

A FOCUS ON...



W14

W14 - West Kensington

R3 is producing a number of new research newsletters focusing on

providing alternative neighbourhoods that retain many of the benefits of more affluent close-by areas, but at a lower rent. This month, we are showcasing **West Kensington** as an alternative choice for those wishing to live centrally within the broader Kensington area, but are keen not to pay a premium often attributable to such a prime location.

Discounts on rents

West Kensington provides for ranges of between 25% and nearly 50% discount on rents when compared to neighbouring Kensington.

Discounts
25% - 47%

Dashboard

Our dashboard below provides key information on each area of focus we will showcase over the coming months including:

- Location and nearby parks
- Average weekly rent
- Comparative data to prime postcodes nearby
- Average number of properties on the market by size
- Commute times
- Distribution of all properties currently on the open market

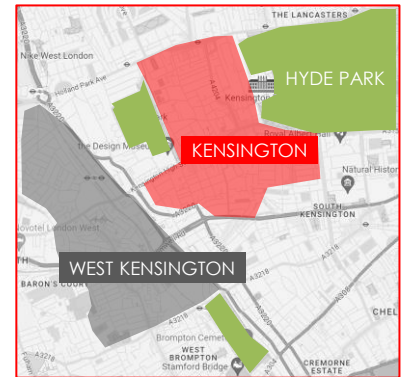
No other DSP / Relocation company provides this level of visibility and we are delighted to be able to share our expertise for all. We hope you find it useful.

W14 – WEST KENSINGTON

West Kensington is located primarily within the London Borough of Hammersmith and Fulham. It is adjacent to Kensington but does not reside within the Royal Borough of Kensington and Chelsea.

As such, there is still value to be derived from a solid London neighbourhood, without paying the premium of living in Kensington itself.

It remains a safe, cosmopolitan neighbourhood with very good links to the City, and close proximity to Holland Park and Hyde Park.

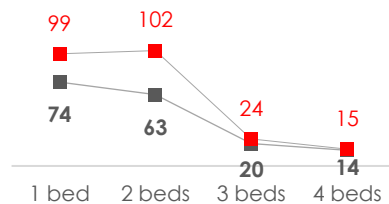


Average weekly rent

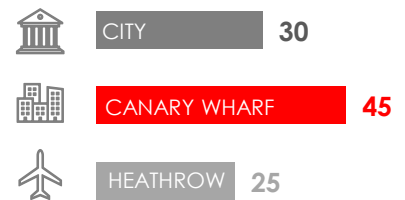
WEST KEN v KEN

YEAR	1-bed	2-beds	3-beds	4-beds
KEN	625	930	1,565	2,345
WEST KEN	445	560	825	1,750
Discount	28.8%	40%	47%	25%

Av. Nb. of properties on the market



Av. Commute times in minutes



Properties distribution by size

The distribution graph on the right provides a snap shot of all properties currently on the open market by size, showing where 80% of properties (the grey band) lie.

Amounts are weekly rental values

