



PERSPECTIVE

BASINGSTOKE & WINCHESTER

The property market
from our perspective

Carter Jonas

MARKET UPDATE



**WE ARE NOW
SEEING MUCH MORE
CONFIDENCE IN THE
MARKET BETWEEN
£1M AND £1.5M**

Properties within the catchment areas of the best schools – as well as those close to road and rail links – are always in high demand, say Carter Jonas Partners Kevin Prince and Zaza Oswald.

The residential sales market in Basingstoke and Winchester was certainly challenging last summer after the UK voted to leave the EU. Thankfully, the housing market feels more confident this year, perhaps reflecting an acceptance that negotiations with the EU will take some time and the result of the snap General Election should provide some long-term political stability. The start of 2017 followed the pattern of the last four-five years with a strong first quarter.

The strongest price bracket has been between £300,000 and £800,000. The closer you get to £1m, the harder it has been, and that is amplified the higher up you go. That said, we are now seeing much more confidence in the market between £1m and £1.5m.

RESIDENTIAL DEVELOPMENT

The new homes market in the region is performing well. In October 2016, we launched Parmenter House, a development of 1-2 bedroom apartments, with parking, in the centre of Winchester, priced between £240,000 and £500,000. Seven out of the nine apartments sold on the launch night – mostly to buy-to-let investors and second homeowners.

LETTINGS

There is no real pattern to the lettings market at the moment. People seem to be moving only if they really have

to – because of jobs, family circumstances or schools – rather than seeking a change for the sake of it. Smaller houses and cottages, priced around £1,000 pcm, are in constant demand all year round from long-term renters. 1-2 bedroom flats are popular, because they attract a transient tenant, such as young professionals or couples renting together for the first time. From Easter onwards, the family market (£2,500 pcm plus) becomes active. In the country there is a trend of people renting throughout their children's education – if they can't afford to buy their dream home, they'll make a long-term home in a rented property instead. We have been marketing a beautiful house on the National Trust Estate of Hinton Ampner at £5,000 pcm, which is being let on an initial term of five years with the option to extend it by a further five.

LOOKING FORWARD

Elections often cause hesitation in the market; nonetheless, we are expecting a stronger summer market than in the last two years. We don't anticipate a huge growth in selling prices, but because demand is outstripping supply, there could be a modest increase; certainly, we expect to see more activity and a greater volume of transactions.

On the lettings side, we're approaching our busiest time of year, because many families look to rent in June/July and move in August/September. Rents are likely to peak when demand exceeds supply, especially for family houses; as a result, we expect the market to be strong across the board.

FOR SALE

Droxford

An outstanding equestrian property with
1 indoor school, 2 outdoor schools and
33 boxes, set in approximately 22.1 acres.

Guide price £1,950,000





FOR SALE

[North Waltham](#)

A beautifully presented 3 bedroom 'chocolate box' thatched cottage with excellent ceiling height.
Guide price £500,000



FOR SALE

[Shawford](#)

A charming 2/3 bedroom period cottage with lovely views, moments from the station.
Guide price £550,000



FOR SALE

[Baughurst](#)

A spacious detached bungalow with planning permission to extend & gardens of about ½ acre.
Guide price £900,000



LET

[St Mary Bourne](#)

A delightful, modernised 3 bedroom period cottage on the outskirts of St Mary Bourne village.
£1,050 per month



SOLD

[Winchester](#)

A charming period house with potential to extend and update in St Cross.
Guide price £500,000



LET

[Upper Wootton](#)

A charming 3 bedroom detached cottage on a beautiful rural estate close to Oakley.
£1,295 per month



FOR SALE

[Hurstbourne Priors](#)

A new 2 bedroom house with a separate study, off-street parking, garden and shed.
Guide price £399,950



LET

[Winchester](#)

A superb 4 bedroom Victorian semi-detached house with a stunning open-plan living area.
£2,450 per month



SOLD

[Winchester](#)

A substantial Grade II listed Georgian property in the heart of Winchester.
Guide price £1,250,000



FOR SALE

West Heath

A 1930s 3 bedroom house with a large garden and permission to create a 5 bedroom home.
Guide price £750,000



