

# R3 MARKET INSIGHTS

## March 2025

# R3 RESIDENTIAL SALES DASHBOARD

**Our Private Client Division** Did you know we can help you buy?

<h3>01. PLANNING</h3> <p>We invest time to understand your objectives and what you are looking to achieve to drive our effort.</p>	<h3>02. RESEARCH</h3> <p>We undertake expert research through a network of reputable estate agents, online tools, and key market contacts to identify the best properties.</p>	<h3>03. VIEWINGS</h3> <p>We pre-check and accompany to view short-listed properties, highlighting all the strengths and areas of concern for every individual property.</p>	<h3>04. OFFER STAGE</h3> <p>We provide guidance and support on all aspects of negotiation to secure best price</p>
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### London's resilience

The first quarter of 2025 shows resilience for London's prime and super-prime property market, despite broader economic uncertainties and geopolitical unrest in Europe and the US. Strong buyer confidence is evident in Super Prime areas such as Belgravia, Mayfair and Marylebone.

### American buyers

Wealthy American buyers may be set to play an increasingly significant role, driven by favourable currency exchanges and London's unique lifestyle offerings, including its status as safe haven in an increasingly chaotic political landscape.

### Buyers beware

After a long period of buyer's and balanced market conditions, the prime market is showing some early signs of shifting more towards a seller's market, driven by growing demand, and increased confidence among high-net-worth buyers, possibly signalling a new phase for the market in London in 2025.

### Wellness & technology

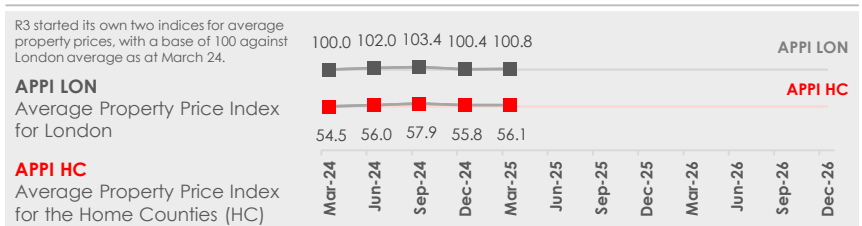
We are also seeing wellness and technology shaping buyer preferences more and more, with features like circadian lighting and advanced home automation becoming essential in luxury homes. These upgrades tend to address younger buyers' preferences for health-focused amenities.

### A final thought on the economy

Taxation changes, including updates to the non-domiciled tax rules and the introduction of the Foreign Income and Gains regime, may be pushing more sellers into the market over the coming months. Despite these adjustments, a projected 10% price increase over the next five years signals long-term opportunities for savvy investors and buyers generally.

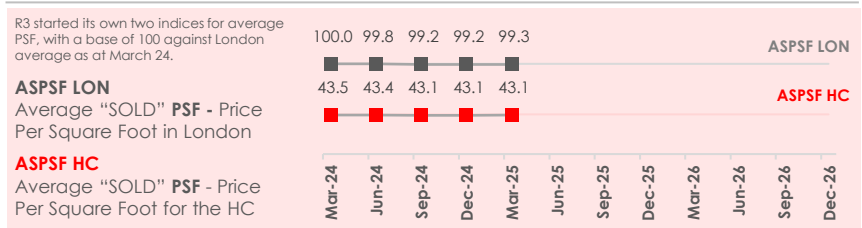
**FIGURE 1 - R3 Quarterly Residential Indices**

Average property prices as at the end of the month of the date of this Newsletter



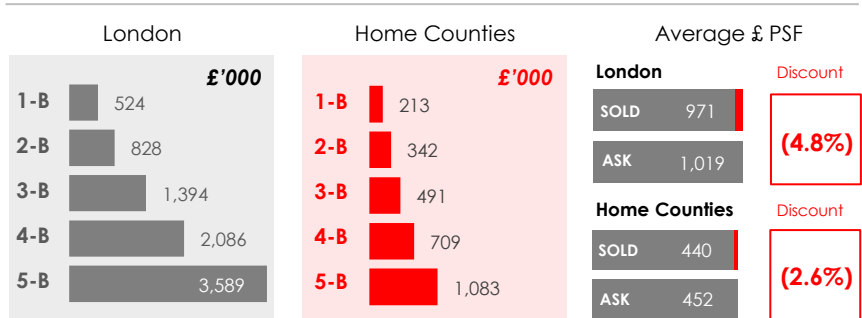
**FIGURE 2 - R3 Average SOLD Price per Square Foot (PSF) Quarterly Indices**

Based on average property values as at the end of the month of the date of this Newsletter



**FIGURE 3 - Market Key Performance Indicators**

Average property values and average ask and sold PSF, including inherent market discount on sales



### Marco Previero

Director and Research Lead at R3

"Knowledge remains key in a complex market like London, especially as we contemplate an upturn. Staying informed on trends, demands and good quality stock is essential to securing successful investments."