



2022 QUARTER ONE REVIEW

Firstly, the team at Holmes Hosking would like to send our thoughts and sympathies to Ukraine. The resolve and bravery of the Ukrainian people in the face of such tyranny is an inspiration and we sincerely hope that the situation improves soon.

AND SO, 2022 BEGINS

It's fair to say that HH have had an interesting start to the year. With the business now almost 1 & half years old, we are honest enough to admit that we are still finding our way with certain aspects of running a new company. Yet, thanks to the success of last year, we're doing so with the additional weight of expectation! Fortunately, despite an interrupted 3-month period, with bouts of COVID and a generously long honeymoon, preventing us from having all hands on deck, throughout what is often a slightly quieter period in the market anyway, we have managed to meet the goals and hit the targets which we set in one of our first planning meetings (in a pub!) on 24th December, 2020. That is both in terms of the business we've done, business we've secured, and improvements in the infrastructure of the company.

So how is the market looking? Well, HH started January with a reasonable pipeline and quickly added to it with a variety of development deals, including large new build sites, conversion projects and also some smaller refurb opportunities. What was immediately apparent, however, was that a transaction which would normally take days to conclude was likely to take weeks, and as for a sale which would normally take weeks.... TBC! A combination of factors seem to be to blame for this, but one constant is that if you agree a sale subject to a pending planning consent being granted, you'll require some patience. The demand for consented sites has not dropped an iota, but with so few consented sites coming off the conveyor belt, it can be a very competitive marketplace.

Our strategy however remains the same, and it's starting to pay off. Since June last year, Harry and Bianca have been relentlessly seeking out new opportunities for our clients, in order for us to give them the chance to get a foot through the door before the wider market have pulled the site apart, warped expectations of the seller and spoiled the site for all parties. We like to do agency business in a more civilized manner than bidding wars, which lead to numerous abortive transactions, eventually waste everyone's time, and end in disappointment.

Get into the site early, agree a sensible sale at a price which all parties are happy with, on terms which work! And this approach has led to us agreeing and exchanging contracts on several conditional sales 'subject to planning' for several excited clients! More on these deals to come...



A FEW EXAMPLES OF SOME WORK WE'RE PROUD OF SO FAR THIS YEAR



Westcombe Hill & Westerdale Road, Greenwich SE10

We've known the owner of this site for some time and acted for him in a disposal of a good site in 2021. The moment we got a sniff that he might consider selling these schemes and reallocating the proceeds into one of his larger developments we jumped straight onto it.

With consent already granted for a new house on Westerdale Road, and an application pending for a scheme of 7 flats and a house adjacent on Westcombe Hill, it was evident from the outset that there would be plenty of demand for this opportunity. Having already sold 2 sites to Phily & Co over the last 9 months we were keen to make it a hat-trick and see whether he'd be good to his word and buy us dinner. The wait for planning consent to come in was excruciating and demanded patience from all parties. But contracts were exchanged within days of the application being approved, leaving both buyer and seller very happy. We're still waiting for our dinner invite though...

Northbrook Road, South Croydon CR0

An example of the aforementioned site searching taking place in the HH HQ, we met with the owners of this site in 2021 after they responded to a letter we sent about their house, the garden of which appeared to offer potential for redevelopment. Keen to ensure that they maximized the value of the site, and didn't leave all of the benefit of their oversized plot to the next person, the sellers agreed to proceed with a conditional sale at a price well in excess of the market value for the house. Every transaction of this nature is different, with sellers all having different circumstances. In this instance, the buyers were able to offer solutions to all of the sellers concerns, and in March an option was signed and architects and various consultants instructed to begin the planning process. HH look forward to our ongoing involvement in the design of the scheme and eventually (and hopefully) sale of the new properties built on the site.



Beckenham High Street, BR3

A reminder that we don't just handle development transactions, and because this was a site that sparked our interests from the start, 82-84 High Street, Beckenham, has made the cut for this quarters newsletter. With the rear of the site formally occupied by a dance school and front a warehouse which had been vacant for some time, the property seemed to offer potential for a wide range of uses. It's location in the middle of busy Beckenham High Street also opened up numerous possibilities. Once Danny had been convinced not to set up his own nightclub, HH got to work contacting local businesses including day nurseries, places of worship, educational organizations, artists studios and gyms amongst others. It was the former who saw the potential of the 5,000 sqft + of space, and at the turn of the year works started on a fit out which will no doubt bring a good quality fitness centre to the middle of town. We look forward to seeing it.

NEW HOMES

Demand for residential properties remains strong, with a range of motivating factors encouraging buyers to move from first time buyers at the bottom of the chain, looking to own their own piece of the world, right the way up to a downsizer selling a big house to free up some cash for Bitcoin.

Holmes Hosking New Homes has really kicked into gear in 2022, both in terms of our current stock of instructions, of which we've agreed several sales for our clients in Q1, and also in new business for the remainder of 2022! Quarters 3 and 4 are going to be busy periods, with 2021's development sales providing us with over 40 new flats and houses to sell across 7 sites in Purely, Croydon, Orpington, Crystal Palace, Lewisham and Kent. We are sure that success with these will help us to pick up a few more along the way.

THE REST OF THE YEAR

Like every business, it's currently difficult to predict what 2022 will bring - other than lots of nice new homes to sell - and that unpredictability might remain the case between now and Christmas. Away from the office, these are testing times and it would be naïve to assume that the property industry won't be affected at all. Equally, wars, petrol prices, utility costs and COVID can't go on forever, and we have to remain confident that there will always be someone, somewhere looking to do a property deal! If that's you, give us a call on **020 8325 2525**.

... WE'RE OFF SITE SOURCING



