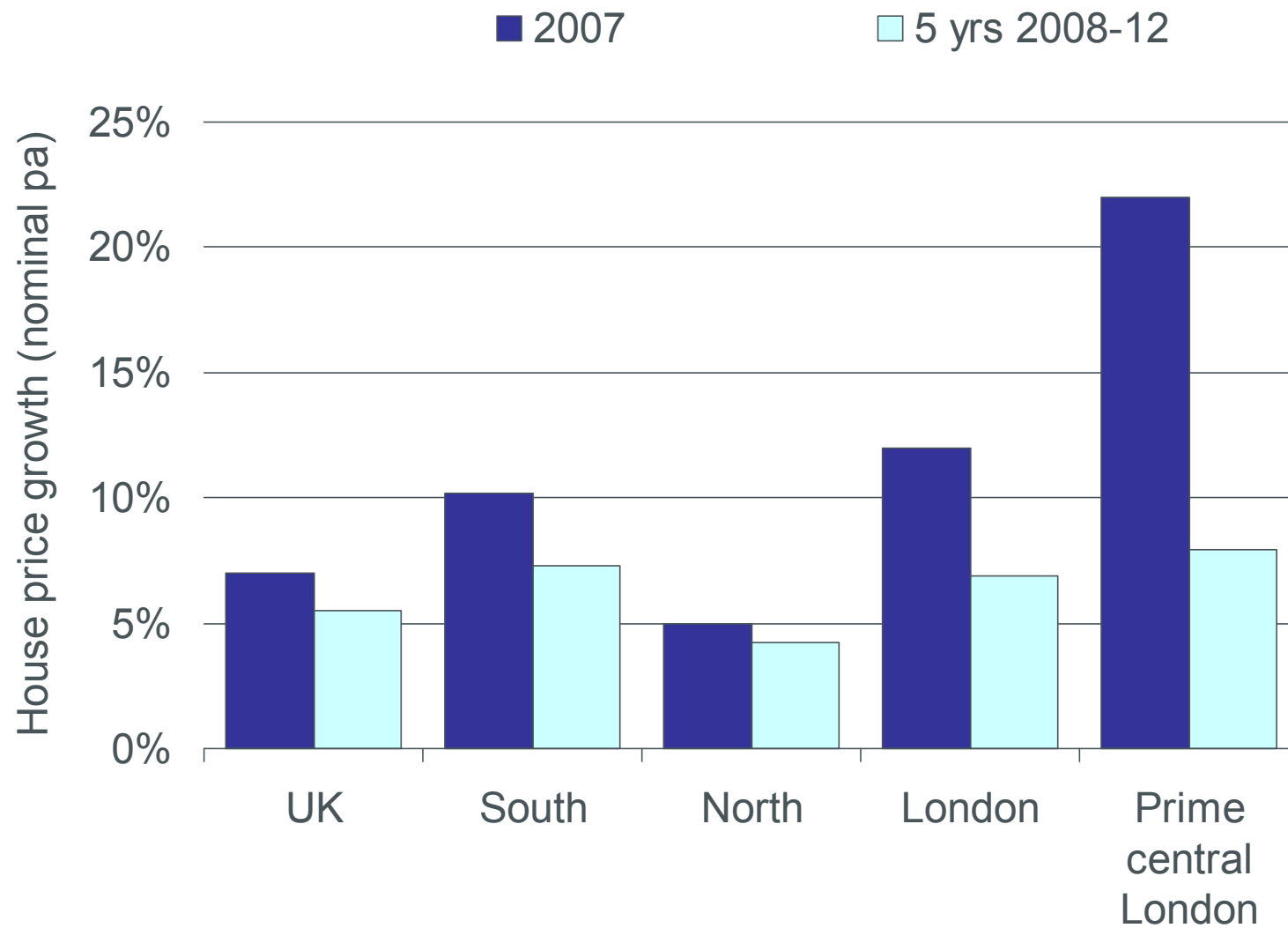
Source: Savills Research

# Housing scarcity most pronounced in London and