

CONTENTS

Introduction 3 Estate Agency 4-7 Land & New Homes 8-9 Residential Lettings 10-13 Mortgages 14-17 Asset Management 18-19 Survey & Valuation 20-23 Market Summary 24-25 About Connells Group 26-27 Key Contacts 28

Methodology

Connells Group analyses detailed data from its estate agency, land & new homes, lettings, mortgage, survey & valuation and asset management businesses from October 2012 to today. Each month, the researchers analyse tens of thousands of registrations, instructions, applications, approvals and valuations and use these trends to publish a quarterly report which reflects trends across the entire property spectrum. Where commercial sensitivity may be an issue, figures are indexed to show trends without publishing raw data.

INTRODUCTION

David Livesey
GROUP CHIEF EXECUTIVE •



The housing market has started the year in fine form, with our estate agency branches experiencing particularly strong activity levels over the new year period and then building upon this throughout the quarter. Whilst the solid performance is not immediately evident in some comparisons against the first quarter of last year, a period that saw purchasers seeking to avoid the April 2016 stamp duty changes, the performance during the start of 2017 is above that seen during the same period of 2015 on the majority of measures.

The ever present imbalance of buyer demand and new instructions within the residential sales market remains, with prospective vendors seemingly reluctant to enter the market despite continuance of favourable market conditions. With first-time buyers showing an increased appetite to step onto the property ladder, the challenge of overcoming the inertia of existing property owners - particularly those at the larger end of the market - is key to helping create movement in the market and increasing transaction levels.

With the level of available stock remaining low across the market, prospective purchasers have limited choice when searching out their desired property. Whilst many are still finding their perfect home, some are unwilling to settle for second best and are holding out for the next new property to come to the market driving increased sales activity on fresh stock. Overall, sales activity remains stable and, whilst 4% down on the frothy levels of Q1 2016, it is 1% ahead of that seen in O1 2015.



The new homes market continues to perform well with the UK's Housebuilders continuing to deliver increased numbers of units month on month. Their pipeline of new stock for the next 12 months looks healthy and will go some way to improving stock levels in some areas of the market.

House prices eased back by 1% in March after showing continued growth during January and February. We expect to see improvement in the coming months and remain positive about the outlook for continued house price growth in 2017.

In contrast to the sales market, increasing stock availability continued to be a feature of the lettings market, with the level of available stock at the end of March 7% ahead of that available in March 2016. Understandably, this increased choice has contributed to a slight easing of rents in many regions. Against the background of legislative and tax environment changes in this sector and the upcoming ban on tenant fees, it is too early to say where average rents may go in the coming year and particularly if we see continued reduction in buy-to-let activity within the market.

During the quarter we have seen the mortgage market deliver a performance ahead of that seen in the first quarter of 2016. It is pleasing to see this level of growth being achieved despite the overall reduction in the buy-to-let market, a sign that when buyers do find their ideal property, they can secure appropriate funds with Lenders showing good appetite to support.

In particular, we have seen a real resurgence of first-time buyers, with this sector more than compensating for the reduced activity seen within the buy-to-let purchase sector. First-time buyers play a key role in helping to create an impetus for movement within the wider market and the activity that we have seen in recent months provides confidence for the coming quarter.

The market remains a positive one for Connells Group and, with no signs that market sentiment has shifted following the triggering of Article 50 by the Government, the outlook for the year remains steady with perhaps some opportunity for increased activity if homeowners are encouraged to take their next step up the property ladder.

ESTATE AGENCY

David Plumtree
GROUP CHIEF EXECUTIVE
(ESTATE AGENCY)



We experienced a positive first quarter with buyer activity gathering momentum and with March being particularly strong. Sales activity in the first six weeks of 2017 was unsurprisingly slower than the corresponding period in 2016, when buy-to-let investors were looking to tie-up sales in readiness to beat the changes to Stamp Duty Land Tax (SDLT).

Naturally, we are seeing a significant fall in buy-tolet investor registrations but a continuing increase in first-time buyer activity, which is of course good for the market.

Buyer activity in London has been somewhat subdued since the Brexit result, but we are seeing a return to some sort of normality in Greater London whilst Prime Central London still remains 'troubled'.

Instruction supply remains the key challenge for the market and we don't expect a change to this in the short/medium term. Demand continues to outstrip supply and we expect a modest increase in average house prices over the next quarter, and indeed over the remaining course of the year.

