



# MARKET REPORT

## Positive Beginnings

Strong start to 2026 brings positivity to the local property market

## Renters Rights Act

Landmark act comes into play

## Community News

Exciting local events for your diary

## Tartufo e Vino

Brook Green's trendy hangout



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# MARKET INSIGHT



**64%**  
increase in offers received compared to the first 3 months of 2025

**18.8%**  
increase in viewing numbers compared to the first 3 months of 2025

**23%**  
Increase in appraisals compared to the first 3 months of 2025

**40%**  
increase in instructions compared to the first 3 months of 2025

## Positive Early 2026 Fuels Momentum in West London Housing Market

Following the uncertainty of Autumn/Winter 2025 and the anxieties surrounding the Budget, Finlay Brewer are pleased to report that the West London property market is experiencing renewed optimism, confidence and activity.

Characteristic of Spring, family homes are in high demand and properties in the £2m+ segment are subject to more viewings and offers after experiencing a lull in 2025. With clarity on school placements, many families are looking to settle and put down permanent roots. Flats and houses below the £2m mark are enjoying continued activity but as always, keen pricing remains paramount to successful results. Compared to the first 3 months of 2025, we have seen a 13.7% increase in offers received (YTD) whilst the level of properties being marketed by Finlay Brewer is effectively unchanged, in addition viewing numbers have also increased by 18.8%, signaling heightened competition amongst buyers.

We currently have an array of wonderful 3 and 4 bedroom mansion flats (ranging from £800,000 - £1,150,000) on the market which offer excellent living/entertaining space and an abundance of original features. These properties are popular for their lateral space, grand proportions and thoughtful configuration. They also frequently offer private communal gardens which are scarce in Victorian conversion flats. Combining the spatial qualities of a small cottage with the convenience and value of apartment living, these homes represent a compelling proposition. A mansion flat delivers scale, character, and versatility at a more accessible price point, making them an attractive choice for discerning buyers seeking both elegance and practicality.

### Mortgage Market & Buyer Behaviour

Over the past several weeks we have seen continued fluctuation in mortgage pricing as lenders reassess their product ranges in response to shifting world events and economic indicators. While some institutions have made short-term rate adjustments, others have taken the opportunity to release more competitive products, particularly for borrowers with stronger equity positions. This recalibration phase has created a mixed but encouraging landscape for buyers, with brokers reporting increased enquiries and steady confidence. Although the pace of change can feel fast, it's important to recognise that lenders are still very much open for business, and buyers who stay informed are well positioned to secure favourable terms.

The current situation may cause some buyers to hesitate but we remain positive. The property market has been subjected to major turbulence in the past few years and whilst a degree of caution is to be expected, the fundamentals remain unchanged. Rightmove's latest market analysis concluded: "the latest data shows that, at least for now, home-movers are largely showing their usual resilience with their housing needs trumping other events."

Supporting this picture of renewed stability, we are also seeing a noticeable uptick in UK investment activity. Recent outlooks point to rising domestic and cross border capital inflows, greater deployment of funds by pension providers and a sustained increase in transaction activity across real estate capital markets; trends underpinned by falling borrowing costs and strengthening rental values. Families grow, people downsize and career changes spur moving choices. With so many obstacles it has become increasingly clear that there is no "right time" to make your move and so we would suggest speaking with trusted mortgage brokers and property professionals so that they can best advise you on how to navigate these waters.



*"While the current situation may give some buyers pause, we remain positive. Although the base rate has not landed where many expected at the start of the year, softened prices are creating opportunities, and despite recent turbulence, the market's underlying fundamentals remain firmly in place." Paul Price, Director of Sales*

## Demand Remains Healthy in a Shifting Lettings Market

This story of success and buoyancy is also true of the Lettings market. To date we have already secured tenants for 9 family houses moving in before May (compared to 3 in 2025) and whilst prices have remained steady, demand is as always healthy. Meanwhile we are delighted to report that we have let more flats and houses month by month for the first 3 months of 2026, which bodes well for the rest of the year.

There has been a notable uptick in 'accidental landlords' who wish to hold on to their property but ultimately do wish to release their asset in the coming years. This has translated to shorter term tenancies.



*"An emerging trend is the desire for properties that accommodate sharers and there is a clear lack of stock available to meet this demand which in turn creates further competition amongst tenants. For investors this gap in the market presents an opportunity and our team would welcome a discussion on the matter."*

*Will Gresswell, Lettings Manager*

## Impending Renters Rights Act

With the Renters Rights Act coming into effect on 1st May 2026 it is more important than ever for landlords to work with knowledgeable experts who can assist with navigating the transition smoothly. In fact we have had a vast increase in landlords opting for our managed service due to the new legislation.

