

# PROSPECT



INTERNATIONAL  
PROPERTY  
AWARDS

BEST  
ESTATE  
AGENCY  
UK

Prospect  
2018

PROPERTY NEWSLETTER

## INTERIOR TRENDS TO WARM UP YOUR HOME THIS WINTER!

We're now in the depths of winter and it's time to take a look at this year's biggest and best interior trends. If, like us, you like to change your interior to be in tune with the seasons,

you'll want to keep reading. Bold colours, extravagant prints and complementary textures are all top trends this season and we're excited!

**CONTINUED ON PAGE 2...**



**Sell your home with Prospect and we will donate £250 of our selling fee to your child's school or a local school of your choice!\***

Book your free valuation today by visiting [www.prospect.co.uk/schools](http://www.prospect.co.uk/schools)

\*T&Cs Apply

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IN THE  
SPOTLIGHT

## NEW YEAR, NEW YOU?

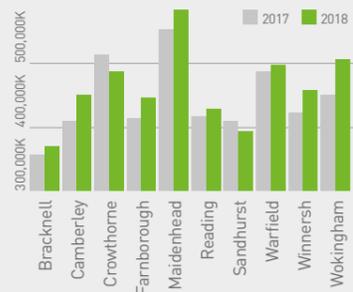
How many of you, just like us, have made one of your New Year's resolutions to get back into shape, lose a few of those festive pounds, or maybe you just want to up your fitness?

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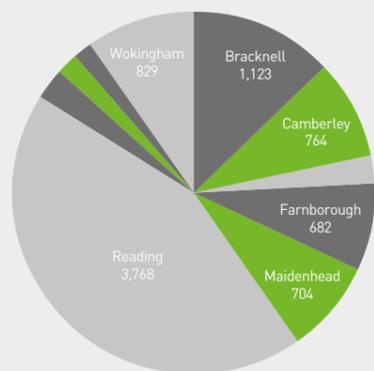
# SALES & LETTINGS STATISTICS 2018

## AVERAGE SOLD PROPERTY PRICES

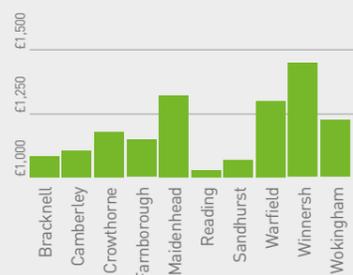


## TOTAL NO. OF SALES BY ALL AGENCIES

Bracknell	1,123	Reading	3,768
Camberley	764	Sandhurst	227
Crowthorne	197	Warfield	179
Farnborough	682	Winnersh	133
Maidenhead	705	Wokingham	829

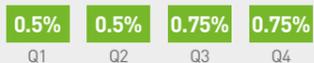


## AVERAGE RENTAL PRICES (all property types)



Bracknell	£1,107	Reading	£1,030
Camberley	£1,140	Sandhurst	£1,086
Crowthorne	£1,214	Warfield	£1,274
Farnborough	£1,176	Winnersh	£1,412
Maidenhead	£1,296	Wokingham	£1,240

## BANK OF ENGLAND BASE RATES 2018



\*All data taken from Zoopla Property Group and Prospect Estate Agency Internal Figures. Correct as of Dec 2018 and the time of printing. All stats are for informational use only and should not be used to determine your own property's sale and/or rental price.



## CONTINUED FROM PAGE 1:

Whether you're after a tranquil space for the family, or you want to make a statement, we've got you covered with our two favourite trends of the winter season.

### If you're leaning towards a cosy, family retreat, you'll love this one...

By mixing deep plum tones with heavy and contrasting textures you can create the perfect family snug. Incorporate chunky knit blankets with neutral linens, really warms up your home interior and also gives your family somewhere to relax.

### Maybe you're after a bit of luxury...

Velvet furniture is very in this season, especially when used alongside deep pinks, metallic shades and marble accessories. This would be the perfect theme to go for in a dressing room, or maybe you want to embrace the trend and make a bold statement in your living room.

Other shades to consider are dusty pink, ochre and gold. These all work really well together and enable you to create a really cosy, yet luxurious space within your home.

Instead of changing a whole room, maybe you just want to add a touch of something new...

### Colours to focus on

- Plum is one we've already touched on, and adds a really deep and cosy feel to any room.

- Gold was very popular throughout spring/summer and appears it is here to stay for winter! Adding a touch of gold really makes an impact.