South



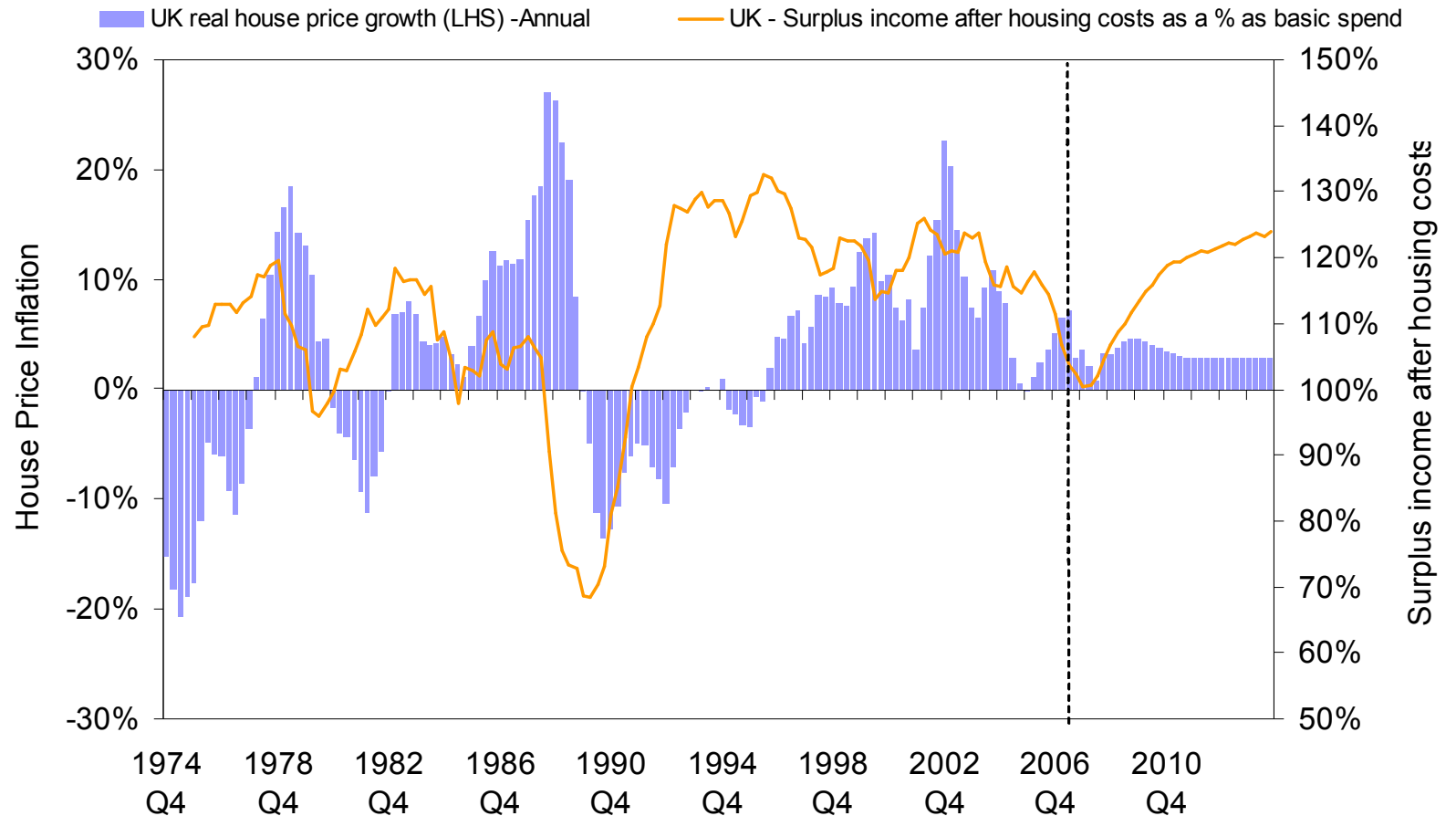
Source: Savills using DCLG and various planning authority data

