

# EMERGING PRIME INDEX 2015 Q1



## 2015 Q1: Emerging prime proves robust following spectacular re-rating in 13/14

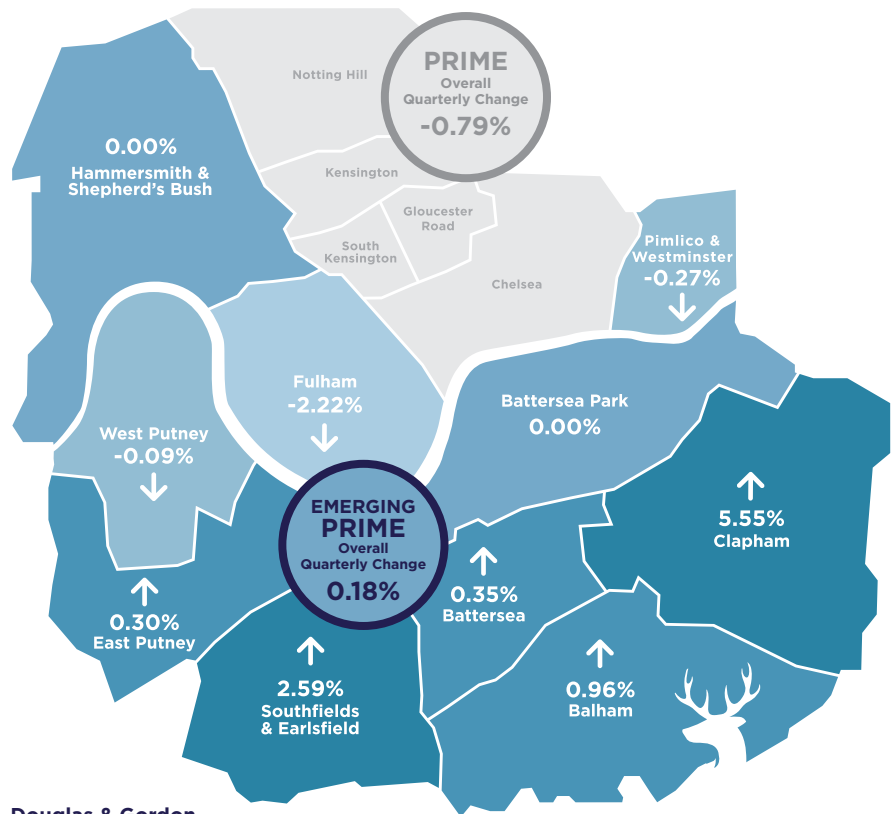
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	Emerging Prime	Prime
<b>*Index</b>	<b>253.75</b>	<b>249.11</b>
<b>Quarterly Change</b>	0.18%	- 0.79%
<b>Six Month Change</b>	- 1.89%	- 1.61%
<b>Annual Change</b>	0.40%	- 0.63%

\* Dec 2003 = 100

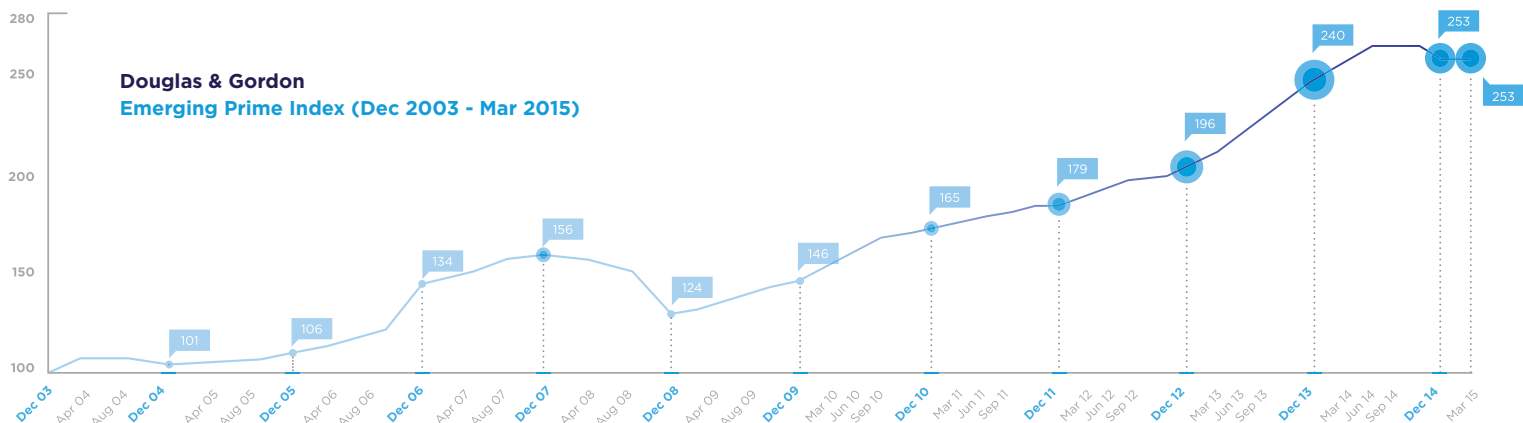
### Emerging prime proves robust following spectacular re-rating in 13/14

