

Global Residential

Connecting buyers and sellers around the world



**STRUTT
& PARKER**



The bigger picture

In an increasingly globalised world, reaching the right international audience is key when it comes to marketing luxury property

Overseas buyers have a significant impact on the UK property market, helping to keep demand and prices high through turbulent economic times. London is seen as a haven for international investors, with a third of buyers of prime central London residential property now coming from overseas, but these buyers are increasingly looking beyond the capital for investment and lifestyle opportunities. Appealing to this global audience is vital when it comes to marketing high-value residential property.

At Strutt & Parker, we have the connections to reach the right buyer, wherever they are in the world. As well as our 60 offices nationwide, our exclusive affiliation with Christie's International Real Estate allows us to showcase the UK's finest homes right around the globe, ensuring these properties benefit from exposure to wealthy purchasers in leading international markets.





STRUTT & PARKER GLOBAL RESIDENTIAL

An exclusive relationship

As the sole UK affiliate of Christie's International Real Estate, Strutt & Parker is uniquely placed to attract the most active and affluent overseas buyers

Christie's is a name that speaks of a 250-year heritage of unrivalled service and expertise. Recognising the synergy between fine art and high-end property lies at the heart of Christie's International Real Estate, an invitation-only network of 32,000 real estate professionals in 45 countries specialising in properties worth more than \$1 million. Through strong relationships with affiliated firms across the world, we can present best-in-class UK property to high-net-worth individuals in leading wealth centres such as New York, Hong Kong, Moscow, Paris, Geneva and Dubai.

This worldwide scope is balanced by the personal touch that our clients expect. Like us, all affiliates are experts in buying, selling, renting and letting internationally. Our status as Christie's Global Affiliate of the Year 2015 is a testament to our values of trust, integrity, unparalleled client care and the highest standards of professionalism and discretion.





AMERICAS

The Americas boast five of the world's top 10 cities for luxury real estate – Los Angeles, Miami, New York, San Francisco and Toronto. These global economic hubs attract wealthy domestic and international buyers. Turnover of high-end properties is rapid, thanks to strong demand and limited supply. Resort markets for luxury second homes are also proving popular with international buyers, notably Caribbean islands such as St Barts and the Caymans.

\$5m+

The starting price for a luxury home in New York and Los Angeles, compared with \$2.2m worldwide

\$91.5m

The price of the penthouse at One57 in New York, the most expensive home sold in North America in 2015



Poplar Plains Road, Toronto

This beautiful Neoclassical residence has been renovated throughout and offers city skyline views, magnificent rooms for entertaining, a panelled library and a chef's kitchen, as well as seven bedrooms and staff quarters. The property is set in exquisite landscaped gardens and benefits from a lap pool, spa and triple garage. **\$12,583,893.**



Galleon Drive, Naples, Florida

A superb home located on one of Port Royal's most magnificent waterways. Built with uncompromising attention to detail, it is set in extensive grounds and offers breathtaking views. *Price on application.*



Swallow Drive, Los Angeles

This beautiful home is a modern masterpiece. Outstanding features include retractable glass walls that optimise inside and outside space, and a master bedroom suite opening on to a Zen garden. *\$18,950,000.*



Gucci Penthouse, New York

An outstanding duplex apartment that offers the ultimate in New York living. The immaculate interior has a wonderful feeling of space and light thanks to the 14ft-high ceilings and 28 full-length windows, which have direct views over the city's iconic skyline. There are also eight bedrooms, a formal dining room, in-house lift and wood-panelled library. *\$38,000,000.*

LONDON

London is the leading world city for prime property, with more luxury listings than any other. It continues to experience strong demand from both domestic and international buyers, particularly for residential developments in prestigious central locations and the emerging prime destinations of Westminster and Nine Elms. The luxury rental market in the capital is also well-established, making it an attractive proposition for overseas investors and renters.