**and scarcity  
means higher  
price growth**



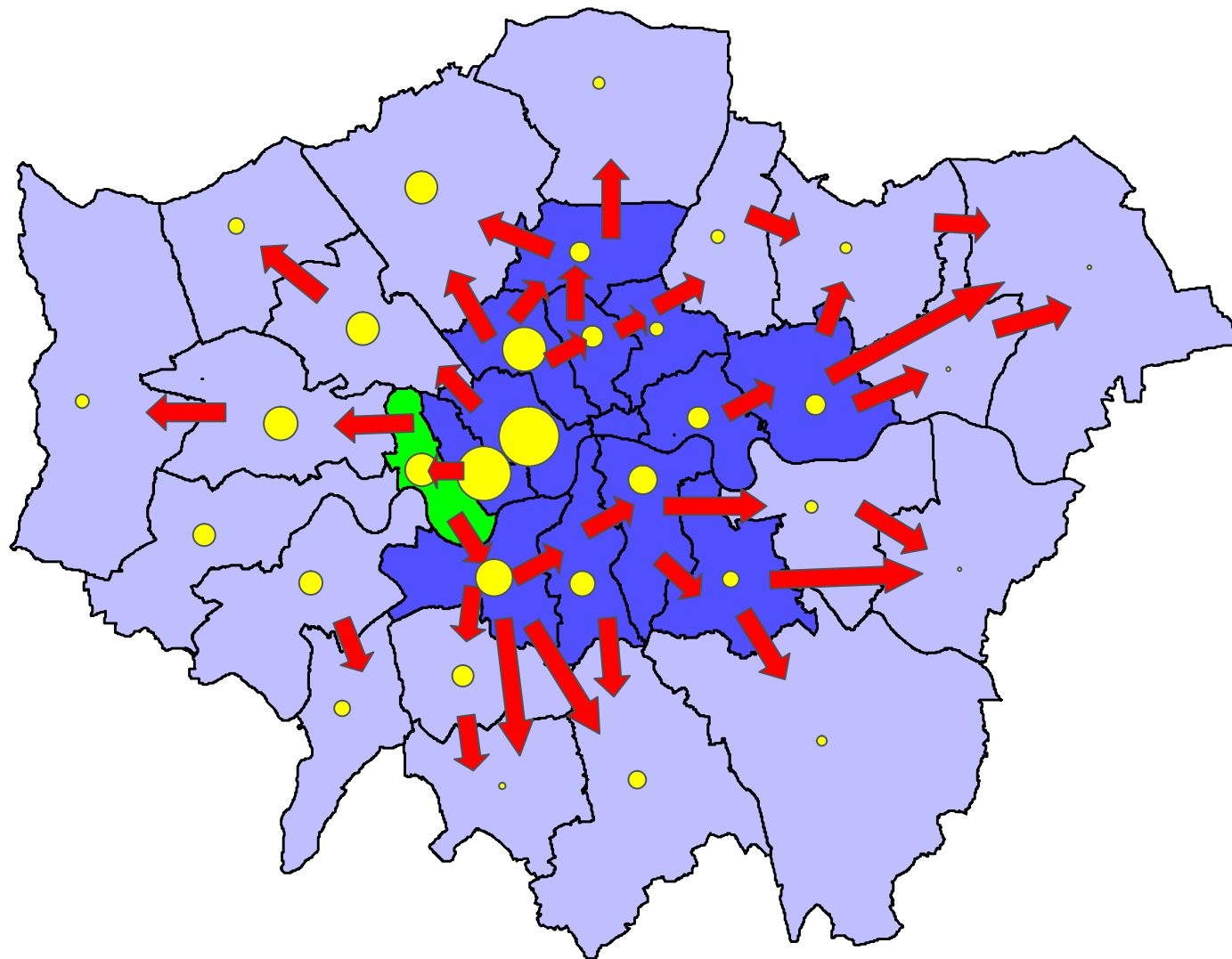
Source: Savills

**interest rates  
will determine  
mainstream  
market  
strength**



Source: Savills

**Demand is  
spilling out  