- Earlier in the year pale greys were the talk of the town, but now the colder weather has settled, it's all about darker charcoal tones!

- All pink tones are huge this season and no matter the shade, pink adds warmth! They work really well alongside metallic accessories and darker neutrals. Our favourite is using pink alongside navy with gold accessories! Which leads us on to our next point...

- Navy has been massive this year, and is still very much a trend for winter! Providing a gentle yet almost moody vibe, navy is perfect for winter.



### It's all about prints

- Animal print has been huge in the fashion industry this year, so no wonder it's crept onto the home interior scene. Leopard print is the main print being used, but other animal prints such as zebra print also make a huge impact and are very popular. Use animal print on cushions and smaller accessories, so as not to overpower a room.

- Bold and oversized florals are certainly something to consider this season. Opting for bold wallpapers or large art prints will work a treat in any room.

Our final piece of advice... changing your interior doesn't have to break the bank! Add cushions, throws, art prints and other accessories to the room, to completely revamp the room in a matter of minutes!

If you're thinking of selling your home, using the latest trends in interior design can really help buyers fall in love with your home and potentially add value too. Everyone who instructs us to sell their home will receive a Photo Guide, giving them the best ideas on how to maximise the appeal of their home to potential buyers.

**Call one of the numbers at the bottom of the page to discuss your options.**



## FIND OUT MORE...

If you enjoyed this article, please visit our online news page! [www.prospect.co.uk/news](http://www.prospect.co.uk/news)

## LETTINGS MARKET UPDATE

Although 2019 is bound to pose new challenges, it also opens up a lot of new opportunities for investors, landlords and tenants alike.

With the ban on tenant fees expected to be in place in April this year, renting a property is becoming much more affordable for tenants, as it removes a chunk of the upfront cost. Because of this, we foresee a surge in the number of tenants registering for rental properties.

However, this surge is likely to create a demand and supply scenario, which will then work in favour for landlords. High demand and a lack of supply will fuel rental price increases, with many press releases expecting rental prices to go up as much as 18% over the coming years.

This presents new opportunities for Investors. Despite the mass of bad press and spate of landlord legislations put in place making investing in property harder and harder, the lower purchase prices for properties that 2019 will undoubtedly bring, coupled with the huge demand from tenants, savvy Investors will be able to reap the benefits of a turbulent property market.

It's important though that anyone thinking of investing in property does so with quality in mind. Tenants require and deserve a high standard of living accommodation and services, including high

speed internet. Those trying to rent properties which are average at best, will fall short in a competitive market. As an agency, we've experienced tenant demand for quality throughout 2018, with many tenants specifically requesting fully managed properties only, knowing they'll always have a point of contact and solution for any maintenance needs.

We have our finger on the pulse of the rental market and following a private meeting in November last year between our Lettings Director, Mark Towell and Theresa May, we have a real insight into the government's views and plans for the lettings sector. We are now in correspondence with the Housing Minister on an advisory basis, so are able to assist you with whatever questions you have about the rental market ahead of us this year.

To discuss the lettings sector in more detail and for a full update on our predictions for the year, contact us today using the numbers at the bottom of this newsletter or visit [www.prospect.co.uk/lettings](http://www.prospect.co.uk/lettings)

**PROSPECT LETTINGS**



## NEW HOMES UPDATE

### CROWTHORNE GRANGE, CROWTHORNE Luxury Living in the Heart of Crowthorne

A bespoke development of just 9 stunning town houses, located in a cul-de-sac in the heart of Crowthorne village, a short walk from the High Street and its many coffee shops and eateries.

Each of these luxury, lifestyle homes offers a bright, light and spacious open plan entertainment space, maximising indoor/outdoor living, with bi-folding doors opening out on to private gardens.

Ready for occupation, these high specification three and four bedroom homes have integrated Siemens appliances, under floor heating and Villeroy and Boch bathroom fittings. All homes also benefit from two private parking spaces, as well as further visitor parking.

**The show home is now open, so pop down to explore this stunning development, or call us to register for our exclusive updates on all of our developments on 01344 207 211.**

## PROPERTY MARKET UPDATE

### Who knows how the Brexit outcome will affect the housing market?

Everyone in the country has their own opinion on Brexit and will openly forecast how it will impact the UK economy. Deal or No Deal, at Prospect we are just the same, with a mixture of opinions throughout the business on how it will affect housing.

