



London Residential tip sheet

What is London Residential?

London Residential provides comprehensive and up-to-date coverage in a single source of data for the central London residential market, providing key facts such as:

- What prices residential properties are being sold at/have been sold at?
- What is on the market?
- Who developed the residential property?
- Who is planning or building in London?

How can London Residential help me?

- Create new business opportunities by identifying development pipeline information
- Run search analysis reports on: pricing, planning, planning gained by local authority, brief listing and unit averages to aid you in your residential market research
- Use EGi's London Residential to research building stock, planning, pricing and availability
- Receive market intelligence about the latest investment transactions and comprehensive availability listings
- Make decisions based upon reliable, unbiased and up to date information from EGi research team.

Where do I find London Residential?

You'll find London Residential in the research tab at the top of the page

You'll also find it half way down the Left side navigation bar

The screenshot displays the EGi website's 'London Residential Research' interface. At the top, the navigation menu includes 'News', 'Legal', 'Research', 'EuroProperty', 'My EGi', 'Extras', and 'Log Out'. The 'Research' tab is highlighted. On the left side, a vertical navigation bar lists various categories, with 'London Residential' selected and highlighted in yellow. The main content area features search filters for 'LATEST CHANGES' (with options for Days, Weeks, Months, Years), 'LOCATION' (including Building / Scheme Name, No., Street, and Postcode), and 'PLANNING' (including Development Type, Planning Status, Date of Application, Date of Permission, and Use Type). A red arrow points from the text 'You'll find London Residential in the research tab at the top of the page' to the 'Research' tab. Another red arrow points from the text 'You'll also find it half way down the Left side navigation bar' to the 'London Residential' link in the navigation bar.

How do I search using London Residential?

The search tool is extremely comprehensive enabling you to search for a property or a collection of properties on any area covered by London Residential. It allows you to search using the following criteria :

Latest changes

Location

including expandable search options

Planning

- application & permission dates
- existing & proposed sizes
- use type/previous use

Construction

- start/completion dates

Players and Roles

Pricing

The screenshot shows the 'London Residential Research' search interface. Red arrows point from the text labels on the left to the corresponding search criteria sections on the right:

- Latest changes:** Points to the 'LATEST CHANGES' section, which includes filters for 'changes in the last' (Days, Weeks, Months, Years), 'Latest Changes From' and 'To' dates, and 'Weekly Change Type'.
- Location:** Points to the 'LOCATION' section, which includes filters for 'Building / Scheme Name', 'Street', 'Postcode', and 'Location' (with an expandable 'Select All' option).
- Planning:** Points to the 'PLANNING' section, which includes filters for 'Development Type', 'Planning Status', 'Date of Application' and 'Date of Submission' (both with 'From' and 'To' date pickers), 'Use Type', and 'Existing Size' and 'Proposed Size' (both with 'From' and 'To' size pickers).
- Construction:** Points to the 'CONSTRUCTION' section, which includes filters for 'Proposed Levels' (with an expandable 'Select All' option), 'Listed Building' (Yes/No/All), and 'Conservation Area' (Yes/No/All).
- Players and Roles:** Points to the 'PLAYERS AND ROLES' section, which includes filters for 'Company Name' and 'Player Type' (both with expandable 'Select All' options), and an 'Include related companies?' checkbox.
- Pricing:** Points to the 'PRICING' section, which includes filters for 'Unit Size' (sq m/sq ft), 'Price per Unit (£)', 'Price' (sq m/sq ft), 'Cost of parking space', 'Sold date', and 'Number Of Bedrooms'.



London Residential tip sheet

What do the reports look like?

LRR Unit Averages

London Residential Research

Unit Averages Analysis (29/07/2010)



* NOTE: Calculations have been based on samples of units with both price & size only.