from high  
priced  
markets**



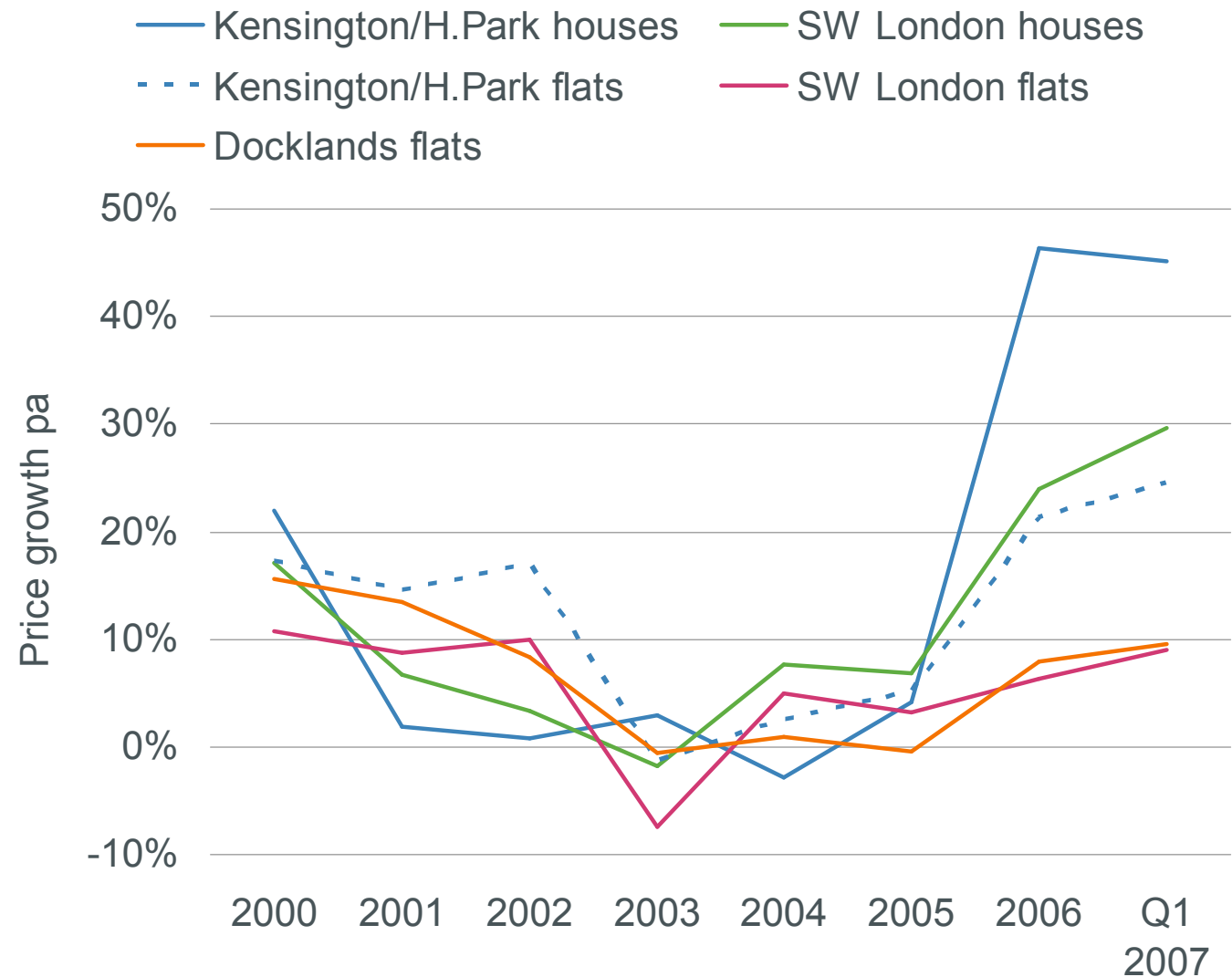
Source: Savills Research

# The supply pipeline is building in London



Source: GLA

# constraining price growth of flats, except at