



LONDON CENTRAL PORTFOLIO

REAL ESTATE INVESTMENT ADVISORY

As London's foremost buying and investment agent, LCP has seen a very active 2022. It has however been a year of contrasts in the Prime Central London property market with a buoyant rental market but a fluctuating sales market impacted by global events. In this year's review, LCP highlights notable trends in 2022 and what to expect for the upcoming year.



Average values for PCL apartments are still 8.3% below the peak in 2015. Motivated sellers wanting to exchange and complete before the end of the year are willing to accept further discounts, in order to progress their own onward move. With rental yields reaching up to 5%, this has created compelling opportunities for investors.

Syndicates or 'Clubs' have become a popular alternative for investors looking to pool funds and diversify ownership. Providing the opportunity to buy small freehold blocks of apartments, there is the added benefit of multiple dwelling SDLT relief. We are currently searching for properties like these for a group of six investors. If you would be interested in doing something similar, please do get in [touch](#).

Bayswater continues to be considered an area with good capital growth potential. Close to Hyde Park, with its convenient central London location and the ongoing redevelopment of Queensway, it is also popular with tenants. If you would like to be sent opportunities in Bayswater, or other central London locations, just sign up [here](#).



Many of our overseas clients have seen this as a good moment for their children to get onto the property ladder with current discounted prices. Read our latest PCL market review [here](#). This year we have acted for a number of clients using real estate as a means of intergenerational wealth management and long-term wealth preservation.

In times of uncertainty, sellers and estate agents acting for them have favoured buyers represented by a buying agent. We recently completed the purchase of a property which had received a significant amount of interest and multiple offers within days of launching onto the open market. In this competitive bidding scenario, LCP's reputation in the market resulted in us successfully trumping the highest offer for our client. Currently, motivated sellers are willing to look beyond merely the offer price for a considered and reliable buyer.

If you are searching for your next home and need the expertise of a buying agent, please get in [touch](#).



Rental properties will soon be required to have an Energy Performance Certificate (EPC) of C or above. It is estimated that over 70% of landlords across the UK own rental properties with a D-grade EPC or below. With increasing levels of regulation and compliance, our refurbishment team have been busy assisting landlords with improving the energy efficiency of their rental investment.

In many cases homeowners in PCL are looking to optimise their home before selling or making their property more appropriate for hybrid working. With longer lead times for materials and high costs of labour, we would recommend those planning home improvements to book a design consultation with one of our experts [here](#).

To see some of our latest projects, head to our [projects page](#).



Unprecedented tenant demand and limited stock resulted in a soaring rental market.

With little or no negotiating power, tenants faced with multiple bidding wars have countered by offering 12+ months' rent upfront to be more attractive to landlords. With current market conditions we are being extra vigilant, selecting tenants not purely on the highest offer but also on their long-term suitability.

Landlords are under increased scrutiny to keep their property portfolios in line with everchanging compliance, regulations and legislation. LCP have introduced a 'Fit for Rent' scheme, a 55-point inspection assessing rental portfolios and advising on next steps to keep your property compliant. To find out more about our Fit for Rent scheme, please contact [Liam Monaghan](#).



Other news...

We are delighted to announce the launch of our new [website](#).

As a buying agent, we represent you the buyer, which is why we have designed our new website with you in mind.

Our site will take you through a journey specific to you and your needs. Whether you are looking to buy, refurbish or let and manage your property - or perhaps all these services - our site will show you how we can help. Click [here](#) to start your property journey with us.

Around the world...

It has been a pleasure to travel again, meeting clients both familiar and new. Andrew headed to Dubai with our chair, Naomi Heaton, providing both clients and journalists with an update on the PCL market and LCP's investment and advisory services.

Some of the LCP team have recently returned from the Channel Islands co-hosting seminars and cocktail parties with law firm Collas Crill and residents club The Other House. We look forward to more trips over the new year!



Message from LCP Chief Executive, Andrew Weir



2022 has turned into yet another year of twists and turns. Whilst PCL is overdue a sustained period of recovery, times of turbulence do highlight the enduring attraction and appeal of central London. Weak sterling has been a call to action for many buyers. Investors have also been encouraged by increased rental yields.

Our clients continue to set significant value on our sophisticated advisory approach to all of their residential real estate requirements whether that is Search and Acquisition, Refurbishment and Design, Letting and Property Management or acting in an advisory capacity on an existing portfolio. We look forward to acting for clients, both old and new, in a wide range of real estate capacities in 2023.

If you would like to start your property search in the new year, please do get in [touch](#), Naomi and I would be delighted to hear from you.

Arrange a call