Buyers registering per new instruction



10.4 compared with 9.3 in Q1 2016

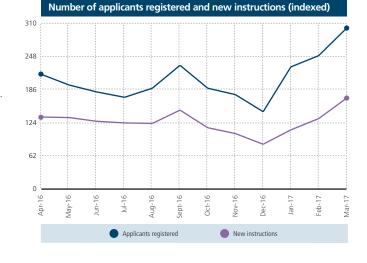
Compared to March 2016, viewings in March 2017 up

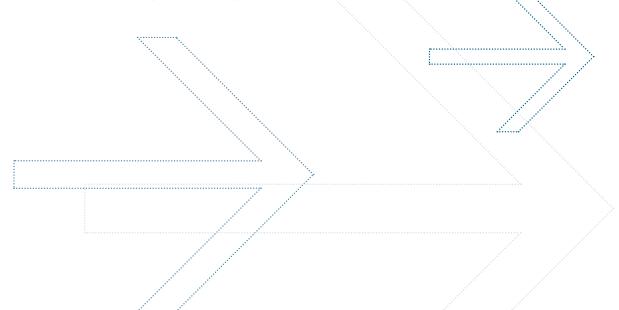
with strong buyer demand continuing

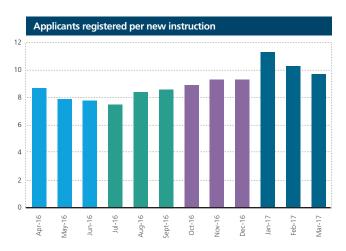
New buyers and instructions

- The start of 2017 has followed a similar pattern to previous years, with first-time buyers showing their appetite to enter the market at a higher level than that shown by homeowners looking to make their next move.
- Market appraisal activity started the year slower than expected but showed improvement as the quarter progressed. As a whole, the number of market appraisals in Q1 2017 was 2% below Q1 2016, however, March 2017 was 6% ahead of March 2016.
- The improvement in market appraisal activity during the quarter was an encouraging sign but is yet to fully feed through to new instructions volumes. New instructions were 4% lower than Q1 2016 and, with this area of the market remaining challenging, the level of available stock for prospective purchases will remain tight in the coming months.

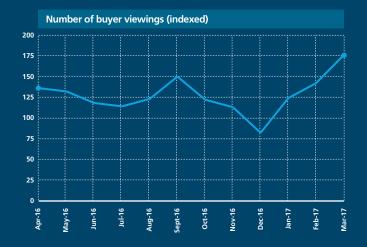
- o In line with previous years, we have seen buyer demand start the year strongly with applicant registrations in the quarter up by 5% on Q1 2016. The ratio of applicants registered to new instructions ended the quarter at 10.4, up from 9.2 at the end of Q4 2016, and ahead of the 9.3 seen at the end of Q1 2016.
- Whilst sellers seem a bit more hesitant to enter the market, there remains a healthy demand from those seeking and needing to move onto and up the property ladder. Whilst the market has become accustomed to this imbalance, the lack of new stock will impact the ability for any significant change in transactions volumes.



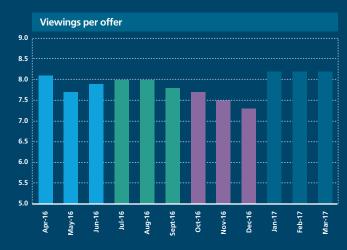




ESTATE AGENCY





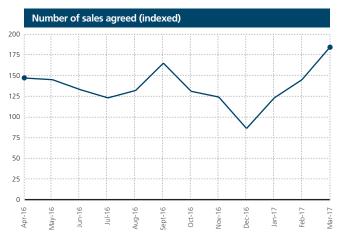


Viewings

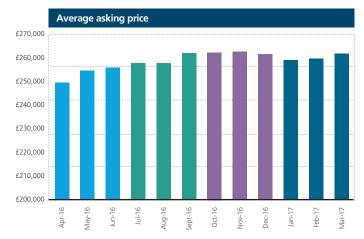
 The increase in the number of applicants registered helped to drive an increase in viewing activity with Q1 2017 2% ahead of Q1 2016. Again, this is a measure that showed continued improvement during the quarter, with the month of March 7% ahead of March 2016.

Offers

- The number of offers made in the quarter were down by 1% when compared to Q1 2016. Despite the reduced levels of new stock entering the market and available mortgage deals, applicants are not showing any signs of compromising on their requirements and are still holding out for their ideal property.
- Viewings per offer increased slightly, rising from 7.3 in December 2016 to 8.2 throughout the first quarter of 2017.
 This is ahead of the 8.0 seen in March 2016 but comparable to the activity levels seen during the first quarter of 2015.





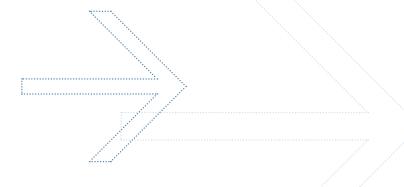


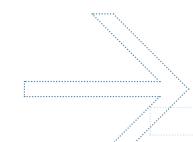
Sales

- When the level of sales activity in Q1 2017 is compared to Q1 2016, it shows a 4% reduction year on year. However, it should be noted that the first quarter of 2016 benefited from increased activity from those seeking to avoid the stamp duty changes. When compared to Q1 2015, Q1 2017 shows a positive increase of 1%.
- The ratio of offers to sales has decreased from 2.1 to 1.9 during the first quarter, a figure that is broadly in line with Q1 2016.
- On the whole, the profile of sales activity during the first guarter of 2017 has mirrored that seen at the start of 2015.