£4m+

The average starting price for a luxury home in London – the third most expensive globally

£92m

The price achieved for a townhouse in central London, making it the capital's most valuable sale in 2015



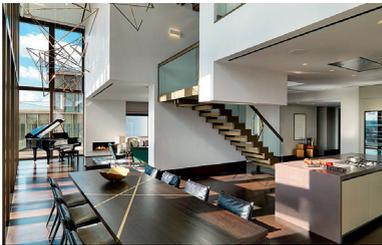
The River Tower, One Nine Elms

The River Tower is the second phase of the prestigious One Nine Elms development. It will be the only residential tower in central London to be fully serviced by a 5-star hotel. The beautifully designed apartments will have dramatic city and river views, 24-hour concierge, private residents' lounge and in-room dining from the hotel's restaurants. *Price on application.*



Chester Square, Belgravia

One of the most impressive newly refurbished houses in Belgravia, quietly located in prestigious Chester Square, with eight bedrooms, four reception rooms, passenger lift, roof garden, fully integrated mews and double garage. **£29,500,000.**



Kings Gate, Westminster

A four-bedroom duplex penthouse with breathtaking views over Buckingham Palace and the Royal Parks. **£10,000,000.**



Margareta Terrace, Chelsea

A bright and attractive four-bedroom townhouse located close to the fashionable King's Road. **£3,500,000.**



One Hyde Park, Knightsbridge

One Hyde Park is arguably one of the most exclusive addresses in the world, located just 300 yards from Harrods. This outstanding three-bedroom apartment has been designed to the very highest specification and benefits from exclusive on-site services, including a pool, gym and spa. **£17,500,000.**

UNITED KINGDOM

The country house market is becoming increasingly international as overseas buyers look beyond London for privacy, lifestyle and value for money. The Home Counties are popular, thanks to their proximity to the capital and international airports, along with quintessentially English destinations such as the Cotswolds. While historic country houses and estates are still sought after, buyers are also attracted to executive-style new builds with easy maintenance and state-of-the-art technology.

£18m

The most expensive house sold in England (outside London) in 2015

23%

The growth in house prices in the UK over the past five years, according to Nationwide



Chettle House, Dorset

An exquisite Grade I Listed residence of national architectural importance. Built in the 18th century, in the English Baroque style, the manor house has a distinctive oval design and features a grand, sweeping staircase and elegant principal rooms with exceptionally high ceilings that overlook the delightful gardens and parkland. *Price on application.*



Cliff House, Kent

One of the most outstanding small private estates on the southeast coast comprises a seven-bedroom principal residence and two additional properties, all updated to an exacting standard, as well as gardens, paddocks and a lighthouse. **£4,000,000.**



West Lodge, Surrey

An imposing new-build house of grand proportions located in the heart of the exclusive Wentworth Estate. **£14,950,000.**



Kames Castle, Isle of Bute

A picturesque residential estate in a beautiful parkland setting with open views over Kames Bay. **£995,000.**



Kingston Lisle Park, Oxfordshire

This impressive Grade II* Listed Georgian house is one of the most beautiful homes in Oxfordshire and lies at the heart of a spectacular estate of around 257 acres. With 13 bedrooms, five reception rooms, swimming pool, tennis court, formal gardens and lakes, Kingston Lisle Park offers the ultimate in country living. **£19,000,000.**

Our global network

Exclusive links with real estate agents around the world give Strutt & Parker a unique international perspective on buying and selling luxury property

High-net-worth individuals are becoming increasingly global in their investment outlook. As the sole UK affiliate of Christie's International Real Estate, with direct access to 32,000 estate agents located in 45 countries, Strutt & Parker is perfectly placed to present overseas investment opportunities to our clients, as well as showcase British property to the most active international buyers.

A selection of our affiliates

Barbados

One Caribbean Estates

Covering four sought-after islands, One Caribbean Estates offers advice on sales, holiday rentals and property management.

onecaribbeanestates.com

Paris

Daniel Feau

Daniel Feau has a 70-strong professional team that handles the most prestigious residential property in Paris and beyond.

feau-real-estate-paris.com

Brazil

Judice & Araujo Imoveis

Judice & Araujo Imoveis is renowned for personal service and has 30 years of experience in and around Rio de Janeiro.

judicearaujo.com

South of France

Michaël Zingraf

Specialising in the Côte d'Azur and Provence, Michael Zingraf offers exceptional properties for sale and seasonal rent.

michaelzingraf.com

Geneva

SPG Finest Properties

SPG Finest Properties offers a tailored approach to assist clients in every aspect of buying and renting across six cantons.