There have been some recent developments to the Act which are worth highlighting – it has been confirmed that the new Assured Periodic Tenancy (APT) agreements will only be required for tenancies starting on or after 1st May 2026. Crucially, existing tenancy agreements will not need to be reissued. Instead all live tenancies as of 1st May will automatically convert to rolling / periodic arrangements. This removes the administrative burden which was initially anticipated and therefore makes for a smoother transition.

New tenancies will have a commencement date but no end date and will remain active until either party terminates under a legal provision. It is noteworthy that a tenant will have the right to terminate a tenancy by serving two months' notice as of the rent due date – including the date the tenancy starts!

**For more information on new tenancy law please contact us.**

## Recently Sold

**SOLD £2.4m (Guide)**  
Bolingbroke Road W14



**SOLD £1.8m (Guide)**  
Hebron Road W6



## Let Agreed

**£4,300 pcm**  
Hofland Road W14



**£3,000 pcm**  
Loftus Road W12



## For your information...

The Government has now confirmed that all properties must undergo investment to reach a minimum band rating of C on their Energy Performance Certificate by 1st October 2030, this increases the current requirement of an E rating.

Properties may qualify for exemptions if all relevant improvements have been made and the rating remains below C, or if the cost of improvements exceeds the £10,000 spend cap.

Whilst this is welcome news to many tenants, Landlords should start planning the necessary upgrades as soon as possible to ensure they have the time to make these modifications. Improvements will include replacing lighting with low energy alternatives, double glazing and improved insulation.



# SUPPORTING OUR COMMUNITY



## Our community has enjoyed a lively start to the year

January began with the annual WLAC Bridge Evening, a wonderfully fun night warmed by great food and company, followed closely by KOFMA's *An Evening of Jazz*, where exceptional talent filled the room. March brought the *Friends of Brook Green Quiz*, our unofficial start of Spring and a welcome chance to reconnect.

We are also proud to be sponsoring all three of The Upper Room's popular evening lectures, the first featuring Sam Harrison who left us all feeling inspired.

## DATES FOR YOUR DIARY:

### The KOFMA Spring Festival

Friday 15th - Sunday 17th May 2026

St John the Baptist, Holland Road, W14 8AH

Join us for the KOFMA Spring Festival, a celebration of music, artistry, and community spirit. This three-day festival brings together world-class musicians, emerging talent, and lovers of the arts for an unforgettable weekend. **Admission is free.**

Donations are warmly appreciated via our website: [www.kofma.org.uk/contact/](http://www.kofma.org.uk/contact/)



### Neighbourhood Nosh

Thursday 7th May 2026

Brook Green neighbourhood, London

We're delighted to sponsor this annual progressive dinner around Brook Green in aid of West London Action for Children.

The evening begins with drinks and canapés before guests enjoy dinner hosted by local neighbours. Suggested donation £75, including all food and drinks.

**Donate/Reserve:** [www.justgiving.com/page/wlacneighbourhoodnosh2026](http://www.justgiving.com/page/wlacneighbourhoodnosh2026)

**For more information please email:** [team@wlac.org.uk](mailto:team@wlac.org.uk)



## Tartufo e Vino - Brook Green's trendiest Evening Hangout

Nestled in the heart of Brook Green is London's first gourmet boutique centred on fresh truffles and wine sourced directly from Tuscany. Tartufo e Vino was launched by Egizia and Marco in October of last year, after spending over 5 years establishing themselves across London's most iconic food and street markets, along with bespoke catering for private events. The opening of Tartufo e Vino represents a one-of-a-kind opportunity for members of the local community, and across London, to experience a true taste of Tuscany's culture through its specially selected truffles, wines and artisanal products.

Egizia Gargini, Co-Founder of Tartufo e Vino, comments: "It is a privilege to be able to bring the spirit of Tuscany to Brook Green by sharing our unique selection of truffles and wines, exclusively sourced as the most premium on the market, throughout the UK and Italy.

"We warmly invite you to visit and immerse yourself in our authentic offering, whether that be through a wine tasting session, a private event or a curated retail experience – it is the ideal destination to unwind and indulge in our Tuscan delicacies!"

**Address:** 119 Shepherds Bush Road, London W6 7LP

**Opening Hours:** Monday 3pm-11pm, Tuesday-Saturday 11am-11pm, Sunday 11am-8pm

**Phone:** +44 (0)7768 083793  
[www.tartufoevino.com](http://www.tartufoevino.com)

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*Can't find what you're looking for?* Finlay Brewer has an exclusive collection of off market properties in the three villages. Please contact us for your private viewing with one of our highly experienced and knowledgeable Brokers.