Prices

- The average asking price during Q1 2017 was £261,904
 slightly ahead of the £261,696 seen during Q4 2016, maintaining an annual increase of 7%.
- Average house price at completion ended the quarter 1% lower than December 2016, and level with Q4 2016 on a quarterly basis.







LAND & NEW HOMES

Roger Barrett
GROUP LAND
DIRECTOR



The growth patterns seen in the land market last year have continued at a pace in the first quarter of 2017 with land and professional turnover increasing by 72%. Activity levels and interest for both short term and strategic land remain strong, and this is supported by the fact that new homes registrations in January 2017 were up 14% on the same period last year.

In the rolling quarter from November 2016 to January 2017, the numbers were up 19% on the equivalent period last year. This improvement, coupled with an increase in the level of new homes instructions up 16% and new homes sales up 13.5%, reinforces the underlying strength in the land and new homes marketplace.

The Government continues to battle with the task of increasing supply across the UK. Many within the industry feel it is 'tinkering around the edges' rather than addressing industry concerns in terms of planning, labour - with associated construction issues post Brexit - and the balance between delivering both private and affordable housing.

The importance of Help to Buy and the Government's commitment to continue to support these schemes is vital to the house building industry. Recently released figures show that the Government has now supported more than one million people through its Help to Buy schemes, including 868,240 who have opened Help to Buy ISAs offering Government bonuses of up to £3,000 for those buying their first home.

Over 259,000 completions have taken place using one or more of the Help to Buy schemes - the majority of these are first-time buyers.

More than 215,000 (84% of total completions) first-time buyers are now on the housing ladder thanks to Help to Buy. The average house price across the schemes is £192,854.

Land and professional turnover up by



72% on Q1 2016

New homes sales up by



13% on Q1 2016

New buyers and instructions

- The new homes market started the year slightly ahead of 2016. However, with strengthening instruction activity in both February and March, the first quarter of 2017 delivered 16% more new instructions than achieved in the first quarter of 2016
- At the end of Q1 2017, our stock of new homes properties available for sale was 19% higher than at the end of Q1 2016.
- With continued stock shortages in the second-hand homes market, an increase in new build stock will attract buyer interest and support increased sales activity in the year ahead.

Sales activity

- The new homes market has started the year strongly with sales activity in Q1 2017 achieving a third more sales than seen in Q4 2016.
- When compared to Q1 2016, a period that was influenced by heightened activity in advance of stamp duty changes, the volume of sales achieved in Q1 2017 was 13.5% higher. This increase in sales activity is set to drive a record number of transaction completions during the coming quarter.

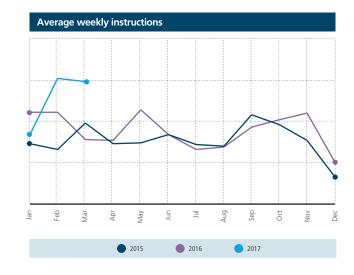
Housing supply and market activity

The Government has laid the necessary regulations to allow new allocations in local plans to benefit from 'Permission in Principle'. This measure, introduced through the Housing and Planning Act 2016, means that sites allocated in local plans will automatically have the principle of development established and applicants will only need to submit a technical details application to achieve planning permission.

The new provisions will only apply to the allocation of new sites in local plans commencing from the 15th April 2017 and is not retrospective.

There is continued pressure from the Organisation for Economic Co-operation and Development (OECD) to further relax regulatory constraints to release more land for housing, in particular by thoroughly reviewing the boundaries of protected areas of the green belt.

The Government has also committed to freeing up land with capacity for at least 160,000 homes by 2020 and raising at least £5 billion from land and property disposals by 2020.





RESIDENTIAL LETTINGS

Stephen Nation
GROUP LETTINGS
MANAGING DIRECTOR



Despite challenges in the lettings market, Q1 ended strongly compared to the same period in 2016. However, rental values around the country have shown signs of weakening (possibly due to affordability) although any wholesale slide in rents is not likely, bearing in mind the reduced numbers of investors looking to acquire new properties.

In line with the rest of the market, we have continued to see an increase in the number of properties available to tenants. This is supporting good levels of activity with the number of agreed tenancies up by 11% on the first quarter of 2016.

Applicant numbers are probably best described as being 'steady' year on year and, although London has been hit the hardest, regional data is also showing no significant growth elsewhere. That said, the market appears to be following seasonal norms and is likely to continue that way into the summer.