spgfinestproperties.ch

Sydney

Ken Jacobs

Ken Jacobs represents Australia's most significant homes and has an enviable reputation for delivering outstanding results.

kenjacobs.com.au

Hong Kong

Landscape

Founded in 1995, Landscape's highly experienced team has access to the region's most affluent real estate clients.

landscape-christies.com

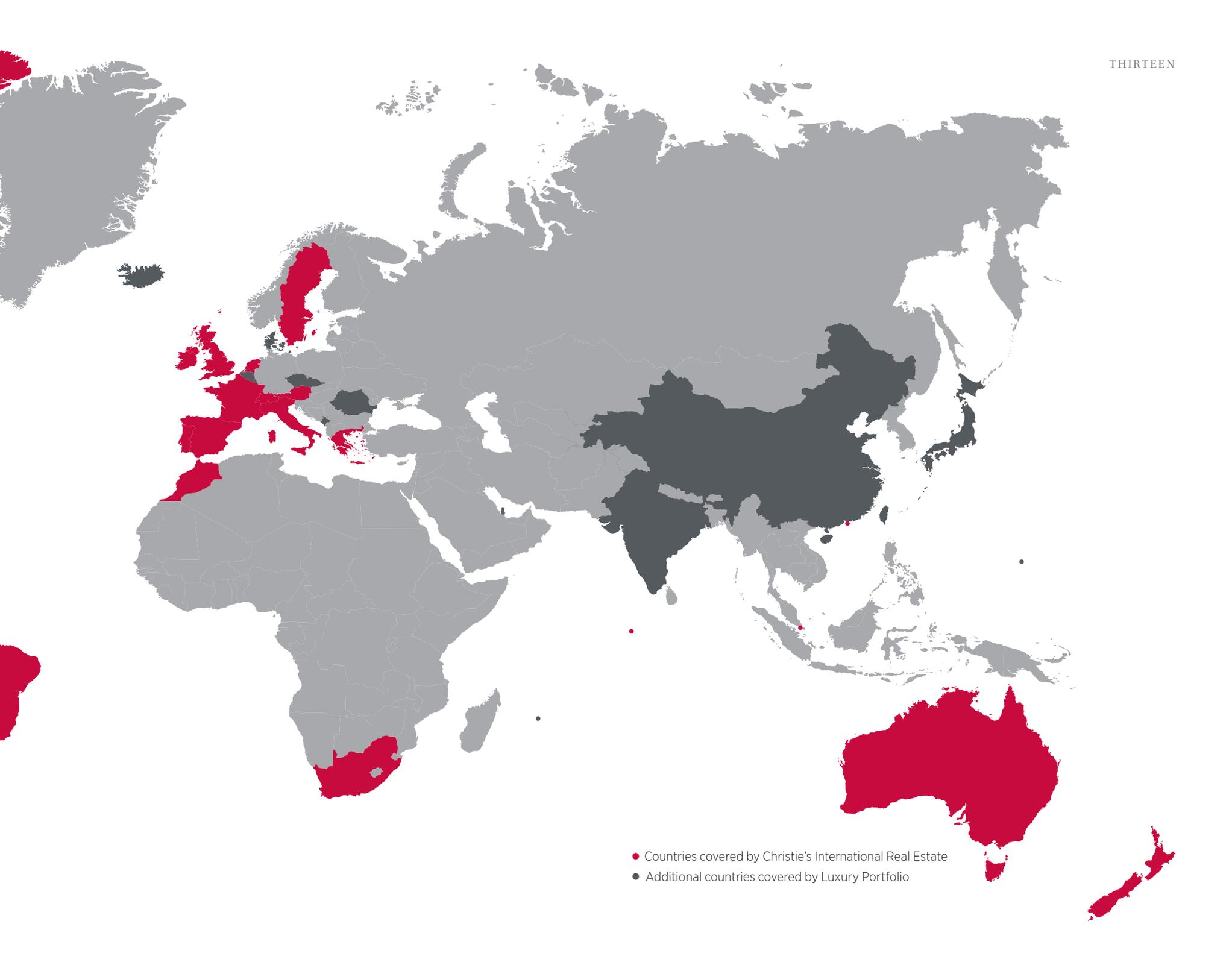
United States

Brown Harris Stevens

Brown Harris Stevens has unique knowledge of the luxury markets of New York, The Hamptons, Palm Beach and Miami.

