

Brexit Fears See Prime Central London Take Top Spot for Property Investment in the Capital

Submitted by: Lily Pad PR Limited

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Analysis by AI powered, property investment portal www.oneandonlypro.com has found that Kensington & Chelsea is the best place in London to invest in property as Brexit fears continue to hit prices. 19% of properties in the borough were found to have 'Diamond' investment status by One and Only Pro's unique algorithm, however with an average price tag of over GBP 1 million, these Diamond properties won't be accessible to all investors.

The research ranked London boroughs based on the percentage of 'Diamond' properties on the market in February 2019. Investment properties across London were given a score from one to ten, with properties rated 'ten' dubbed 'Diamond' properties and the most likely to increase in value.

Whereas developers and investors would typically be looking for the up and coming growth areas, the research shows that property is all about location and it is currently better to buy in the prime areas of London as you are getting more for your money in terms of location and long term value.

In second place, with an average Diamond property price tag of GBP 520,669 was Hammersmith and Fulham with 11% of 'Diamond' properties. The City of Westminster came in third place with 9% and an average GBP 917,799 Diamond property price. Fourth place went to Barking and Dagenham – a potentially attractive option for investors with an average price of a Diamond property in the area of only GBP 367,716 and 57 properties currently on the market which qualify for 'Diamond' investment status. In fifth place was Camden with 4% of properties offering a sound investment, however the average Diamond property price of GBP 802,019 puts it in a similar league in investment terms as Westminster.

According to Henri Sant Cassia, CEO at www.oneandonlypro.com , "We were expecting prime central London to do better than the rest of the London boroughs as this area has already been discounted much more than the outer areas due to Brexit fears. We are seeing a high number of properties now at an attractive price and with weaker sterling this has been attracting foreign buyers back into this market.

"Generally the GBP 3million+ market may not be performing as well as other properties in London's wealthier areas. But our data shows a lot of the properties around GBP 1-2 million have underlying strength at this price range. They have bottomed out in terms of price and could even experience gains in the near future.

"Outside of Central London Barking and Dagenham shows most potential and with average property prices of less than GBP 400,000 this is also a very accessible investment opportunity.

"My other top location tips for buy to let investors at the lower end of the market would be Newham and Haringey - the Diamond properties in these areas cost less than the average cost of a home in the UK at between GBP 170,000 and GBP 218,000. One and Only Pro has been designed to reveal those hidden gems so even inexperienced investors can find the best deals in a particular area".

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