8% increase in properties

coming to market compared to O1 2016

across the country in Q1 2017

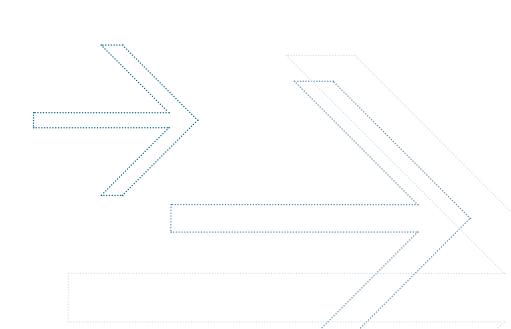
drop in rental values

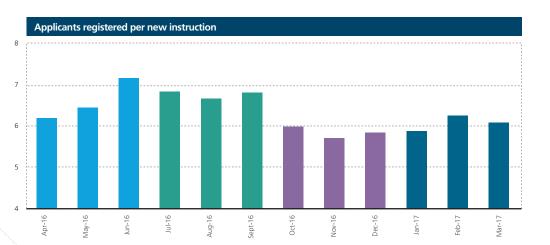


New applicants and instructions

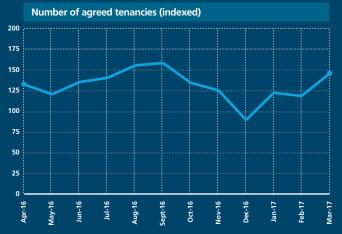
- The number of new applicants and new instructions in Q1 2017 followed a similar pattern to that seen in Q4 2016, with applicant levels broadly flat year on year and instructions levels increasing.
- Applicant registrations in Q1 showed a healthy 28% increase over the seasonally quieter last quarter of 2016, however the number of applicants registering were level with that seen in Q1 2016.
- The volume of new instructions coming to the market has continued to increase, with Q1 2017 showing an 8% increase when compared to Q1 2016.
- With strong growth in the number of new instructions over the past six months, the level of available stock remains ahead of last year up 7% at the end of the quarter and providing additional choice for prospective tenants.
- The average ratio of registered applicants to new instructions increased slightly to 6.1, up from 5.8 in Q4 2016. This is lower than the 6.4 of Q1 2016.

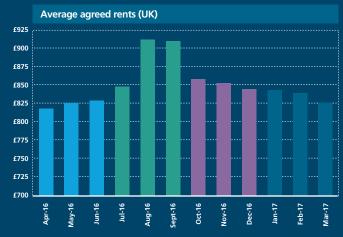


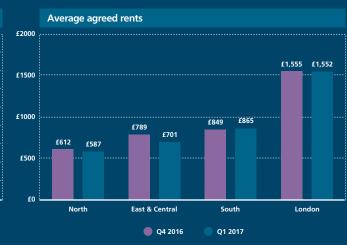




RESIDENTIAL LETTINGS







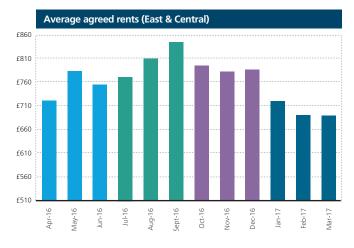
Agreed tenancies and average rents

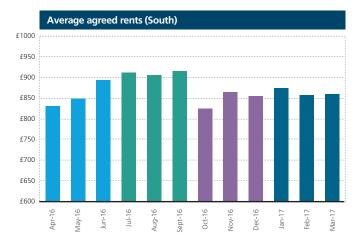
- As is expected at the start of the year which traditionally sees heightened levels of activity, the number of tenancies agreed during the quarter was ahead of the last quarter of 2016, showing an increase of 11%.
- When compared to Q1 2016, the number of agreed tenancies in the quarter showed an increase of 1%.
- At £827, the average UK rent in March 2017 was comparable to that seen in March 2016 when the average UK rent stood at £823.
- Across the UK we continued to see average rents ease,
 reducing by 3% in Q1 2017 to reach £837 for the quarter.

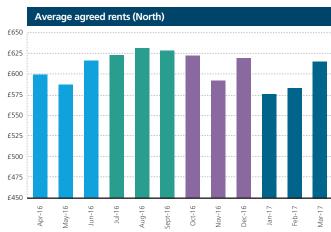


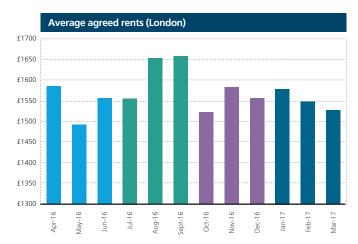


RESIDENTIAL LETTINGS









Regional rents

- Increased stock levels are continuing to provide greater choice to prospective tenants and, with stock levels at the end of the quarter 7% ahead of March 2016, the market has a different feel to the first quarter of 2016.
- Rents in the East & Central region experienced the most significant drop during the quarter, falling to £701 in Q1 2017 and representing a 6% reduction on Q1 2016.
- With the exception of the South, we have seen average rents fall across the UK during Q1 2017, with the reduction most pronounced in the East & Central region.
- In the South, average rents showed an increase of 2%, rising from £849 in Q4 2016 to £865 in Q1 2017. This is 3% ahead of that achieved in O1 2016.
- Rental prices in the North declined by £24 (4%) in the quarter, achieving a figure of £587 which is 1% lower than that seen in Q1 2016.
- The picture within London was steadier with rents remaining flat at £1,552 in line with Q4 2016.