LET

Leckford

A wonderful 6 bedroom country residence with beautiful gardens within 1 mile of Stockbridge.
£3,000 per month



FOR SALE

Old Basing

A 5 bedroom detached Grade II listed family home with a walled garden.
Guide price £1,100,000



SOLD

New Forest

An exceptional country house in a beautiful parkland setting. In all about 73 acres.
Guide price £4,500,000



UNDER OFFER

Sherfield on Loddon

A delightful 5 bedroom detached barn conversion situated in the heart of the village.
Guide price £900,000



LET

Leckford

A newly refurbished Grade II listed, 4 bedroom detached cottage on Leckford Estate.
£1,595 per month



LET

Winchester

A stunning, contemporary open-plan penthouse apartment with a large balcony and parking for 2 cars.
£1,295 per month



UNDER OFFER

Sherborne St John

A refurbished detached 16th century cottage, offering flexible accommodation with an annexe.
Guide price £700,000



FOR SALE

Headbourne Worthy

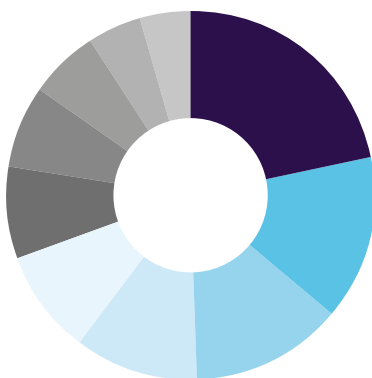
A new 4/5 bedroom luxury home with garage and garden by highly regarded Millgate Ltd.
Guide price £775,000

FACTS, THOUGHTS & FIGURES

NUMBER 1 AGENT:

Available stock in the last year
Basingstoke

Source: Rightmove data 2017



■ Carter Jonas	■ Estate agent no.6
■ Estate agent no.2	■ Estate agent no.7
■ Estate agent no.3	■ Estate agent no.8
■ Estate agent no.4	■ Estate agent no.9
■ Estate agent no.5	■ Estate agent no.10



£641,038

Average house price achieved

Source: Carter Jonas Basingstoke
& Winchester data 2017



of our clients would recommend us

Source: Carter Jonas data 2017



12,978

Active registered buyers
in our database

Source: Carter Jonas data 2017



279

Properties sold and let
over the last year

Source: Carter Jonas Basingstoke
& Winchester data 2017



Mark and the team in the Basingstoke office were brilliant. We had a difficult chain but the team in Basingstoke were always available to listen, take action and give updates. I would highly recommend them.

Source: Google Review

You made the whole experience so easy and were so delightful to deal with.

Mr & Mrs R, Basingstoke

We have really appreciated all your hard work in getting us to completion and the kindness shown to us throughout the process. We are glad you have been our agents.

Mr N, Miss N and Mrs F,
sale of house in Winchester

Excellent, strong professional expertise, coupled with a real understanding of issues and options. We had a beauty parade and you were the best of the four we considered, a major national competitor. Very well done Kevin & team.

