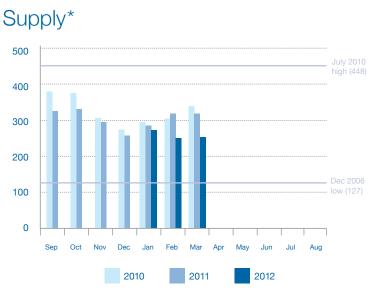
# The London Barometer/

Sales: March 2012

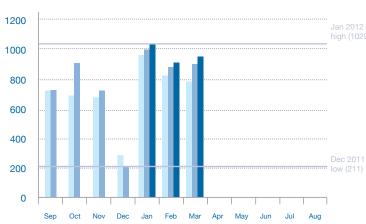
#### Market Comment

"Securing a mortgage in the current market has never felt so hard and creeping mortgage rates, with many lenders adding half a percent to Standard Variable Rates, are adding to the tough conditions. However, against a backdrop of continuing short supply, D&G has managed to increase its market share. Longer opening hours and a renewed focus on marketing by all our offices has paid off with one of our best months for new business in the last four years as buyers who <u>are</u> in a position to buy move quickly to secure a deal."

Ed Mead, Sales Director

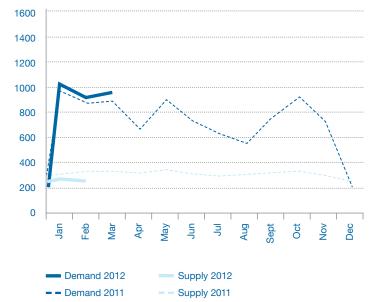






\*Supply and demand is determined by instructions and new applicants (respectively) within a given month across Douglas & Gordon's network of 14 sales offices in London

### 2012 Supply & Demand



## Douglas & Gordon Average London Sales Price Index\*

	Q1 2011	Q2 2011	Q3 2011	Q4 2011
1 bed flat	£ 368,333	£ 374,167	£ 383,750	£ 383,500
2 bed flat	£ 543,333	£ 557,083	£ 570,083	£ 579,583
3 bed house	£ 1,174,167	£ 1,209,583	£ 1,257,500	£ 1,277,083
4 bed house	£ 1,780,833	£ 1,905,833	£ 1,905,000	£ 1,933,333

\*The D&G Average London Sales Index is based on a periodic re-valuation of each property type from every D&G office across London with the increase or decrease in their values averaged



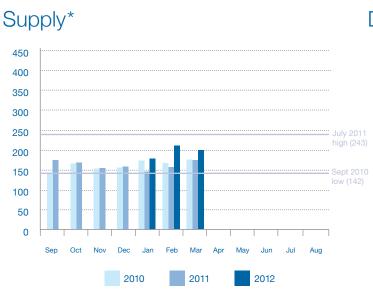
## The London Barometer/

Lettings: March 2012

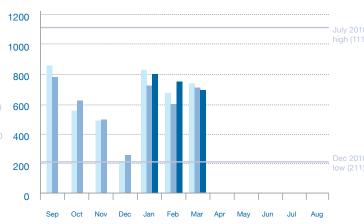
### Market Comment

"This time last year the rental market was outstripping the sales market - this now seems to be reversing. Recent research shows that rents, which peaked in October of last year, have either not risen or in some case have fallen very marginally during the 1st quarter of this year and landlords are now having to pay more attention to the presentation of their property in order to secure continuity as tenants will not accept tired décor or poor maintenance. High sales prices are depleting some of the rental stock as landlords consider selling, so with demand remaining fairly constant we do not expect there to be an oversupply of property to rent, however things are slightly tougher from a landlord's perspective."

Virginia Skilbeck, Lettings Director

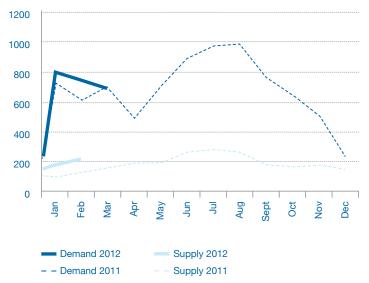


### Demand\*



\*Supply and demand is determined by instructions and applicants (respectively) within a given month across Douglas & Gordon's network of 12 lettings offices in London

### 2012 Supply & Demand



## Douglas & Gordon Average London Rent Index\* (per week)

	Q1 2011	Q2 2011	Q3 2011	Q4 2011
1 bed flat	£ 381	£ 394	£ 399	£ 394
2 bed flat	£ 503	£ 527	£ 537	£ 531
3 bed house	£ 860	£ 922	£ 927	£ 912
4 bed house	£ 1,530	£ 1,661	£ 1,641	£ 1,556

\*The D&G Average London Rent Index is based on a periodic re-valuation of each property type from every D&G office across London with the increase or decrease in their values averaged