MORTGAGES

Adrian Scott
GROUP MORTGAGE
SERVICES DIRECTOR



2017 has seen a strong start to the year with business up on the corresponding period in 2016, as well as on the last quarter (Q4 2016). It is interesting to note that this growth has primarily been driven by high levels of purchase related business, yet remortgage business has also performed well. This combined position reflects a strong market that is also trending positively, with March being an excellent month and front end activity (demand) levels indicating that Q2 will continue at similar levels.

In addition to the strong levels of demand, supply from lenders in terms of mortgage availability continues to grow. The only check on further growth is the supply of property, a factor which continues to hamper the market and contributes to house price growth. Whilst the type of purchaser has changed, the overall demand has not.

In the remortgage sector, last year's strong levels have continued into 2017. This is likely to grow further as lenders roll out their intermediary-focused retention propositions during 2017. It is worth noting that as full advice is given, our analysis includes product transfers within the remortgage data, a factor that will grow as the year progresses.

First-time buyer levels up

32% compared to Q1 2016



Buy-to-let purchase activity showed a significant annual reduction of

26% compared to Q1 2016

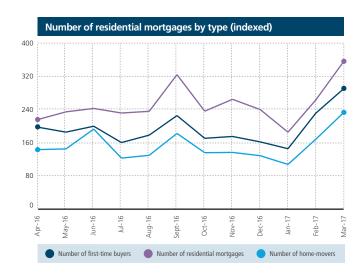


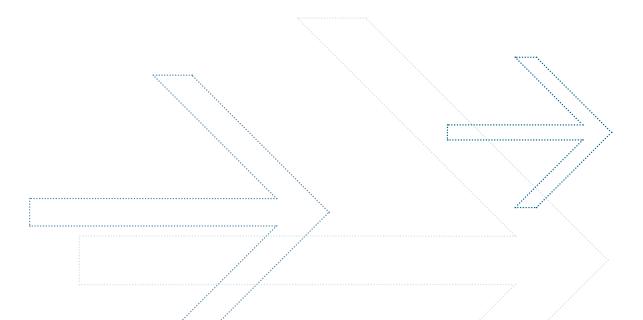
Residential

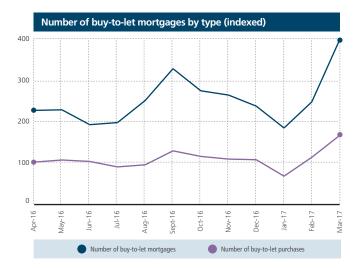
- The residential mortgage market saw a buoyant start to the year with activity levels 23% ahead of Q1 2016.
- Activity in the first-time buyer market exceeded levels seen over the past two years and showed a 32% increase when compared to Q1 2016. This sector of the market is exhibiting an increasing appetite to take advantage of available mortgage deals and take their first step onto the property ladder.
- Homeowners continue to show a healthy appetite within the remortgage sector with activity in Q1 2017 up by 7% on Q4 2016, and up by 11% on Q1 2016.
- Despite the slight reduction in property sales, the home-mover segment of the market has seen a 25% increase in activity when compared to the first quarter of 2016, with each month in the quarter showing an increased level of activity.

Buy-to-let

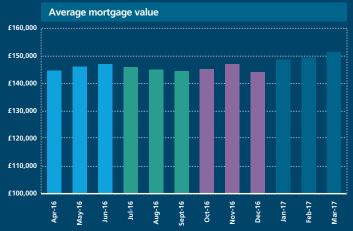
- Although the Q1 buy-to-let market has failed to deliver the performance seen in Q1 2016, activity levels increased by 6% when compared to Q4 2016. Absent of the impetus provided by the stamp duty changes in 2016, on an annual basis, activity levels in Q1 2017 were 16% lower than Q1 2016.
- The level of buy-to-let remortgage activity in Q1 2017 compared favourably to the previous year, with volumes 11% ahead of Q1 2016.
- Buy-to-let purchase activity showed a significant annual reduction of 26% when compared to Q1 2016, reflecting the absence of increased investor activity that we saw in the first quarter of 2016. However, it is worth noting that the trend through this quarter has been positive, possibly indicating some signs of recovery in this sector.







MORTGAGES





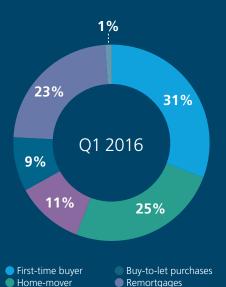
Mortgage values

- Average mortgage values increased by £4,377 during the quarter to £149,880, with each month showing an increase on the previous. This reflects the material increase in purchase business.
- In line with Q4 2016, the average mortgage value has remained 5% above that seen in the same quarter of the previous year.