top end



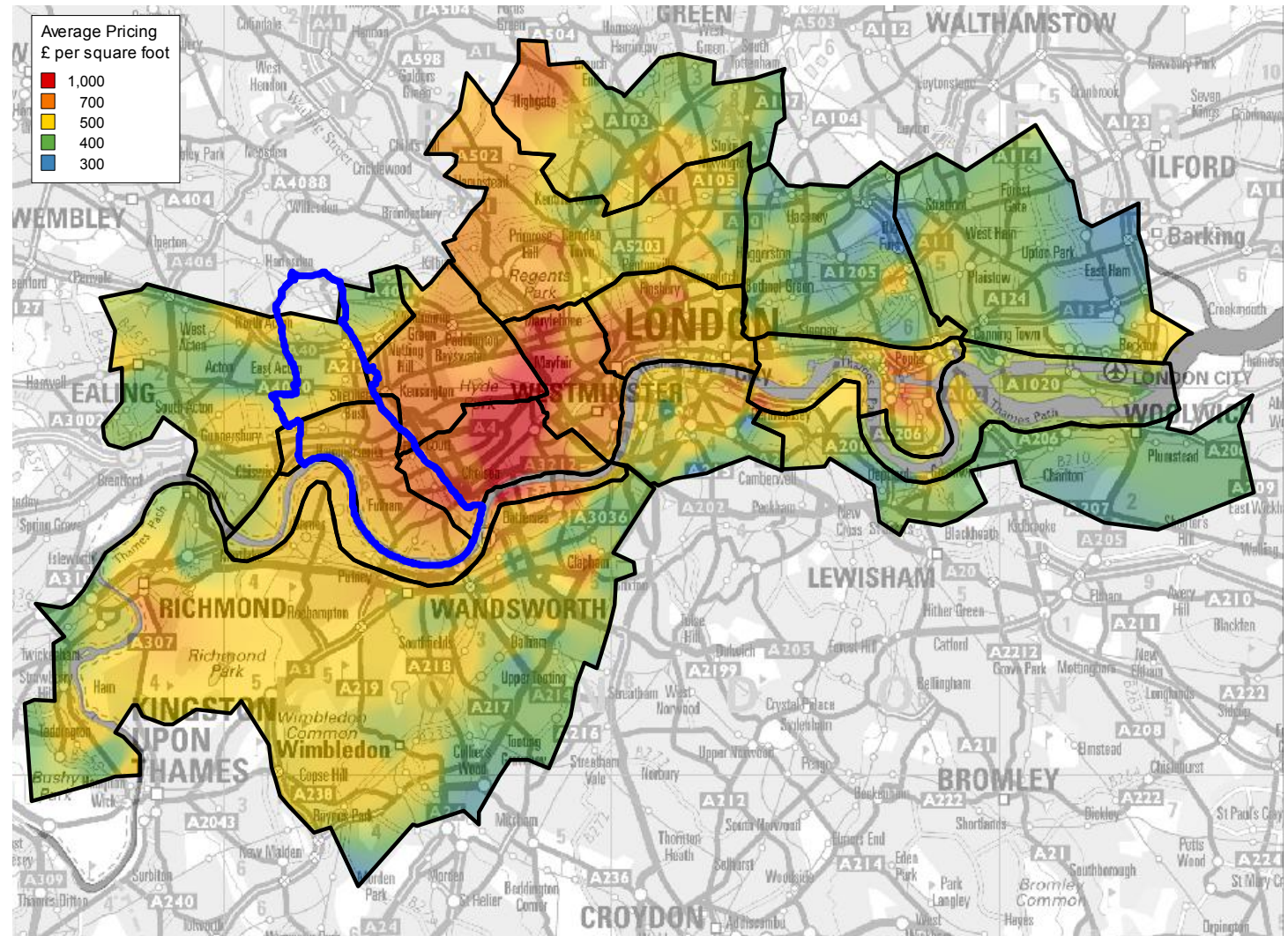
# the supply pipeline is skewed

71% of the total pipeline is east of the City



Source: Savills Research

# Which markets are best placed?



Source: Savills Research