Scheme Name	Completion Date	Unit Type (beds)	No Units In Sample	Min Price	Max Price	Avg Price (weighted)	Min Size (sq ft)	Max Size (sq ft)	Avg Size (sq ft) (weighted)	Min Asking Price (£ est)	Max Asking Price (£ est)	Avg Asking Price (£ est) (weighted)	
74 Camden Hill Road, 2-12 Observatory Gardens, London W8 7HN	01/09/1994	No Private Units in Scheme	0	2	£175,000	£175,000	£175,000	549	549	549	£319	£319	£319
			1	1	£325,000	£325,000	£325,000	732	732	732	£444	£444	£444
			2	8	£375,000	£975,000	£584,625	829	2,153	1,341	£367	£524	£436
			3	12	£475,000	£995,000	£761,667	1,119	2,034	1,571	£350	£616	£485
			4	2	£1,475,000	£2,250,000	£1,862,500	2,766	2,992	2,879	£533	£752	£647
			5	1	£1,850,000	£1,850,000	£1,850,000	2,540	2,540	2,540	£728	£728	£728
Total:			26	£175,000	£2,250,000	£771,808	549	2,992	1,527	£319	£752	£505	
The Lexham, 32-38 Lexham Gardens, London W8 5JU	01/01/1998	No Private Units in Scheme	1	10	£425,000	£575,000	£497,500	635	807	723	£541	£905	£688
			2	20	£450,000	£695,000	£648,750	689	969	827	£640	£922	£785
			Total:			30	£425,000	£695,000	£598,333	635	969	792	£541
Earls Terrace, 1-25 Earls Terrace, Kensington High Street, London W8 6LP	01/11/1998	No Private Units in Scheme	6	10	£3,150,000	£4,550,000	£3,775,000	4,768	5,102	4,943	£655	£923	£764
			Total:			10	£3,150,000	£4,550,000	£3,775,000	4,768	5,102	4,943	£655
Wycombe Square (water Tower House), 97-99 Camden Hill Road, Aubrey Walk, London W8 7AP	01/09/2005	No Private Units in Scheme	1	10	£490,000	£750,000	£608,495	613	909	751	£743	£915	£810
			2	12	£645,000	£1,295,000	£934,792	799	1,366	1,083	£757	£959	£864
			3	1	£1,975,000	£1,975,000	£1,975,000	1,671	1,671	1,671	£1,182	£1,182	£1,182
			7	1	£11,000,000	£11,000,000	£11,000,000	8,069	8,069	8,069	£1,363	£1,363	£1,363
			Total:			24	£490,000	£11,000,000	£1,261,560	613	8,069	1,260	£743
5 Strathmore Gardens, London W8 4RZ	01/05/2001	No Private Units in Scheme	1	1	£225,000	£225,000	£225,000	323	323	323	£697	£697	£697
			Total:			1	£225,000	£225,000	£225,000	323	323	323	£697
61 Kensington Court, London W8 5DG	01/05/2002	No Private Units in Scheme	3	3	£1,850,000	£2,000,000	£1,816,667	1,787	2,045	1,909	£880	£1,056	£952
			4	1	£2,050,000	£2,050,000	£2,050,000	2,034	2,034	2,034	£1,008	£1,008	£1,008
			Total:			4	£1,650,000	£2,050,000	£1,875,000	1,787	2,045	1,940	£880

Excel listing - Pricing Report

EGi - London Residential - Pricing													
* The maximum number of records returned in one spreadsheet cannot exceed 1,000 records; if you wish to receive more data then please contact the Client Support Team (client.support@egi.co.uk).													
Address	Postcode	Unit Reference	Level	Beds	Bathrooms	Previous Asking Price Price (£)	Latest Asking Price Price (£)	Date	Sale Price Price (£)	Date Sold	Size sq m	sq ft	Developer 1
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	10J	3	2	2	0	369,000	01/01/2002	369,000	01/02/1999	85	915	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	11K	3	2	3	0	355,000	01/01/2002	355,000	01/10/1998	81	872	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	12L	3	2	2	0	375,000	01/01/2002	375,000	01/02/1999	84	904	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	13M	4	2	2	0	380,000	01/01/2002	380,000	01/02/1999	82	883	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	14N	4	1	1	0	250,000	01/01/2002	250,000	01/12/1998	57	614	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	15O	4	2	2	0	399,000	01/01/2002	399,000	01/03/1999	87	936	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	16P	4	2	2	0	450,000	01/01/2002	450,000	01/08/1998	97	1,044	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	1A	2	3	2	0	545,000	01/01/2002	545,000	01/08/1998	114	1,227	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	2B	2	3	2	0	560,000	01/01/2002	560,000	01/02/1999	130	1,399	London & Henley Property Holdings Limited
Davies Court (Stafford Court) Argyle Road London Inner London W8 7BQ	W8 7BQ	3C	3	2	2	0	365,000	01/01/2002	365,000	01/06/1998	86	921	London & Henley Property Holdings Limited

Excel listing - Planning

EGi - London Residential Research - Planning													
* The maximum number of records returned in one spreadsheet cannot exceed 1,000 records; if you wish to receive more data then please contact the Client Support Team (client.support@egi.co.uk).													
Address	Postcode	Planning Ref	Planning Authority	Planning Status	Development Type	Application Date	Permission Date	Construction Start	Completion	Rest Private Units Existing	Proposed	Gain	Rest Soc Existing
Omega House, 471-473 King's Road, London	SW10 0LU	PP0/0055 6	Kensington and Chelsea	Completed & Fully Sold/Let	New Build	01/02/2000	18/11/2001	01/01/2005	01/02/2006			0	
14 Egerton Place, London	SW3 2EF	CL/05/0127 9	Kensington and Chelsea	Completed & Fully Sold/Let	Refurbishment	21/06/2005	09/08/2005	01/04/2006	01/07/2007	9	5	-4	
Atlantic Court, 73-79 King's Road, London	SW3 4NX	PP/05/0214 0	Kensington and Chelsea	Withdrawn	Refurbishment	06/10/2005					9	9	
Chenil House, 181-183 King's Road, London	SW3 5EB	PP/04/0132 0 Renewal	Kensington and Chelsea	Superseded	New Build	11/05/2004	02/11/2004					0	
Chenil House, 181-183 King's Road, London	SW3 5EB	PP/10/0052 3	Kensington and Chelsea	Application	Extension	04/02/2010					7	7	
5 Barkston Gardens, London	SW5 0ER	PP/04/0257 2	Kensington and Chelsea	Completed & Fully Sold/Let	Refurbishment	10/11/2004	05/01/2005	01/09/2006	01/01/2008		5	5	
BT Telephone Exchange, The Boltons, London	SW5 0LP	TP/86/1905 + 1906	Kensington and Chelsea	Refused	New Build	01/12/1998	16/06/1999				3	3	
19 Courtfield Gardens, London	SW5 0PD	PP/05/0032 9	Kensington and Chelsea	Permission	Refurbishment	17/02/2005	14/04/2005				7	7	
101 Warwick Road, London	SW5 9EZ	PP/04/0128 4	Kensington and Chelsea	Completed & Fully Sold/Let	Refurbishment	08/08/2004	03/08/2004	01/03/2005	01/11/2005		5	5	
54 Princes Gate, London	SW7 2PG		Westminster	Completed	Refurbishment		15/08/2000	01/06/2003	01/12/2003		1	1	