Mortgage terms

 Typical mortgage terms increased slightly in the quarter partly driven by the growth in first-time buyer activity, averaging 26.3 years during Q1 2017.

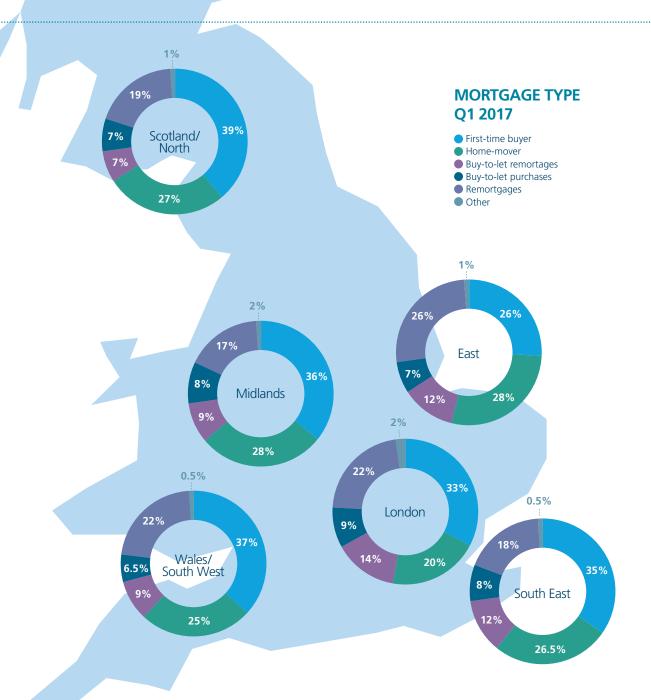
UK MORTGAGE TYPE SPLIT





Buy-to-let remortages Other

MORTGAGES



UK mortgage type split

- o The increase in the number of first-time buyers, up by 32% on Q1 2016, has outstripped other mortgage types and first-time buyers now account for 34% of transactions. The homemover market has also shown strong growth, up by 25% year on year and accounting for 27% of transactions during Q1 2017. The share of the market accounted for by remortgage activity has reduced by 3% in the quarter to 20%, despite the volume of activity increasing by 12% over Q1 2016.
- The buy-to-let sector accounted for 18% of activity during Q1 2017, down by 2% on Q4 2016 with both buy-to-let purchase and remortgage activity reducing their share in the quarter.

Regional picture

- o The increase in first-time buyer activity in the quarter is evident across all regions but strongest within the North and Midlands regions where the share of activity increased by 6% and 3% respectively. With the exception of the Eastern region, which showed a reduction of 2%, all other regions saw first-time buyer activity increase by at least 5% and with the North showing the largest increase with first-time buyers now accounting for 39% of activity.
- Remortgage activity continues to account for a fifth of activity on a national basis, with the greatest prominence in the Eastern region (26%) and the lowest within the Midlands (17%).
- Compared to Q1 2016, the reduction in buy-to-let purchase activity has been greatest in the South East and London, where the share of activity is down by 9% and 8% respectively.

ASSET MANAGEMENT

Simon Matthews
MANAGING DIRECTOR,
AMG



The Q1 repossession figures have yet to be released by the Council of Mortgage Lenders (CML) but the number of repossessions are expected to be comparable to Q1 2016. AMG's volumes for Q1 2017 have increased by 15% compared to the same period last year.

In February, the CML published volumes for 2016 and reported that repossessions in 2016 dropped to just 7,700 - a 25% decline compared to 2015. The number of cases in arrears dropped by 7% during 2016, helped by the continued low interest rates and high employment.

Changes to legislation regarding mortgage tax relief for landlords could lead to an increase in the number of buy-to-let repossessions in the future, as well as the continued threat of higher interest rates and inflation.

The sales market continues to be very strong as there is high demand and low availability. Estate agents continue to report low volumes of available stock and investors still view property as a good long term investment. Our repossession sale prices versus valuation continue to perform very well.

ASSET MANAGEMENT

New instructions

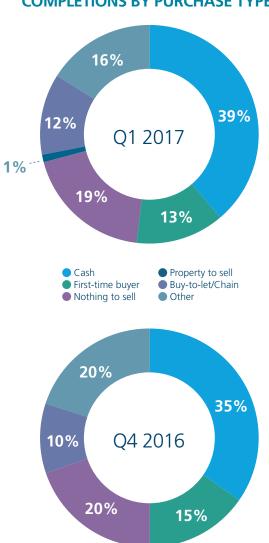
- Houses accounted for 67% of new instructions in Q1 2017, a slight uplift on the 66% seen in Q4 2016.
- The proportion of new instructions accounted for by flats rose by 1% to 27%, with bungalows showing a reduction of 1% in the guarter and now accounting for 6% of instruction activity.