brownharrisstevens.com





- Countries covered by Christie's International Real Estate
- Additional countries covered by Luxury Portfolio

The big five

We reveal five of the most active overseas buyers of London property and discover why the capital is the world's top luxury real estate destination

London leads the world when it comes to luxury real estate, consistently delivering a high number of sales of prime and super-prime properties. The city remains a global market, despite changes to Stamp Duty and tax relief for non-domiciled homeowners. Key overseas buyers range from high-net-worth individuals to global commuters. Each has a different requirement when it comes to a London home. Increasingly, buyers are looking for the convenience of new developments finished to the highest specification and with luxury amenities. While the opportunity to own a piece of history, in the form of a legacy or landmark property, still appeals to buyers, these residences have to be in immaculate condition and offer modern facilities. With strong demand and limited stock, according to Strutt & Parker, buyers are also looking at new prime areas for greater space and affordability.



High-Net-Worth Individuals

High-net-worth individuals are adding UK property to their investment portfolios

There are 14.6 million high-net-worth individuals worldwide, defined as having investible assets of \$1 million or more, according to Capgemini. For many, owning a UK home is a key asset, either as a main residence while they work and educate children here, or as part of a property portfolio. London, in particular, has delivered strong returns. The Halifax index reveals Greater London house prices rose 54% from 2008 to 2016, with prime central London values rising by 74% in the same period – an increase that is likely to affect the broader market as property wealth moves into new prime locations such as Nine Elms in Vauxhall. The Centre for Economic and Business Research predicts that Greater London's average house price, which is now £515,000, should reach £931,000 by 2025, giving high-net-worth investors exciting opportunities across the capital and beyond.



Super-Home Buyer

London's global appeal remains constant, but the property buyers are purchasing has changed

History has been at the heart of the appeal of homes in prime central London, from Notting Hill villas to charming Chelsea terraces. But now, international buyers are on the lookout for a different type of property – the ultra-modern super-home. These are new properties that reflect the latest lifestyle trends, incorporating cutting-edge technology, outstanding leisure facilities and state-of-the-art security. Increasingly, these are lateral apartments rather than houses, and the most sought-after are created by London's 'starchitects' such as Norman Foster and Richard Rogers. The demand by overseas buyers for new, architect-designed homes is reshaping the market. Analysis by Molior reveals that 4,200 new homes were built in prime central London over the past five years and, according to Strutt & Parker, another 7,600 are scheduled to be delivered by 2020.



Global Commuter

It's become a small world for entrepreneurs who want to live and work in multiple locations

There are now 200 million people living and working outside the country they were born in, according to the United Nations. Rapidly expanding business networks have created a new type of elite executive – the Global Commuter, living and working in more than one city. Typically employed in technology or finance, they either move between short-term consultancies or oversee business interests in multiple territories. They are attracted by locations with good regional and international connections – London for the European market, New York for the Americas and Hong Kong for the Far East. They look for low-maintenance homes with easy access to airports. The southwest of London is appealing as it offers international schools and good transport. The arrival of Crossrail is likely to extend the search of Global Commuters to the west of the city and towards Berkshire's attractive riverside towns.



Private Estates Buyer

Private estates close to excellent amenities are top of the property wish list for overseas buyers

Private residential estates, often with 24-hour security, have always been popular in North America and the Middle East. They are now sought-after in the UK by buyers who want to be near London but are looking for the space and privacy that is difficult to find in a city. The private estates of the Home Counties, particularly Wentworth, St George's Hill and Coombe Hill, are ideal locations for overseas purchasers. These buyers are typically looking for substantial detached houses that have up to 20,000 sq ft of internal space, usually set in extensive grounds and close to amenities such as golf courses and equestrian centres, as well as good schools. Location is key, so if buyers can't find the right type of property, they are often prepared to demolish an existing house and build a new home that exactly matches their personal requirements.



