



# MARKET REPORT

## MARKET INSIGHT

Prime Central London shifts across to include Brook Green

## PROPERTY MANAGEMENT

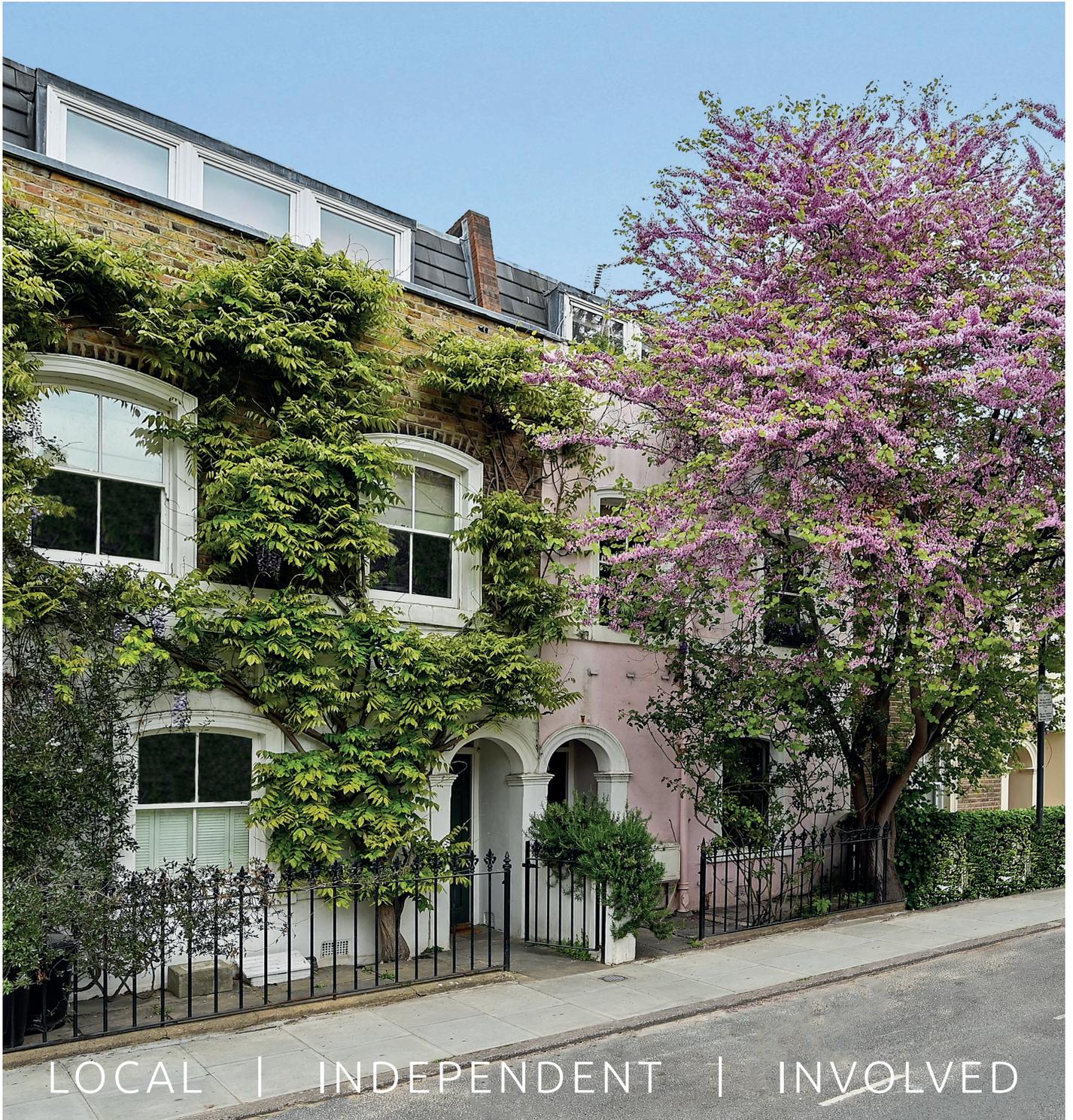
What you need to know about managing and maintaining a rental property

## COMMUNITY NEWS

2022 - A record year of fundraising

## PENTOLINA

Small plates packed with flavour in this Brook Green hidden gem



LOCAL | INDEPENDENT | INVOLVED

# MARKET INSIGHT

 **34%**

of house buyers in Brook Green that purchased through Finlay Brewer in 2022 moved from Kensington as PCL shifts West

 **£2.5m**

is the average price of a 3-5 bedroom Victorian terraced house sold in 2022 by Finlay Brewer in Brook Green – compared to £4m in Kensington



Buyers favoured W6 & W14 postcodes and opted for large family homes close to good schools

**£5.4m**

is the average house price for a terraced home in Kensington

**£2.5m**

is the average house price for a terraced home in W6

## Prime London shifts west as Brook Green attracts the Kensington set

Data compiled by our Brook Green branch has identified an interesting shift in buying habits in the area, which has led to the expansion of traditional boundaries of Prime Central London (PCL) to our prime patch of West London.