Purchase type

- Cash purchases regained the ground lost in Q4 2016 increasing by 4% to account for 39% of completions in Q1 2017, continuing to be the largest proportion of completions.
- Unlike the residential sales market, first-time buyer activity reduced in the quarter, down by 2% on Q4 2016 and now represents 13% of distressed sale completions.
- The proportion of sales accounted for by purchasers with nothing to sell also experienced a 1% reduction during Q1, and is now down to 19%. This is the lowest level we have seen for some time.
- Buy-to-let investors continue to account for the smallest share of activity remaining at 7% during Q1 2017.



COMPLETIONS BY PURCHASE TYPE



Ross Bowen
MANAGING DIRECTOR, O......
CONNELLS SURVEY & VALUATION



Connells Survey & Valuation's first quarter results were ahead of elsewhere in the market, albeit tempered by lower transaction levels than in Q1 2016. In particular, activity in January and February was less than seen a year ago when we saw the landlord stampede to complete purchases to avoid the hike in SDLT in April 2016.

Whilst there were 4% fewer transactions in Connells Survey & Valuation over the quarter, we saw momentum build steadily resulting in higher outright transaction volumes in March than a year ago. This provides optimism that overall residential housing market activity remains strong.

Alongside lenders and other clients increasing focus on valuation service delivery, Connells Survey & Valuation tracked significant differences between firms' performance across the market. Connells Survey & Valuation sustained its individual performance and led the market both in terms of quality customer outcomes and the fastest service.

Building on the latest ISO 9001 accreditation award, we continued to develop new customer service technology over the quarter, including an automated valuation risk model. These initiatives will deliver further improvements to customer experience, streamlining operational processing and are expected to add value to clients' business.

On the basis that the residential housing and mortgage lending markets are resilient to the economic uncertainties created by our negotiations and exit from the European Union, the near term outlook remains positive.



27% versus market average of 10%



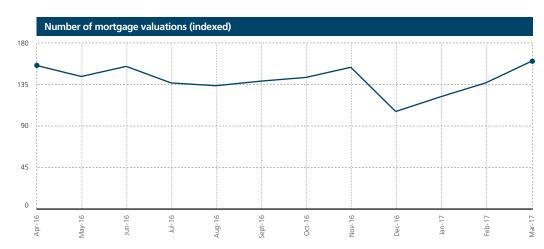
4% on Q1 2016

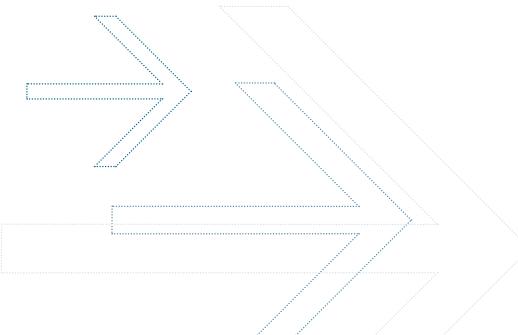
Mortgage valuations

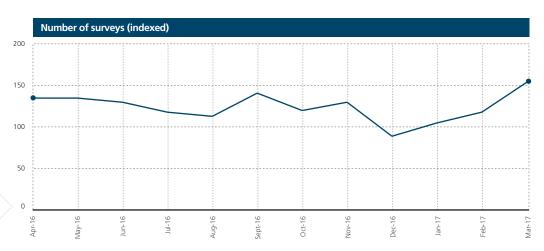
• During the first quarter of 2017, the number of mortgage valuations steadily improved month by month, ending the quarter 4% ahead of Q4 2016. In comparison to the strong performance seen in Q1 2016, volumes in the first quarter of the year showed only a slight reduction of 1%, reflecting a healthy start to 2017.

Surveys

 The survey market showed strong growth during Q1 2017 with the number of surveys undertaken in the quarter increasing by 11% over Q4 2016 and 5% ahead of Q1 2016. However, surveys still only represent 10% of overall transactions despite their importance to homebuyers.







Buy-to-let

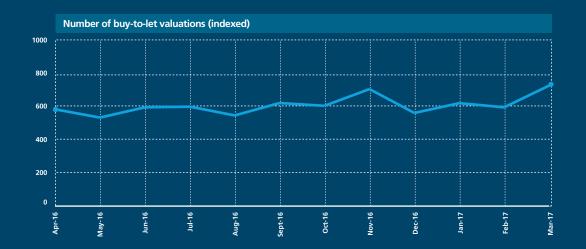
 When compared to Q1 2016, the number of buy-to-let valuations in Q1 2017 showed a significant reduction of 21% - this being a reflection of the distortion in the market that occurred last year as we approached the implementation of stamp duty changes. On a quarterly basis, activity levels were 4% ahead of the last quarter of 2016.

Average valuation

The average valuation price in Q1 2017 was £264,908, 1% lower than the £268,287 seen in Q4 2016, a gradual reduction experienced during the quarter. However, on an annual basis, the average valuation price is 4% ahead of Q1 2016.

