

## Spring/Summer 2014

**Joanna Cobb, Director at Cobb Amos discusses her outlook for the year ahead. Why certain areas are so popular, what sort of buyers the area is attracting and will we see any change in prices in the rest of 2014.**

**What makes our local area so attractive to buyers?**

There are so many things I could say: our beautiful countryside, quality of life, friendly people and much more. We have a diverse range of property sizes and types, it's a wonderful place particularly to bring up a family or retire to.

"In our area there is still a huge draw for properties with land, character properties and also buy to let."

**Are buyers still moving locally or are we seeing more buyers from outside the area now?**

The ratio of people registered to buy is approximately 2/3 from the local area and 1/3 from away and these range from as far as Scotland through to the Midlands and the South East.

**Has the Mortgage Market Review had any impact on sales and prices?**

There have been some issues arising with a few buyers having the amount of funds available to them reduced, but no effect currently on prices. We have achieved 97.7% of asking prices.

**What are your predictions for mortgage lending in the remainder of the year ahead?**

Mortgage lending will continue albeit with many more stringent checks before offers are made.

**How do you feel the prices will fare in the rest of 2014?**

With a year of positive news stories regarding prices, recently these are being tempered with caution that interest rates may rise and the housing market affected. Locally we have been protected from the main of the increase and we hope the same will be true if prices fall. In conclusion I feel they are likely to vary by no more than 2%.

**If you could give homeowners and buyers one bit of advice before thinking of buying or selling what would it be?**

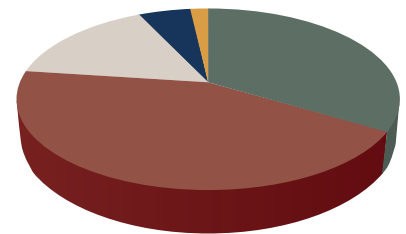
"Fail to plan and you plan to fail" do your research, get organised and choose the right agent to help you!



**Joanna Cobb**

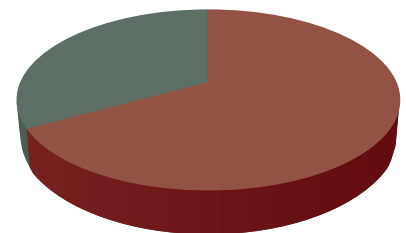
Director  
07977 22 89 45  
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### Sales Data



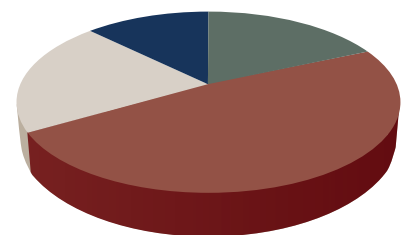
**Price Range of Completions**

- Under £150,000
- £150 - £250,000
- £250 - £350,000
- £350 - £500,000
- £500,000 +



**Completions Buyer Area Total**

- Local
- Not Local



**Completions Buyer Type Total**

- FTB
- SSTC
- Investor
- Nothing to sell

Jane Lilwall, Lettings Manager at Cobb Amos discusses her outlook for the year ahead. Why certain property types are so popular, what sort of tenants the area is attracting and will we see any change in price in 2014?

### What are the most popular property types for tenants?

By far the largest number of people that register with us are looking between £500 - £700pcm, however, the properties we let the quickest are two double bedroom properties in the city centre. We have sharers, couples and small families all interested in these so they go really quickly and our landlords often get to pick from several applicants.

### What is the biggest challenge you face in lettings?

With the financial crisis appearing to be calming, people have remained cautious so landlords are keen to ensure properties are not damaged and tenants are keen to retrieve all their deposit, so negotiating any discrepancies is often the hardest challenge.

### What are the main reasons that tenants move home?

The main reasons are upsizing or downsizing. For a while there were a number of people who couldn't sell their home and needed to move so let theirs out and moved by renting in the area / property type they need.

" The rental market should be buoyant for the rest of 2014. "

### Are there many new landlords starting out or expanding their portfolios locally?

There are always current landlords purchasing property as it provides a great return although the rate of brand new landlords has decreased.

### If you could give landlords and tenants one bit of advice before thinking of letting what would it be?

To landlords, regular inspections are the key and to tenants, call us promptly as soon as there are any minor issues, it's better than waiting.

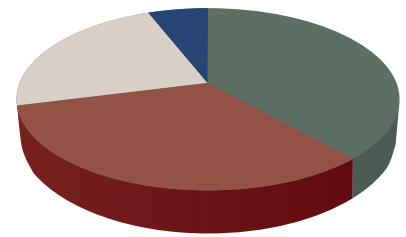
### What are your predictions for rental prices in the remainder of the year ahead?

The rental market should be buoyant but fairly static on prices.



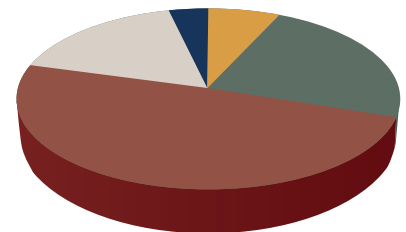
**Jane Lilwall**  
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## Lettings Data



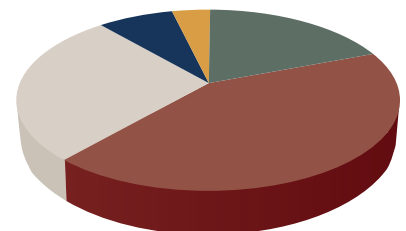
Type of Tenant

- Single
- Couple
- Family
- Sharers



Rental Price

- Below £400
- £400 - £500
- £500 - £700
- £700 - 900
- £900 +



Lettings No. of Bedrooms

- 1
- 2
- 3
- 4
- 5 +