21st Century Renter

High-specification flats have become the accommodation of choice for flexible renters

Renting used to be regarded as a second choice for those who travelled too frequently to make buying feasible. But today's tenants actively prefer to rent as the luxury lettings market now offers the type of services usually associated with hotels. The 21st Century Renter will expect to find a concierge, state-of-the-art audio-visual technology and reliable security as standard, while the most elite homes will also offer room service, private clubs and cinemas. The demand for well-planned flats isn't just confined to the top end of the market. International students also expect a high level of accommodation, including services such as a gym and fast internet connections. Those coming to London to study are an increasingly important part of the rental market. In 2015, according to Strutt & Parker, they accounted for 5% of lets in prime central London.

EUROPE

In Europe, Paris leads the way in luxury real estate, with a 20% jump in sales in 2015, followed by financial centres such as Zurich and Stockholm. The European market is attractive to American and Middle Eastern buyers, thanks to low interest rates and a weaker euro. France's Côte d'Azur remains one of the most prized second-home destinations, attracting more than 90% of its buyers from abroad, while Spain's Valencia region and Sardinia's Costa Smeralda are both seeing strong growth.

\$10m+

The average starting price for a luxury home in Monaco – the highest in the world

\$455m

The asking price for Le Palais Bulles on the Côte d'Azur, making it Europe's most expensive listing



Chianti Estate, San Casciano in Val di Pesa, Italy

Dating back to the 13th century and located just 30 minutes from Florence, this is an outstanding example of a traditional Tuscan estate. Peacefully set in 10 acres, overlooking the beautiful Chianti Classico hills, the estate comprises two villas, seven apartments and three swimming pools, as well as a chapel, vineyards and olive groves. **\$19,248,036.**



Glin Castle, County Limerick, Ireland

One of Ireland's most historic properties, Glin Castle has been owned by the same family for over 700 years. Located in some 380 acres of parkland, it enjoys direct views over the Shannon estuary. **\$7,295,174.**



Les Eyzies, Perigord Noir, France

Located in the most popular part of the Dordogne, this magnificent 17th-century house has six bedrooms, glorious south-facing views, swimming pool, trout lake and comfortable guest house. **\$3,928,171.**



Megève, Rhône-Alps, France

A four-storey chalet with panoramic mountain views located in Mont d'Arbois, one of the most sought-after and charming ski resorts in the French Alps. As well as eight bedrooms, the chalet has grand living and entertaining areas, two terraces, a spa with swimming pool and hammam, wine cellar, study, home cinema and glass lift. **Price on application.**

AUSTRALASIA

Sydney is Australasia's leading luxury property market and sales of \$1 million-plus homes rose by an impressive 15% in 2015. The city continues to attract a high percentage of international buyers, with interest being fuelled by a drop in the value of the Australian dollar and proximity to Asian markets. Auckland, meanwhile, has seen an incredible 63% growth in million-dollar-plus sales in the past year, making it the world's strongest-performing city for luxury real estate.

\$8m+

The average starting price for a luxury home in Sydney, Australia's largest city by population

\$52m

The price achieved for a mansion in the suburb of Vaucluse, which was Sydney's top sale in 2015



Fernhill Estate, Sydney, Australia

Spanning 383 hectares of rolling parkland at the foot of the Blue Mountains, Fernhill Estate encompasses a magnificent heritage-listed sandstone residence with eight bedrooms, grand ballroom, classic colonnaded porch and sweeping valley views. In addition, there are two cottages, a 2,400m horse-racing track and stables. *Price on application.*



Omana Avenue, Auckland, New Zealand

Situated next door to Government House, this Georgian-style home is a magnificent sanctuary in the heart of the city, offering five bedrooms, three-car garage and self-contained apartment. *Price on application.*



Heathcote Valley, New Zealand

Enjoying a private rural location, but just a short drive from Christchurch, this outstanding architect-designed house has wonderful entertaining space, five bedrooms, an indoor pool and wine cellar. *\$2,190,000.*



Alcooringa, Sydney, Australia

This is one of Sydney's most significant Spanish Mission-style residences and is surrounded by beautiful private gardens. The seven-bedroom main house, with double-height entry gallery, grand ballroom, billiard room, gym and suana, has sweeping views across the harbour. There is also a detached three-bedroom cottage with garage. *Price on application.*

ASIA

Asia's leading luxury market, Hong Kong, has slowed in recent years, the result of government measures designed to calm real estate values. However, it remains a prized global city for luxury real estate, boasting the world's most expensive sale in 2015 and the highest price paid per square foot. Singapore has experienced several years of softening prices thanks to government cooling measures, but is on the up again, ranking fifth among the world's top 10 cities for prime property.

