

Case Study
High-End Central London Residential
Market Study



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About the Client



- The client is a PERE firm, with investment interests in direct property and property-related capital market securities in the UK

Client Objectives / Goals



- The client wanted to acquire residential flats and a shopping centre; and subsequently redevelop the property to provide new high-quality retail space with residential flats
- The client wanted to develop an understanding of the London residential market over the past three decades, focusing on high-end residential comps in central London area

Approach and Methodology



- Began work by identifying the key postcodes in central London area and the central London boroughs
- Extracted the required datasets from LonRes database and Land Registry
- Analysed the historical trends in central London residential landscape through different cycles. Created charts showing: (a) historical capital values PSF, (b) total volume and value of properties sold categorised as per the size bandings, capital values PSF, etc., (c) total volume as per the central London boroughs, and (d) pie-chart for each borough depicting total sales for the latest year

Sample Output



Results / Value-add



Enabled the client to narrow down its targets

Shortlisted 34,000 comps, including property volume sold, capital values PSF, among others