



PEERSPECTIVE

NORTHAMPTON

The property market
from our perspective

Carter Jonas

THE PROPERTY MARKETPLACE



**WITHIN AN HOUR
COMMUTE OF LONDON,
NORTHAMPTON
IS ONE OF THE MOST
AFFORDABLE PLACES
TO LIVE**

The Northampton property market is outperforming many other areas of the UK, and there is a great amount of regeneration and investment in the area, says Carter Jonas Partner Ian Cattle.

The residential sales market in Northampton continues to perform very well, escaping the impact that has been felt elsewhere in the country since Brexit. After three consecutive years of a changing political landscape, property has proved to be inherently resilient and consumer sentiment has shown that we are in a robust position to withstand any ongoing impact from parliamentary uncertainty.

There is a lack of stock in the market, which is driving prices and activity. 4-5 bedroom properties in the £500,000-£750,000 price range are performing particularly well – whether that's in the town or villages. Houses in this price range are popular with a wide range of buyers, from couples in their late 30s to those of retirement age. The area of the market that is still quite tricky is around the £1.5-£2m price mark, and we believe that this is down to the stamp duty changes in 2014.

AFFORDABILITY AND A STRONG ECONOMY

£500,000 gets you a lot in Northampton, whether that's a charming thatched cottage, a beautiful barn conversion or a detached family house. If you analyse the towns and cities within an hour commute of London, you will find that Northampton is one of the most affordable places to live. That's why, we see a ripple effect from London – buyers move out here to get more for their money, while still being able to commute into the capital. The economy is very strong in Northampton. The signs are there in the number of commercial

units being taken and the amount of development in the town centre – from the new university campus and cultural quarter to the re-developed train station. With access to the M1 and its many train links, Northampton sits mid-way between London and Birmingham. From a transport perspective, it is perfectly located.

RESIDENTIAL DEVELOPMENT

The amount of regeneration and investment in Northampton is reflected in the amount of new build too.

Carter Jonas works with national house builders and smaller niche developers. There's a ready demand for high-quality niche developments in Northamptonshire, whether they are in the town or villages. With a small development, buyers can get involved at the build stage and choose their own finishes, sometimes even being able to move walls if the developer is in agreement. In this way, people can get close to having their own 'grand design'. We have just released a select development of 25 houses in the village of Moulton with prices ranging between £220,000 to £590,000. Help to buy is available.

LOOKING FORWARD

We expect demand in Northamptonshire to continue to increase because of its affordability, and we believe that prices will continue to rise throughout the county this year because of a lack of stock. When demand is outstripping supply – if you place your property on the market, there is less for it to compete with.

FOR SALE

Sibbertoft

Ram Meadow is a recently renovated substantial Grade II listed former barn, dating to the mid-18th century. The property is located in a semi-rural location with a handful of other properties yet is well located for access to Market Harborough with excellent communication links close by.

Guide price £1,250,000



Ian Cattle
Partner, Residential Sales
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Whether you're **selling a house** in the bustling town centre, a **village cottage** or an **estate in the country** we can offer the experience you need in order to achieve the **best possible price for your property**



FACTS, THOUGHTS & FIGURES



£516,995

Average price of Carter Jonas stock



13

Central London offices



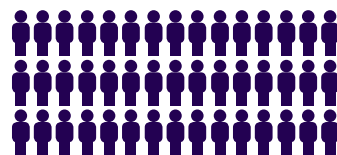
330

Average transactions per month, for the last 12 months*



80%

Of our business is from repeat clients



95%

Of our clients would recommend us



1855

Over 160 years of experience since we were established in 1855



I found the staff at Carter Jonas Northampton extremely professional when purchasing my new property & actually changed my mind from instructing a competitor to market my house for sale and used Carter Jonas instead. Their local knowledge along with great attention to detail made the difference for me. I dealt with a lady called Lisa Byron on my house purchase and was always given a prompt, professional service. Dealing with Lisa and the staff at Carter Jonas was a refreshing positive experience and I would have no hesitation in recommending their service to all.

Mr & Mrs S - Buyer & Vendor

Having had Carter Jonas as the estate agents when we bought our property 5 years ago, when we came to sell we didn't hesitate to use them again. We found them to be consistently professional, friendly and excellent at keeping us up to date and informed. We felt we were in safe hands from start to finish.

Ms H - Vendor

*Sources: DCLG, VOA, ONS, Land Registry
Average rent = average for a two-bed unit (VOA), at 31 March 2017
Proportion of household data as at Census 2011



8.5%

ANNUAL HOUSE PRICE GROWTH
(JUNE 2017)*

£330,371

AVERAGE PRICE OF A
DETACHED HOUSE*

£1,250,000

HIGHEST SALE PRICE SO FAR
THIS YEAR*

470

HOUSING COMPLETIONS, 2016-17*

*Sources: DCLG, VOA, ONS, Land Registry



38 OFFICES ACROSS THE COUNTRY, INCLUDING 13 IN CENTRAL LONDON

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TIMING IS EVERYTHING CONTACT US TODAY TO DISCUSS YOUR PROPERTY REQUIREMENTS



Carter Jonas