\$5m+

The average starting price for a luxury home in Hong Kong, compared to \$3m+ in Singapore

\$193.5m

The price achieved for a property in Hong Kong's Barker Road Estate, the world's most expensive sale in 2015



The Ocean Flower, Maldives

A rare opportunity to own a beautiful villa set above the turquoise waters of the North Malé Atoll. With idyllic views of the Indian Ocean and access to a wide range of facilities, including restaurants, shops, spa, diving centre and pristine beach, this exclusive marine oasis sets a new benchmark for luxurious living. *Price on application.*



Nanuku Ocean Estates, Fiji

With an idyllic beachfront setting, these luxurious residences have fabulous views across the South Pacific and enjoy access to the exclusive amenities of Nanuku Auberge Resort. **\$495,000.**



The Copper House, Singapore

Nestled in Sentosa, a paradise island close to the main island of Singapore, this impressive modern home has six en-suite bedrooms, spacious entertainment areas and panoramic sea views. **\$35,366,932.**



Redhill Peninsula, Hong Kong

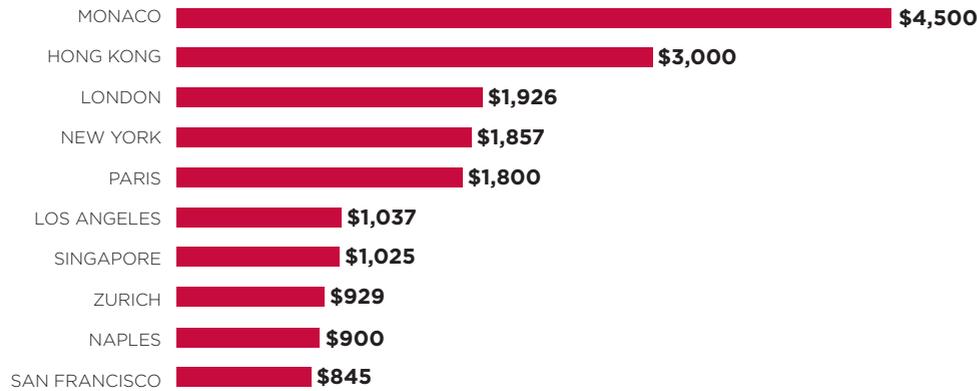
This beautifully designed family house is located in the peaceful setting of Redhill Peninsula, just a 30-minute drive from the centre of Hong Kong. The property enjoys sweeping sea views and has four bedrooms, including two ensuite bathrooms, a spacious living and dining area, roof terrace and private garden, as well as a garage for two cars. **\$111,859,437.**

By the numbers

The value of global property is constantly changing in response to new economic and financial trends. Here is a snapshot of how the residential market is performing

