

New Year... New Market?



*Tony Jamieson, Senior Partner,
Land and Planning, Auctioneer*

With 2015 being an Election Year, this is often used as a reason to "wait and see" what the market may hold after a General Election, however it is my view that with the interest rates still being at an all time low, the economy in better shape and sustained activity in the early part of this year, I do believe that people shouldn't hold off from selling their property now, as with the shortage of stock, premium prices could be achieved.

The changes in Stamp Duty benefit most prospective purchasers and I believe these changes have also put a serious dent into the proposal for Mansion Tax. 98% of all homebuyers will benefit from the Chancellor doing away with the slab system and for all those buying a property up to £925,000 there will be tax savings. Therefore, homebuyers will

Congratulations to Team CGW for completing the 24 hour Three Peaks Challenge and raising over £8000 for The David Shepherd Wildlife Foundation

have more money to help with a deposit and together with the Government "Help To Buy" scheme, I believe that the lower end of the market will add fresh impetus to the market place, resultant in more transactions taking place even at the upper end. There are more first time buyers looking to buy a property than ever before and this should install a bit more confidence to the market.

We have also seen the arrival of a new property portal "OnTheMarket" that Clarke Gammon Wellers is supporting, as we believe that this new portal will provide added benefits to our clients, particularly as the portal continues to gain strength and recognition.



2015 should also see a dramatic increase in the construction of new homes as the Government and house builders alike try to find a way of providing more homes for the ever increasing population. We are delighted to be involved

with a number of developers, who have instructed us to sell new homes on their behalf, including a large new estate in Liphook called "Silent Garden"; a superb development of apartments in Guildford town centre; and an attractive courtyard range of houses overlooking the village green in Pirbright. Further information regarding these sites and others we are involved with are contained within this Newsletter.

My message to you is, if you are thinking of moving, then 2015 could be the right time to do so, with interest rates remaining low and unlikely to rise for a further 12 months, a healthy economy, and with the improvements in Stamp Duty benefiting many, then irrespective of which Government does get into power I don't think there will be any real change to the property market, which I think will remain stable during the course of the next 12 months, and the current shortage of stock should mean that premium prices are achievable so long as the quoted price is realistic at the outset.



are you
in the
market?

see all our properties at

 [OnTheMarket.com](https://www.OnTheMarket.com)

Sharing in our success

Following on from our most successful year in 2014, the Partners felt it appropriate to ensure this continued by refurbishing our Guildford offices.

After months of planning, colour scheming and furniture selection, the refurbishment got underway over the Christmas period, and we are now pleased to announce the Guildford office has had a great start to the New Year with a new interior designed office open for business.

A firm built on and renowned for its traditional values; we felt there was an importance to maintain a style in keeping with the Grade II listed building, yet with a modern contemporary twist. A combination of oak, copper and a mellow colour scheme has revolutionised the office space.

The recent changes have generated much curiosity locally; we have found foot fall in the office has increased substantially since the changes, with over one hundred applicants registered in the first three weeks of the year.

Furthermore, the refurbishment has invoked a change in the overall atmosphere, this being enhanced by new additions to our sales team. As a team we are very much looking forward to another successful year. Still retaining our traditional and professional traits, but being more up to date and mindful of our clients' needs and requirements. Please do come and see for yourself.

Visit our Guildford Office at 4 Quarry Street, Guildford, Surrey, GU1 3TY • 01483 880900 • res.sales@clarkegammon.co.uk

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What's in store for 2015?



Steve Cook FNAEA, Partner and Head of Group Sales, commented...

2014 was a busy year although activity in the group as a whole fell away in the last quarter due to a stagnating market in London. As a consequence we were expecting a much slower start to 2015, but to the contrary I have been pleasantly surprised by the level of new instructions and high level of activity across the market. All the indicators suggest a busy Spring market ahead, despite the General Election in May.



Paul Monkhouse, Sales Manager, Haslemere Office

The Haslemere property market is still in good shape as we enter 2015, after a very active and buoyant 2014. The first half of last year proved the busier six months as the new Mortgage Market Regulations which came into effect at the end of April slowed down lending with a knock on effect to the London market. Even though the London market is recalibrating itself, there are still plenty of local people moving, either upmarket or downsizing and this activity is expected to continue into the New Year.

Stock levels will increase as we go through January and sellers will look towards the traditionally busy Easter and early Spring period to launch their property, but encouragingly we have already seen full asking price offers being made on properties that were sticking towards the end of 2014. The coming Election will undoubtedly provide a degree of uncertainty but even whilst that draws closer, we still expect a healthy turnover of sales and values to hold.

Above all, Haslemere continues to be a very popular place to live with an exceptional range of both private and public schools, an excellent rail service from the main line station, picturesque town centre and surrounded by hundreds of acres of open countryside.



Liz Berman, Associate Partner, Guildford Office

As you may be aware we have recently undergone a substantial refurbishment of our offices in Guildford in order to facilitate our ever expanding business. Not only has the office itself changed - we have a new team and take the opportunity of introducing Guy Hodge and Harvey Herrington to the residential sales team.

The first weeks of January in Guildford have been buoyant; the market seems eager to move forward with over five million pounds worth of sales agreed within the first two weeks of the New Year! Good buyers are keen to find their perfect home and are wishing to proceed swiftly.

Supply and demand are key drivers and the availability of stock is affecting buyers' behaviour; with the General Election around the corner we all need to seize the moment!



