



## New Year Exciting Developments!

We are delighted to announce that 2012 has got off to a very dynamic start with Matthew Hallett joining The Country House Company as a partner and Head of Sales.

Matthew brings 26 years experience in property. Having enjoyed a successful London career, he moved to Winchester in 2000 specialising in Country houses. For the past 12 years Matthew has worked as a partner in a national firm, focusing on the sale of country properties to the London buyer.

"I have specialised in country houses since moving out of London twelve years ago" said Matthew. "My priority is high quality, individual service for my clients. We are fortunate to act for some wonderful properties in the loveliest locations. By tailoring each marketing campaign to best suit the client and their property, we are able to provide a truly niche service"

With The Country House Company now firmly established in the country house lettings and sales market, Matthews experience will be invaluable as we further increase the sales side



## Looking ahead...

The New Year market predictions from both the media and property professionals have, largely been contradictory. Our view at The Country House Company is that whilst the European sovereign debt issues are not resolved and the economy is still in a delicate state, the drivers of London buyers seeking country houses and weekend cottages are still very much there. The first business week of a New Year provides an interesting barometer of the year ahead. We have received a good level of enquiries from London, which reinforces The Country House Company's own positive view regarding our regional market.

"It is not the strongest that survive but those that are most able to change."

The evolution of the property market is perhaps not surprising. Whilst the ripple effect of those moving out of central London to areas such as Wimbledon, Richmond and Chiswick continues, the market for weekend cottages and second country homes has seen a resurgence.

Unlike the exodus to the country of 5 years ago, London dwellers are reluctant to let go of property ownership in one of the world's greatest cities. This market trend is a result of changing working

practices post austerity and the popularity of prime capital cities by the BRICS countries. As weekend homes become just that, with London workers back at their desks by Monday morning, the move to the country is still an important part of city life.

Hampshire, Surrey and West Sussex provide a rural escape within an hour or so of London. Although country house enquiries have been healthy in the first business week of the New Year, it is weekend home buyers that predominate. The traditional country house market pivots around the Easter watershed. The London weekend market has been much earlier in good years and the level of enquiries in the first week is an interesting barometer of the year ahead. 2012 has shown a good level of London second home buyers in the market.

Perhaps the country market reality of this year will be better than predicted. In terms of a home in the country for the London buyer, it is business as usual. "January is an excellent time for a strategic review of your property requirements and Matthew and I will be delighted to provide experienced recommendations.



news/letter  
January 2012

# Opening doors for 2012

Property Sales | Lettings | Management

THE  
COUNTRY  
HOUSE  
COMPANY

## January Sales...

We start the year with a number of quality properties for sale including part of a hunting lodge in Charlton and a beautiful farmhouse with established business opportunity near Chichester, West Sussex.

East House is an impressive Grade II listed Georgian house, believed to be part of a former hunting lodge set in the beautiful rural village of Charlton, Nr Singleton, West Sussex. It is thought that it was built by the Duke of Devonshire and the Duke of St Albans and it is now an elegant 4 bedroom family home, joined to its pair by an arch and with period features, high ceilings and glorious views.

Poplars Farmhouse is a beautiful brick and stone farmhouse dating from the 17th century with attractive courtyard of outbuildings including studio, cottage annex, thatched barn and period barn set in approx 2.5 acres. Already established for holiday lets, B & B or corporate events, it presents a very exciting business opportunity.

## Rental Strength ...

The end of last year and beginning of this year have been so busy for rentals that we urgently need more properties. As we said in the market comment, the first week in January is a good barometer for the year ahead. We were busy all through the Christmas break with enquiries coming in and properties taken and the level of activity has increased as we move into the New Year. As valuations and viewings have continued this week all the signs are looking good for a busy 2012.

## Managing moves to the country...



Website property map >>



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