The research, which has been gathered by analysing sales patterns across 2022, has revealed a notable shift in buyers from Kensington and other PCL areas spotting the prime potential of Brook Green and setting down roots here. In the past 12 months, 34% of house sales in the villages of Brook Green, Brackenbury and Askew have been to buyers moving from Kensington & Chelsea, as they search for substantial, big-boned family homes with large gardens, as well as access to some of the best private schools in the UK.

The average price of the houses sold to Kensington buyers is £2.5 million, with the majority ranging between 3-5 bedrooms and benefitting from access to spacious private gardens. This now comes at a premium in Kensington where 3-5 bedroom terraced homes average £4 million.

Typically, the attractiveness of Kensington and other PCL districts has been rooted in the quality of the homes in the area, as well as proximity to good schools. However, Brook Green, Brackenbury and Askew Villages boast the best ratio of top tier independent schools in London, whilst also benefitting from excellent housing stock, as well as a village community, with boutique shops, cafés and eateries.



## 2022 Market Review

2022 marked Finlay Brewer's 30th anniversary year serving the three villages of Brook Green, Brackenbury and Askew and the team has celebrated the occasion by once again accomplishing a record year within its sales and lettings departments.

**£104m**

Finlay Brewer closed over 50 sales in 2022, achieving a total value of £104 million

**75%**

of all house sales in Brook Green were by Finlay Brewer

**£2m+**

Finlay Brewer sold 75% of all homes over £2 million in Brook Green in 2022

**£3m**

Finlay Brewer sold all homes over £3 million in Brook Green in 2022

**65%**

Finlay Brewer were awarded 65% of all new house instructions across W6, W12 and W14 – up 40% on 2021

**82%**

In Brook Green specifically, Finlay Brewer were appointed on 82% of all new house listings in 2022

**10.5%**

Finlay Brewer Lettings ended 2022 with its best Q4 results to date - a total increase of 10.5% compared to 2021

**£5.2m**

New business rental income generated across 2022 totalled £5.2 million



Paul Cosgrove  
PARTNER

*“ Brook Green has long been one of central London's best kept secrets. In our charming pocket of west London, we have a collection of prime neighbourhoods with large Victorian houses that are perfect for families. We also have access to some of the UK's best schools, including the hugely successful St Paul's Girls' School, which has again been rated as the number one private school in the UK. ”*

*“ Brook Green, Brackenbury and Askew villages are unique leafy residential pockets on the outskirts of the traditionally considered 'Prime Central London'. Our patch of West London is popular with buyers looking to benefit from increases in property values in areas such as Holland Park, Kensington and Chelsea. They can purchase larger properties in Brook Green, an area of London that offers a vibrant, friendly community whilst enjoying the amenities of city life including shops, restaurants, pubs, excellent schools and transport links. Plus of course the sensational development at Olympia "London's newest cultural landmark" that opens in 2025 this area has huge potential. ”*



Teresa Brewer  
FOUNDING PARTNER

# PROPERTY MANAGEMENT

## Property management made easy with a team of experts

Owning and managing an investment property, be it one home or multiple units, can be a stressful and time-consuming experience. From dealing with insurance and maintenance to handling deposits and collecting rent - there is much to do when letting out your property.

Staying on top of the long list of requirements and demands of a landlord can soon become overwhelming, so here's why you should use an experienced Property Management company:

**THE LEGAL BIT** – It is essential you stay on top of the latest legal requirements and safety standards. Whether it is a gas or electricity test certificate; whether you need a licence; carbon monoxide alarm; handling the deposit or just having an up to date tenancy agreement; the Finlay Brewer Property Management team will have its finger on the pulse and help you stay ahead of the game and ensure everything is up to date with the latest rules and guidance.

**MAINTAINING STANDARDS** – Maintenance is an essential part of the Property Management service, with rental homes always needing to be in the best condition to meet current requirements, increase appeal and attract the best tenants. Managed properties will be inspected twice a year as a matter of course to keep your property looking its best.

**24/7, 365 DAYS A YEAR** – It can be difficult to always be available at the touch of a button, so let your Property Management team deal with the stress and handle that late night or weekend call.

**THE BOTTOM LINE** – One of the hardest parts of being a landlord can be staying on top of rent collection and ensuring tenants pay on time. Your Property Management team can put processes in place to ensure rent is collected consistently and manage any issues that may arise.

**TIME SAVER** – Using a dedicated Property Management team will literally buy you time and allow you to do the things you enjoy most, whilst safe in the knowledge your portfolio is in safe hands with a team of experts.