Ian Smith, Associate Director, Liphook Office

2014 proved to be an exceptional year for the local property market with the first six months being the busiest we have known for many years. Liphook is highly sought after with good levels of interest coming from the Surrey and London markets due to improved travelling times on the A3. The area has also gained a superb reputation for the quality of our schools with the media attention on Bohunt School creating a lot of interest from parents looking to move their families into the Village.

Although we saw a cooling of the London market, towards the latter part of the year the area remains highly sought after and despite all the speculation in the media, correctly priced homes are still selling well.

We enter 2015 with some exciting news; New Homes Director, Mark Taylor has recently relocated to join us in Liphook to oversee the launch of over 80 new homes that we will be marketing in Liphook from early summer 2015.



Seamus Grant, Executive Director, Shere Office

Property prices in Surrey have seen a steady increase in price over recent years, mainly on the back of a London market which has risen strongly since 2009. The booming London market has made prices in the outlying counties look cheaper and cheaper.

There is little chance that this trend of great demand in Surrey will reverse, notwithstanding the forthcoming Election and the threat of a rise in interest rates. ten year mortgages at a fixed rate of circa 3.5% are now available and the demand for properties, particularly within the precious villages of the Surrey Hills seems as strong as ever. The rail links to Guildford and London along with the road networks linking the villages to the rest of the south east lead to a strong demand from buyers looking to move out of Guildford and areas such as Kingston and Wimbledon as well as central London.

In Shere, where Clarke Gammon Wellers are now under new management we are enjoying a busy start to the year with a lot of new valuations, plenty of viewings, and a very busy rental market.

In addition to the second hand market we hope to benefit from some very exciting new home instructions during the coming year.

Overall our Shere team are hoping for an exciting, progressive 2015 and are looking forward to making all our vendors, purchasers, landlords and tenants feel special and well served by our services.

NEW YEAR, NEW LEADERSHIP

Clarke Gammon Wellers welcome Seamus Grant to Shere.

Seamus commented "I am fortunate to have worked in the Surrey Hills for over thirty years and now have an opportunity to enjoy the delights of the lovely village of Shere where I have recently taken on the role as head of Clarke Gammon Wellers Shere office. I have inherited the experienced team that have worked in Shere for many years and are well known to most of the local residents and will hopefully bring a progressive style of management to provide a discerning service to the wide range of customers for whom we act".

Tony Jamieson, Senior Partner, comments "The Partners are delighted that someone of Seamus' experience and reputation has come on board to assist us in Shere. He has over 30 years' experience of dealing with property in the Surrey Hills and has a lot of established contacts whom will be useful when promoting the firm to a wider area. We believe that his affable style and man management skills combined with his business acumen will be of great benefit not only to our Shere operation, but also to the firm as a whole."

Whilst joining the Shere team, Seamus continues with his other property related business.

Seamus continues "We are actively seeking instruction for properties at all price ranges from small cottages and apartments to larger village homes and country houses. Being the only agent based in this premier village within the Surrey Hills and having the benefit of

the newly refurbished Guildford office, we can offer a unique service to vendors and applicants alike. Please take the opportunity of popping in to meet the team and see the wide range of homes available."



*Jo Warner, Seamus Grant and Veronica McCleery
Teal House, Middle Street, Shere, Surrey, GU5 9HF - 01483 202016*

Clarke Gammon Wellers introduce three new members to the team

Guy Hodge FNAEA, Guildford Office

Guy has lived and worked in the Surrey area for most of his life and brings over 30 years of estate agency and property marketing experience to the already formidable sales team at the Guildford office. He was the founding partner of Lords Estate Agents in Kingston upon Thames and joined Clarke Gammon Wellers in February 2015 following the sale of his company.

Guy is a Fellow of the National Association of Estate Agents and a former president of the London Thames Branch.

Guy lives in Surrey and is married, with three beautiful daughters all of whom have been involved in estate agency. He plays golf and enjoys a wide range of other interests outside work from reading to riding and from art collecting to gardening.

Harvey Herrington, Guildford Office

Harvey joined the sales team at our Guildford office in early January having recently graduated from Kingston University with a degree in Residential Property. Along with a broad understanding of the property industry, he also brings great knowledge of the local area, having grown up in and around Surrey.

With a keen interest in sport, Harvey sits on the committee and plays 1st XI cricket for his local club Frensham CC. As well as playing cricket, he also enjoys the odd round of golf. During his gap year and holiday period at university, Harvey used this time to travel around various parts of America.

Roman Flourendzou, Haslemere Office

Roman joined the Haslemere sales team in late 2014, having previously worked in construction, fitness and as a guitar tutor. Roman has experience in property development and customer relations so is a valuable addition to the team.

Roman is looking to adapt his skills into estate agency by training in sales negotiation, whilst also providing assistance to the Land and Planning department.

Outside of work Roman is a keen guitarist, enjoys motorcycling and also has interests in travel and exercise.



*Guy Hodge FNAEA,
Guildford Office*



*Harvey Herrington,
Guildford Office*



*Roman Flourendzou,
Haslemere Office*

Guy, Harvey and Roman can be contacted at

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Chertsey Street, Guildford

A stunning development of one and two bedroom apartments in the town centre.

Connaught Road, Brookwood

An appealing development of 29 one and two bedroom apartments close to the mainline station

Pirbright, Surrey

A picturesque development of just five new cottages overlooking the village green due for launch in March 2015.

Liphook

Silent Garden, Liphook

An exciting development by Cove Homes close to the village centre, including two, three and four bedroom homes.

These are just a few of the exciting projects for 2015

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A Selection Of Properties Sold By Clarke Gammon Wellers In 2014

