

‘There are still buyers aggressively looking for homes that offer value and quality’

NW London agency reports snappy asking price deal in Maida Vale as new data shows a big jump in the number of buyers committing after the first viewing.

• By PrimeResi Editor • 15th February 2021

London
Ian Green Residential

The latest market analysis from RICS shows activity levels dropping off noticeably in the first few weeks of 2021, but some London agents are still reporting red-hot demand for the right properties.

As reported in these pages, bidding wars have been breaking out over standout properties from Chelsea to Mayfair, and another example in Maida Vale shows what can happen when a launch goes to plan...

Instructed on an “exceptional” Victorian end-of-terrace on Castellain Road (pictured), locally-based Ian Green Residential received an asking price offer from the first people through the door, who went on to exchange at the same level seven days later.

The 4,195 square foot six-bed was being pitched at £5.795m (a rate of £1,381 psf), and came with a “unique” mezzanine double drawing room, oversized master suite, galleried kitchen/breakfast room and private garden.

Founder Ian Green said: “We had interest from three different buyers on the first day clearly showing that there are still buyers aggressively looking for homes that offer value and quality.”

According to Knight Frank’s latest stats, 28.1% of UK sales in 2020 were properties where the buyer only viewed the property once, up from 17.8% in 2019.