While the average estate agent in the UK will choose to bury their heads in the sand and continue sending out leaflets of manipulated positive facts and figures, we are realistic about how 2019 is likely to unfold. The honest view is that even from the time between writing this article and our newsletter being sent out, so many scenarios could change. Does anyone

have a crystal ball? No. Does anyone truly know what the price of their house will be September this year or next? No.

So what I have instructed our teams across the company to do, is to be factual when advising all our clients, be up to date with the economic news and most importantly, make sure that we give every property we market the best opportunity to attract a buyer. Everyone in the country will all agree that people will always move house and every person who does, would have their own individual reason as to why.

We have 29 years' experience as a local independent company servicing clients and marketing properties. One piece of advice I would give any home owner, is to ignore

the sweeping statements on the front of newspapers throughout the year. Why? Because in every area, every road in that area, every property in that road and every client's situation in that home, is different to all the rest.

Bespoke marketing plans for each property and a bespoke service for each client, is a conversation we would always welcome. Please feel free to take advantage and call our local office at any time.

To arrange your free, no obligation property valuation please visit [www.prospect.co.uk/valuemyproperty](http://www.prospect.co.uk/valuemyproperty)



BEST LETTINGS AGENCY UK

Prospect

2018-2019

# IN THE SPOTLIGHT



Turn up the heat with hot yoga

## NEW YEAR, NEW YOU?

Not sure about you, but we find it difficult to find the right exercise to do in the gym, let alone knowing how many reps to do, or what weight to use... so we thought we'd share our favourite fun, 'get fit' alternatives around Berkshire, Hampshire and Surrey.

### Jump in!

Mini trampoline fitness is taking off and is the talk of the gym at the moment. Offering a full body workout, it is far more effective than floor based fitness, thanks to the addition of gravity and g-force provided by the trampoline. Ideal for everyone!

### Marching your way to fitness!

Boot camps are designed for everyone - fun, innovative and fresh. Led by highly trained and experienced instructors, boot camps will push you to your limits to help improve your own fitness, as well as achieve your goals. Great for beginners needing that extra push.

### What's the first rule of 'Fight Klub'? Talk about it...

'Fight Klub' is a high intensity and fun workout that makes getting in shape easier. Set to music, the program is a combination of boxing, kick boxing and Thai boxing. It is a workout built around a

freestanding punch bag, using simple combinations of kicks and punches, whilst keeping time with the beat. Suitable for all levels of fitness, with your first class free!

### Get 'Cross' Fit!

CrossFit is an effective way to get fit and anyone can do it. It is a fitness program that combines a wide variety of functional movements into a timed or scored workout. Doing pull-ups, squats, push-ups, weightlifting, gymnastics, running, rowing and a host of other movements.

### Turn up the heat!

Hot yoga, just like yoga, works your core and focuses on breathing. It consists of 26 poses and two breathing exercises for 90 minutes. Hot yoga studios can vary in humidity and are generally heated to anywhere from 33-40.5 degrees. The heat of the studio forces your heart to beat faster, providing a better cardiovascular workout and burning more calories. Suitable for all levels of fitness.

**There are many different studios and gyms across Berkshire, Hampshire and Surrey that offer these classes, find our top recommendations of where you can get involved on [www.prospect.co.uk/news](http://www.prospect.co.uk/news)**

## FOUNDATION UPDATE

Prospect Foundation is one of the most important things we offer as an agency. It's the arm of the business that is all about giving back and supporting the local community.

**£15,000**  
TARGET EXCEEDED



From supporting school fetes, making donations to worthy causes, helping promote charity events and even sponsoring the first ever triplets to participate in the same triathlon for Team GB, we love playing our part in helping the local community grow and get excited about giving back to worthy local causes.

During 2018, our support of the local community resulted in us sponsoring over 50 local events and donating **over £15,000** to various local schools and charities! We're looking forward to continuing to support local events and charities throughout 2019.

If you have an event you'd like us to get involved with, just email [foundation@prospect.co.uk](mailto:foundation@prospect.co.uk)



## WISE UPSIZE!

### You don't have to stay put...

Upsizing, downsizing, relocating or even letting your property out...

The first step is discovering what your property will sell or rent for in today's market.

**Arrange your free property valuation today by visiting [www.prospect.co.uk/valuemyproperty](http://www.prospect.co.uk/valuemyproperty)**