



MARKET REPORT

A RECORD YEAR

See how the local housing market performed during 2021

MARKET OVERVIEW

See what's been happening in your local market over the past 12 months

RECENTLY SOLD

See the latest homes all secured by Finlay Brewer sold in your area

COMMUNITY NEWS

Find out what's going on in your neighbourhood and how we are getting involved



LOCAL | INDEPENDENT | INVOLVED

MARKET OVERVIEW

75% OF ALL RECORDED HOUSE SALES ACROSS THE AREA SINCE 2011 WERE COMPLETED BY US



100%

of all homes in
Brook Green over

£3m

were sold by
Finlay Brewer in 2021



75%

of all homes in
Brook Green over

£2m

were sold by
Finlay Brewer in 2021



65%

of all
house sales in

Brook Green

were completed by
Finlay Brewer in 2021



25%

of all new house
instructions across

W6, W12 & W14

were awarded to
Finlay Brewer in 2021

2021 - A record year for Finlay Brewer

Despite beginning the year in a national lockdown, 2021 was a record year for W6, W12, W14 – our 'patch' in the West London market.

The Finlay Brewer team, which predominantly covers the West London villages of Brook Green, Askew and Brackenburg, closed on over 110 sales and secured six new price records in the process.

Retaining our position as the leading estate agent in the area, Finlay Brewer has been responsible for 65% of all house sales in Brook Green across 2021, which accounted for 23 out of 35 transactions (of this type) in total. To add context the next closest agency secured a total of 8 house sales throughout the year.

Fuelled in part by a perfect storm of the Stamp Duty holiday and the relaxing of restrictions the local market proved particularly buoyant, with sales being agreed on multiple homes within days of being listed according to data from Home.co.uk in 2021.

It took Finlay Brewer, on average, 110 days to sell a home, which is under half the time of the typical sales period for the area (252 days).

This period of activity has positively impacted prices, with values rising by 8% year-on-year as of February 2022 (Data provided by Home.co.uk).

FOR SALE

£3.8m Dewhurst Road W14

This sensational 5 bedroom Victorian terraced house has been extended and exquisitely refurbished. A wonderful landscaped garden is to the rear. One of the standout rooms is a fabulous double reception on the ground floor, with feature floor-to-ceiling Crittall windows and doors that open onto an elegant marble floored hallway. To find out more or book a viewing call our sales team on 020 7371 4171.



2021: RECORD PRICES

Homes that commanded a record price across the villages of Brook Green, Askew and Brackenbury (all secured by Finlay Brewer) in 2021:



Guide £6m

Hammersmith Grove W6



Guide £4.6m

Dewhurst Road W14



Guide £4.85m

Brook Green W6



Guide £4.25m

Luxemburg Gardens W6

RECENTLY SOLD



Guide £2.9m

Dewhurst Road W14

MEET YOUR TEAM



Simon Greswell
FOUNDING PARTNER



Teresa Brewer
FOUNDING PARTNER



Paul Cosgrove
PARTNER



Debs McFadyen
HEAD OF SALES



Penny Ewing
SENIOR SALES BROKER



Hettie Freeland
OFFICE & COMMUNICATIONS
MANAGER



Lily Pullen
SALES TEAM SUPPORT



Jon Bird
HEAD OF LETTINGS



Francesca O'Reilly
LETTINGS TEAM PA



Caitlin McFadyen
SALES BROKER



Will Gresswell
LETTINGS BROKER



Andrew Halim
SENIOR PROPERTY MANAGER



Candy Hancock
PROPERTY MANAGER



Donna Bizzell
SALES PROGRESSOR



Monica Salamanca
COMPLIANCE OFFICER



Agnes Ryszkiewicz
CLIENT ACCOUNTS



Rista Backovic
HEAD OF INTERNATIONAL
PROPERTY

Please send us
an email with
your CV if you're
interested in
joining our team!

SUPPORTING OUR COMMUNITY



Finlay Brewer is proud to sponsor some fantastic local charities that all do great work to support our community

We've started this year with a bang by sponsoring the West London Action for Children (WLAC) Brook Green Bridge Tournament and The Friends of Brook Green Quiz Night, with many more exciting events on the horizon.



At the end of 2021 we sponsored the Living Advent Calendar Christmas initiative, organised by WLAC. Houses, schools, shops and businesses in Brook Green lit up their front windows, with a new one revealed every day until Christmas. This created a wonderful atmosphere across the area and raised generous donations for the charity. wlac.org.uk



SAVE THE DATE Wednesday 11th May

We are delighted to announce the return of the Neighbourhood Nosh on Wednesday 11th May from 7pm organised by the WLAC Events Team. The evening will begin with a drinks reception and canapes in the garden before guests enjoy a delicious dinner cooked by neighbours at secret venues around Brook Green. This is another fantastic community event that we're delighted to be sponsoring this Spring. For more information on how to book tickets please visit <https://www.justgiving.com/fundraising/wlacbrookgreenneighbourhoodnosh2022>



Beautiful Boutiques in Brook Green

We are excited to share with you all the businesses that make Brook Green so special. In each issue we will be focusing on a new business and today we want to introduce you to Beauty Royal, located at 70 Blythe Road.

Situated just minutes away from Kensington Olympia station this bright, spacious salon offers a wide range of luxury treatments in West London. Beauty Royal provides a retreat and a form of distraction from the hustle-and-bustle going on outside their doors. Hana and her husband opened Beauty Royal about 10 years ago, where their values remain the same as they did back then – to deliver high-end, quality treatments at a price which isn't going to break the bank!

Beauty Royal use a range of well-known products such as Declor and OPI to name a few, plus all are cruelty free. One of Beauty Royal's most popular treatments is their CACI natural anti-aging facial.

This stimulates collagen in the skin to tighten the muscles for a long-lasting anti-aging effect. Other popular treatments include a pedicure, or a deep tissue massage both of which sound very tempting after a long week!



Why not escape the everyday stresses of life and book now.

Phone: 020 7602 3423
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beautyroyal.co.uk

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



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