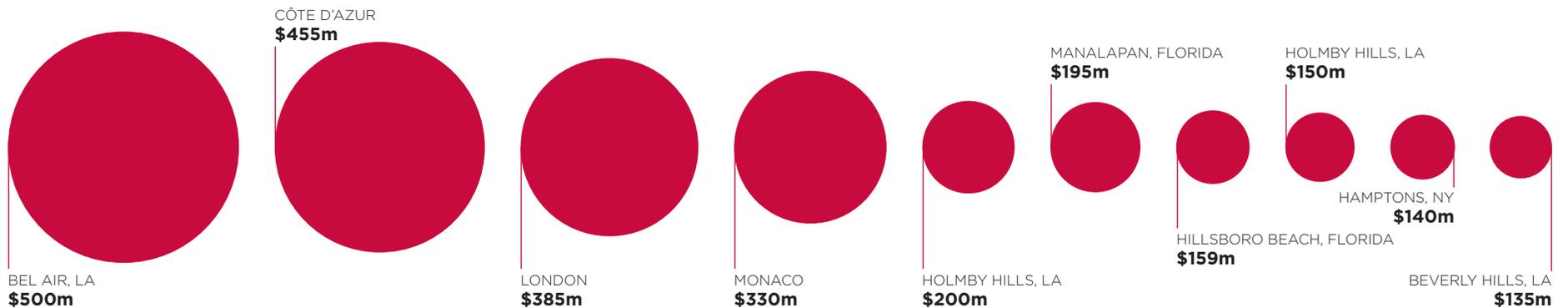
Space race

The 10 highest average prices per square foot



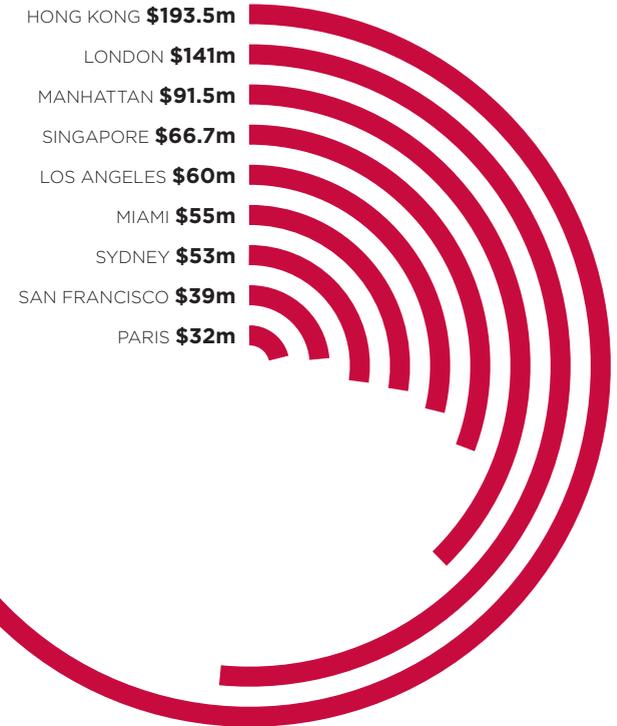
Market leaders

The most expensive residential properties offered for sale around the world



Top of the world

Highest property prices achieved in leading luxury markets



A wealth of expertise

As well as Strutt & Parker's residential division, we offer expert services for all key property sectors

Commercial

Our commercial property team works across the UK, with experienced specialists covering all sectors of commercial real estate, from office and industrial to retail and leisure. We work as partners and advisers to investors, occupiers, landlords and developers, helping them to maximise the value of property to their business. Thanks to our exclusive alliance with Catella, a leading financial adviser for European commercial real estate, we also identify and explore opportunities across Europe for our clients, as well as introducing Catella clients to new ventures in the UK.

Rural

Strutt & Parker first started life as a land management partnership in 1885, and rural services are still at the heart of our business. We manage two million acres of land across the UK, ensuring our clients' farms and estates perform in a way that meets their business and aspirational needs. We have a team of farming experts, specialising in everything from buying and selling to day-to-day management. Our teams are supported by land, farming, forestry, energy and telecoms research groups, which provide databases of the latest technical briefings, case studies and grants.

Development

We have experts in all areas of residential, commercial and mixed-use development. As well as being involved in some of the capital's headline developments, our expertise extends across the country, with specialists advising on every aspect of planning and development. Strutt & Parker's commercial and mixed-use teams undertake work for clients of all types, from single development projects to complex, long-term schemes. We are also active in the Asia-Pacific region, thanks to our alliance with the Hong Kong-based Millennium Group.

Professional services

We have a team of experts offering specialist insights into all aspects of residential, rural and commercial property. This includes 140 RICS Registered Valuers providing independent advice on a full spectrum of assets, qualified expert witnesses who give evidence in legal cases, and one of the UK's fastest-growing planning consultancies. In addition, our compulsory purchase experts help landowners deal with notices in the most profitable way, while our Resources & Energy team helps owners and occupiers generate energy and improve efficiency in all types of properties.

Getting in touch

Discover more about Strutt & Parker's range of services by visiting struttandparker.com. To find out how our international residential network can help you, please contact:

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Sources: Unless otherwise stated, data sourced from Luxury Defined 2016, Christie's International Real Estate

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