

# the **property Buzz**

Issue 09

## THE ONLY WAY IS UP

**With the New Year well underway it is a good time to reflect on what 2014 might have in store for the local property market.**

Current average prices in Liverpool stand at £143,757 which is 5.44% (£7,417) up on 12 months ago. That's according to the Zed-Index, which gives average property values in a specific area based on property website Zoopla current estimates.

For Merseyside as a whole the average house price is now £141,684, representing a year on year increase of 4.78% (£6,459).

Commentators have had a field day speculating on the factors behind the up turn. There is no doubt the Help to Buy scheme has attracted new buyers and with a further roll out of the scheme in

the early part of this year that is likely to continue.

Alex Dixon, Director of the Allerton Road branch of Sutton Kersh said: 'Help to Buy has certainly energised the market, as has general improvements in the economy which has given buyers more confidence and made lenders less risk averse.

'The local market is buoyant and our current enquiry levels are up by 30% on the same period last year. We anticipate prices to increase by between 4% and 8% in the next 12 months based on current values.

'However, the real barometer of a recovering market is the growth in transactions, which means there are more opportunities to buy. In November 2013 the figure nationally was 110,000, which

**SuttonKersh**

*Latest news and views from Liverpool's leading independent estate agency chain*



represented an increase of 23.5% on November 2012. If transactions continue to rise, values will look after themselves.'

**To take advantage of the current property market, talk to Sutton Kersh now.**

### YOU BET WE CAN LET



**It took Senior Valuer, Carol Corran just eight hours to let a two bedroom apartment on Ivanhoe Road, close to Sefton Park.**

**Carol said: 'I received the instruction at 10:00am and had the details on our website by 12 noon. An enquiry came in almost immediately and I met the tenant at 5:00pm. By 6:00pm everything was completed at the advertised rent of £675 pcm!'**

**The landlord said: 'I can't thank Carol enough and would encourage any other landlords with property to let to get in touch with Sutton Kersh without delay.'**

**The specialist lettings team at Sutton Kersh has recently relocated to new premises on Allerton Road, following a period of sustained growth.**

**'The new office provides a great environment for both staff and customers and the prominent location next to the Halifax means we are enjoying high levels of footfall,' said Carol.**

**If you are a landlord with property to let or a tenant looking for rental accommodation call Sutton Kersh Lettings now on 0151 482 2594.**

### WHAT A YEAR!

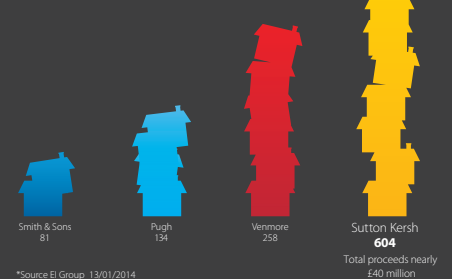
**Sutton Kersh is celebrating after finishing 2013 as Merseyside's number one property auctioneer.**

It is the 8th consecutive year that the firm has outperformed the competition, selling nearly 30% more lots than its three nearest rivals combined.

At the seven auctions held during 2013 Sutton Kersh sold 604 (84%) of the 718 lots offered, generating proceeds of over £39,300,000. Cathy Holt, Auction Manageress at Sutton Kersh said: 'It was an exceptional year, highlighted by the fact that we attracted 23% more lots than in 2012 and increased the income generated by over £10,000,000.

'There was healthy interest in all types of stock, including vacant and tenanted residential, commercial, land and development opportunities. Large attendances at all the auctions along with competitive bidding ensured that many lots exceeded their advertised guide prices.'

**TOTAL PROPERTIES SOLD IN 2013 BY MERSEYSIDE AUCTIONEERS\***



**The next Sutton Kersh auction is on Wednesday 12 February at the Liverpool City Centre Marriott Hotel, starting at 12 noon.**

**If you are looking to sell a property quickly talk to Sutton Kersh Auctions now on 0151 207 6315.**

### FEATURED PROPERTY



**211 Booker Avenue, Calderstones, Liverpool L18 9TA  
Price: £595,000**

A beautiful five bedroom detached residence presented to an exceptional standard close to Calderstones Park. Accommodation includes a sensational family dining kitchen, formal dining room and an attractive conservatory. EPC-D Viewing highly recommended.  
**Call 0151 734 0666**