Mr and Mrs S, sale of house,
east of Winchester

£55,770,344

TOTAL VALUE OF PROPERTY BROUGHT TO THE MARKET*

£1,038 per week

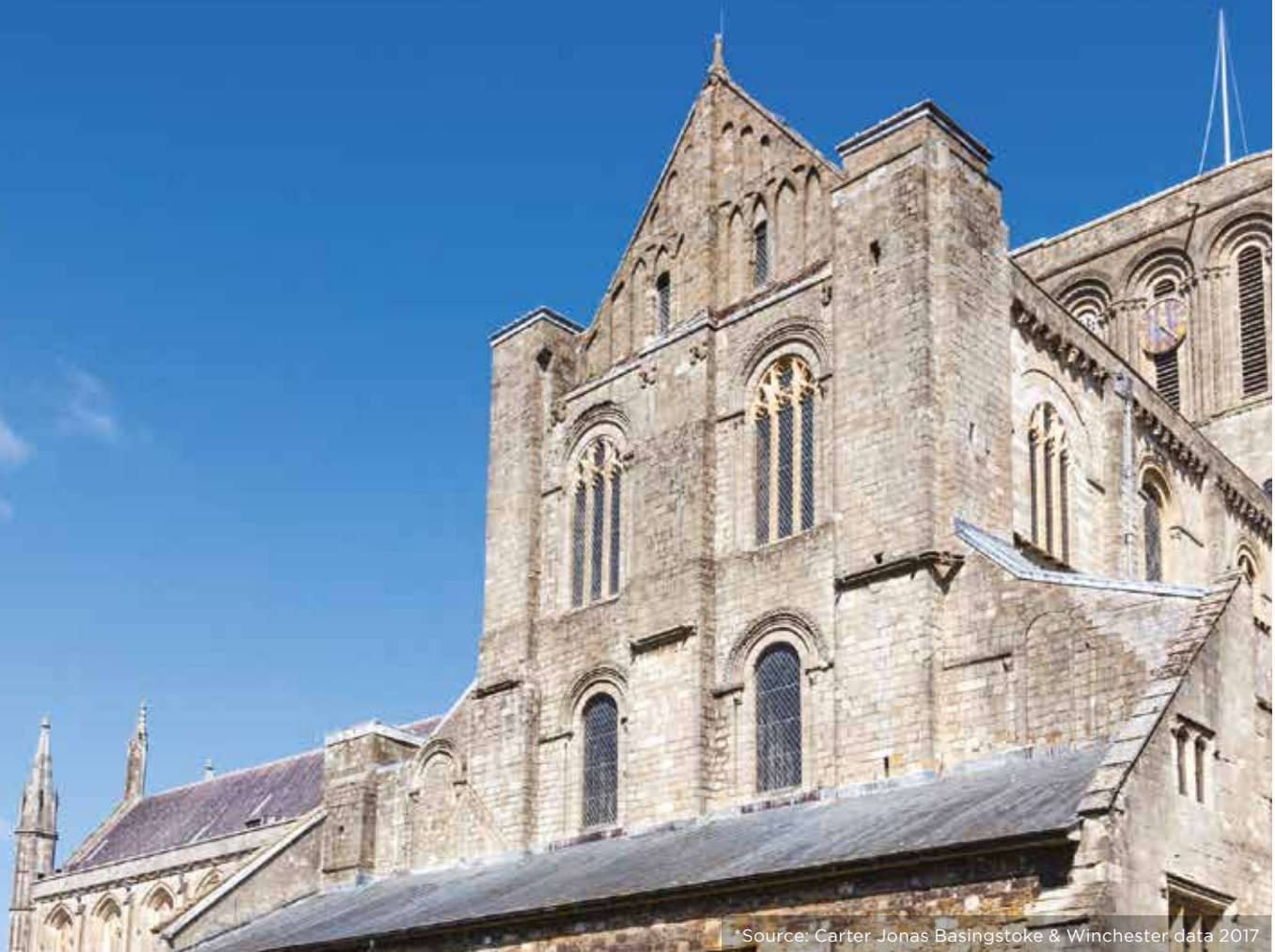
HIGHEST RENT ACHIEVED*

1855

PROPERTY SPECIALISTS FOR OVER 160 YEARS

£4,800,000

HIGHEST PRICE ACHIEVED*



*Source: Carter Jonas Basingstoke & Winchester data 2017



38 OFFICES ACROSS THE COUNTRY, INCLUDING 12 IN CENTRAL LONDON

Bangor	Marlborough
Basingstoke	Newbury
Bath	Newbury - Sutton Griffin
Birmingham	Northampton
Boroughbridge	Oxford
Bury St Edmunds	Peterborough
Cambridge South	Shrewsbury
Cambridge North	Suffolk
Cambridge Central	Taunton
Edinburgh	Truro
Harrogate	Wells
Kendal	Winchester
Leeds	York
National HQ One Chapel Place	Hyde Park & Bayswater
Barnes	Knightsbridge & Chelsea
Barnes Village	Marylebone & Regent's Park
Fulham Bishop's Park	Mayfair & St James's
Fulham Parsons Green	Wandsworth
Holland Park & Notting Hill	Waterloo

To find out how Carter Jonas can help you with the sale or let of your property, please contact one of our experts.



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OnTheMarket.com

Carter Jonas

If you are currently marketing your property with another firm, we would advise you to check the Terms and Conditions of that arrangement as you could face dual liability for agency fees.