- Political interference affecting Prime Central London has not had such a marked effect on the Emerging Prime areas.
- Smaller unit sizes, particularly flats, in many areas of Emerging Prime are attractively priced for investors hungry for yield (3.70 - 5%) in the current low interest rate environment.
- The Chancellor's actions in the Autumn Statement gave a clear signal that property below c. £900k would be free of political interference.
- Properties >£2m have suffered further political inertia and have failed to see a pick up from H2 2014.
- Rents in Emerging Prime have been ticking up further strengthening the attraction of the area for investors.
- After a weaker Q4 2014 Clapham has proved attractive with 5.5% capital growth in Q1, and strong rental growth too.
- Emerging Prime is now seen as the sweet spot of the professional private rental sector.



**Douglas & Gordon**  
Emerging Prime Index  
Performance by area  
(Q1 2015)


## Performance Dec 2003 - Mar 2015



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## The last 12 years in detail

 Douglas & Gordon	D&G Emerging Prime Index	Quarterly % Change	Year on year % Change	Prime Index
Mar -15 (Quarter)	253.75	0.18%	0.40%	249.11
Dec -14 (Quarter)	253.31	- 2.06%	5.39%	251.86
Sep -14 (Quarter)	258.64	- 0.26%	11.30%	253.95
June -14 (Quarter)	259.32	2.61%	17.65%	254.19
Mar -14 (Quarter)	252.73	5.15%	21.59%	251.45
Dec -13 (Quarter)	240.34	3.43%	22.30%	247.09
Sep -13 (Quarter)	232.38	5.43%	20.32%	241.3
Jun -13 (Quarter)	220.42	6.05%	15.34%	237.73
Mar -13 (Quarter)	207.85	5.77%	11.34%	233.48
Dec -12 (Quarter)	196.52	1.76%	9.59%	231.65
Dec -11 (Full Year)	179.32	-	8.50%	218.57
Dec -10 (Full Year)	165.27	-	12.69%	189.3
Dec -09 (Full Year)	146.66	-	17.34%	173.85
Dec -08 (Full Year)	124.99	-	-20.18%	150.51
Dec -07 (Full Year)	156.59	-	16.81%	178.31
Dec -06 (Full Year)	134.05	-	25.98%	146.36
Dec -05 (Full Year)	106.41	-	5.16%	110.36
Dec -04 (Full Year)	101.19	-	1.19%	102.79
Dec -03 (Full Year)	100	-	-	100

## Douglas & Gordon Residential Research

All Douglas & Gordon Residential Research is provided by D&G Asset Management.

Q1 2015 Investor View reports, with detailed local data covering each of our Emerging Prime and Prime offices will be published post election.



### Our Data

#### The D&G Emerging Prime Index

was established in 2014 using our proprietary data stretching back to December 2003. The index is valuation based and covers the following areas of London: Battersea Park, Battersea, Balham, Clapham, East Putney, West Putney, Southfields & Earlsfield, Hammersmith, Shepherd's Bush, Pimlico & Westminster and Fulham.

### About Douglas & Gordon

- Douglas & Gordon was founded in Chelsea in 1958.
- The company employs 220 people in 19 offices, providing property services across central, west and south-west London.
- Services offered include: Residential sales, lettings & developments; Property management; Corporate services; Professional valuations; Block management; Refurbishment & interior services.
- £10bn residential property under management.

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