## Why choose Finlay Brewer?

- **Competitive Fees:** Our fees are billed on a monthly basis and taken directly from the monthly rental income, meaning you can spread the cost across the rental cycle.
- **Round the Clock Service:** Property Management isn't a 9-5 job, we work with professional contractors who will attend emergencies, as necessary, to ensure that any issues are always handled in a timely manner and with the greatest of care.
- **Dedicated Individuals:** Our Property Managers will get to know you and your portfolio inside and out. You will be able to trust that they want to deliver the best results for you and handle each property as if it were their own.
- **Local Expertise:** Finlay Brewer has been operating in the area for over 30 years, so we know what is needed for the various types of wonderful properties on our patch and have the experience and knowledge to offer an unrivalled service.
- **Full Life Cycle:** We can provide as little or as much as you need. If you want us to take over the entire process, then we will manage everything. Alternatively, if you just need us to focus on rent collection then we can provide this as a standalone service. Whatever your needs are we have the capabilities to provide for you.
- **Trusted Tradespeople:** Having managed properties in the area since 1992 we have built an excellent team of trusted tradespeople to work in your property. All our tradespeople work to our specific instructions, all are suitably insured and hold relevant qualifications.
- **Added extras:** Along with property and rental management, we can offer you "buy-to-let" and interior design solutions to make sure you get the best return from your property and avoid unnecessary downtime between lets.

The Property Management team at Finlay Brewer are a close-knit group of professionals with a combined experience of over 70 years. We manage multiple properties of all sizes, so we are best placed to handle your prize assets. We enjoy excellent relationships with leading contractors; are on top of the ever-changing list of requirements and regulations and are backed by a highly successful lettings team that will ensure your homes achieve the best rental values for the longest periods and to the most suitable tenants.



Andrew Halim  
SENIOR PROPERTY MANAGER



Candy Hancock  
PROPERTY MANAGER



Abby Cosgrove  
PROPERTY MANAGER

There is so much more we can do to help you get the most from your property investment, so please call us on 0207 471 9971, email [propertymanagement@finlaybrewer.co.uk](mailto:propertymanagement@finlaybrewer.co.uk) or pop into our Property Management office to discuss your property.

# SUPPORTING OUR COMMUNITY



## Finlay Brewer is proud to support some wonderful local charities that work tirelessly for our community



Shepherd's Bush Children's Centre

At the end of 2022 we supported multiple events, including the West London Action for Children (WLAC) Bridge Night, Neighbourhood Nosh and Living Advent Calendar initiative, as well as the annual Friends of Brook Green Quiz.

We were delighted to have raised over £2,500 at our Christmas Carol Service raising vital funds for two fantastic charities; Heartburn Cancer UK and The Shepherd's Bush Families Project & Children's Centre.

All of these initiatives helped to bring the community together, whilst supporting some important causes.

We're excited to keep the momentum moving into 2023, with many more community events planned such as the return of the popular Upper Room Lecture series, which has already seen its first event hosted by the award-winning author Dame Sheila Hancock.



## SAVE THE DATE Thursday 15th June



We are delighted to be sponsoring the annual Neighbourhood Nosh around Brook Green in aid of West London Action for Children. Join us on Thursday 15th June from 6.30pm for a roving dinner party at secret locations around Brook Green.



The evening will start with a drinks reception at a stunning new location on Brook Green, before guests are randomly assigned to one house for main course and another for pudding. It is always a fantastic evening and a great way to meet your neighbours!

To reserve your spot and make a donation, please scan the QR code or follow the link: [wlac.org.uk/neighbourhoodnosh23](http://wlac.org.uk/neighbourhoodnosh23)

## Pentolina – A taste of Italy in Brook Green

Well-positioned on the boutique shopping promenade of Blythe Road is the charming independent Italian restaurant, Pentolina. Founded in 2011 by local residents Heidi and Michele Ballarati, the restaurant has become a real gem, with a strong group of 'regulars'.

Inspired by their love of food and travelling, Heidi, who is front of house/owner and Michele, Chef/owner, wanted to own a restaurant that they would enjoy visiting themselves. The menu is regularly updated to coincide with the changing seasons, whilst recipes are tweaked and improved to ensure their customers are always excited and intrigued by the latest offering. According to Michele, he has to want to eat every plate he sends out and when he no longer does, he freshens it up.

One of the most fascinating aspects about the restaurant is its name. In Italian, 'pentolina' means 'small pan', which correlates perfectly to one of Michele's cooking utensils. But it has a deeper meaning, as it is also the name of a gorgeous province in the hills of Siena where Michele used to visit his grandparents as a child and an area that still inspires his dishes to this day. So, if you're looking for some authentic Italian cuisine, a romantic dinner setting or just a spot of light lunch then make your way to Pentolina where you will be welcomed like one of the family!

Phone: 020 3010 0091

Instagram: @pentolina\_london  
[www.pentolinarestaurant.co.uk](http://www.pentolinarestaurant.co.uk)



LONDON | MONACO | MONTENEGRO | MARBELLA | CÔTE D'AZUR



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Can't find what you're looking for? Finlay Brewer has one of the most exclusive collections of off-market properties in the three villages. Please contact us for an exclusive look behind closed doors.