London Residential tip sheet

LRR Brief listing - Brief listing significant changes

London Residential Research

Brief Listing Significant Changes (30/07/2010)



Brief Listing	Local Authority	Proposal Status	Private Units	Social Units	Hotel Rooms	Office Gross sq ft
Helios Property plc - Developer, tel: 020 7629 6452						
Duke of Cambridge Public House, 30 St Peters Street, London N1 8JT	Islington	Completed & Fully Sold/Let	4	0	0	0
Terence Edgar Limited - Developer, tel: 020 7226 6200						
Suncourt House, 18-26 Essex Road, London N1 8LN	Islington	Completed	0	0	0	25,511
Derwent London - Developer, tel: 020 7659 3000						
3-11 Rheidol Mews, 8-10 Rheidol Mews, Rheidol Terrace, London N1 8NU	Islington	Completed & Fully Sold/Let	5	0	0	0
Paul Way RIBA - Architect, tel: 020 7226 2302						
St James Hall, 11 Prebend Street, London N1 8PF	Islington	Completed & Fully Sold/Let	0	13	0	0
13 Prebend Street, London N1 8PP	Islington	Completed & Fully Sold/Let	0	11	0	0

LRR Planning Gain - Planning gain by local authority

London Residential Research

Planning Gain by Local Authority (30/07/2010)



Scheme Name	Consent Date	Current Status	Private Units	Social Units	On Site	Off Site	Commuted Payments	Summary
Creative Industries Quarter, 62-96 Abbey Road, Barking IG11 7BT	14/05/2009	Under Construction	150	68	68	0	Transport: £500,000	London Borough of Barking & Dagenham UDP was adopted in 1995. The first deposit draft is due at the end of 2003. Policy H4 states 25% of residential developments of 25 or more dwellings should be affordable housing. It is proposed that 68 units will be offered on an affordable basis.
London Thames Gateway Development Corporation - Developer, tel: 020 7517 4730								
St Ann's, St Ann's Road, Gascoigne Road, London IG11 7DR	04/03/2003	Completed & Fully Sold/Let	37	88	88	0		88 units would be for subdivided into rented and shared-ownership.
Countryside Properties - Developer, tel: 020 7408 0099								
Linsdell Road Site, To The North Of, 79-87 Tomlins Orchard, Barking IG11 7LR	08/05/2002	Completed & Fully Sold/Let		12	0	0		The total number of proposed units falls below the affordable housing threshold.
Furlong Homes Group Limited - Developer, tel: 01992 782222								
Barking Central - Phase 2 - Axe Street, 87 Axe Street, Barking IG11 7LX	09/08/2007	Completed & Fully Sold/Let	22	18	18	0		22 of the units are to be for private sale with the remaining being for affordable housing.
Savills - Residential Agent, tel: 020 7499 8644								



London Residential tip sheet

What do the final search results look like?

Printer friendly - print the final search Page

Property details including map

Description of the building stock

Players and roles involved in the scheme

Planning data

Prices and unit averages

Building history

The screenshot shows the EGI London Residential Research Details page. The page is divided into several sections, with red arrows pointing to specific areas:

- Printer friendly - print the final search Page:** Points to the "Printer Friendly" link in the top navigation bar.
- Property details including map:** Points to the "Egi Property Data" section, which includes the address "New River Head - The Hydra & The Remus Building" and a map of the location.
- Description of the building stock:** Points to the "BUILDING STOCK" section, which provides a description of the property.
- Players and roles involved in the scheme:** Points to the "OTHER PLAYERS & ROLES" section, which lists the developer, freeholder, and residential agent.
- Planning data:** Points to the "PLANNING - NEW BUILD" section, which provides details on the development type, previous use, and planning status.
- Prices and unit averages:** Points to the "RESIDENTIAL PRICING" and "INDIVIDUAL UNIT DETAILS" sections, which provide information on the scheme's launch and individual unit specifications.
- Building history:** Points to the "BUILDING HISTORY" section, which provides information on the construction and completion of the units.