Overall market activity

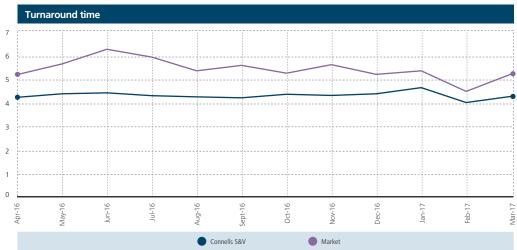
- Driven primarily by reduced activity in the buy-to-let market, overall activity levels were 4% lower than Q1 2016. When compared to Q4 2016, overall volumes were up by 5%.
- With quarterly comparisons to 2016 skewed by the impact of stamp duty reforms on buyer activity, it was pleasing to note that Q1 2017 saw activity levels higher than any quarterly period in 2015.

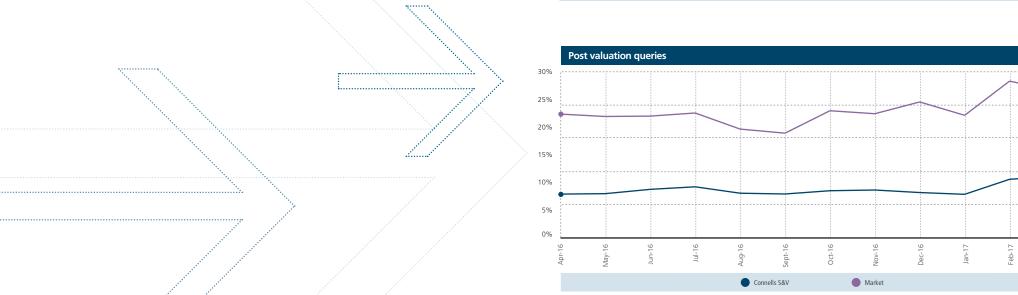


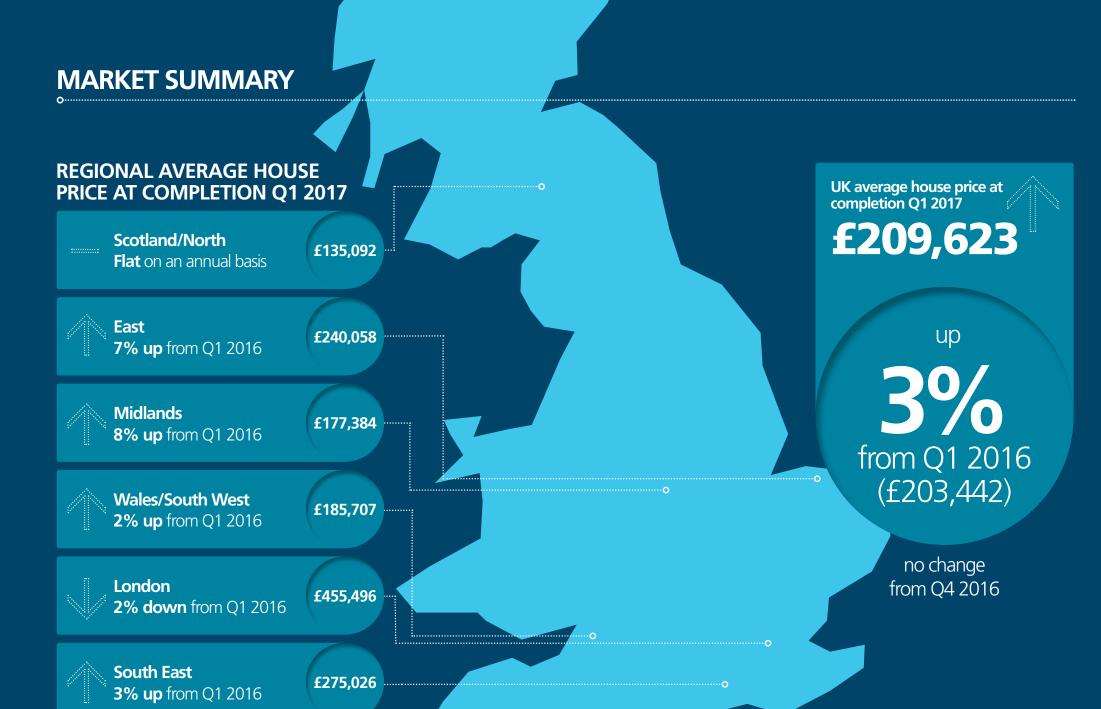


Service delivery

- The speed of reporting was maintained at an average time of 4.3 days during Q1, 14% ahead of the market average of 5.0 days.
- Across the market, service quality as measured by the level of Post Valuation Queries (PVQs) - increased by 3% to 26% of transactions. However, Connells Survey & Valuation's performance continued to remain significantly ahead of the market, with the level of PVQs rising only marginally to 10% for Q1 2017.







REGIONAL AVERAGE RENT Q1 2017



£587



£701

London

Flat on a quarterly basis
(£1.555)

£1,552



£865







up 5% from Q1 2016

ABOUT CONNELLS GROUP

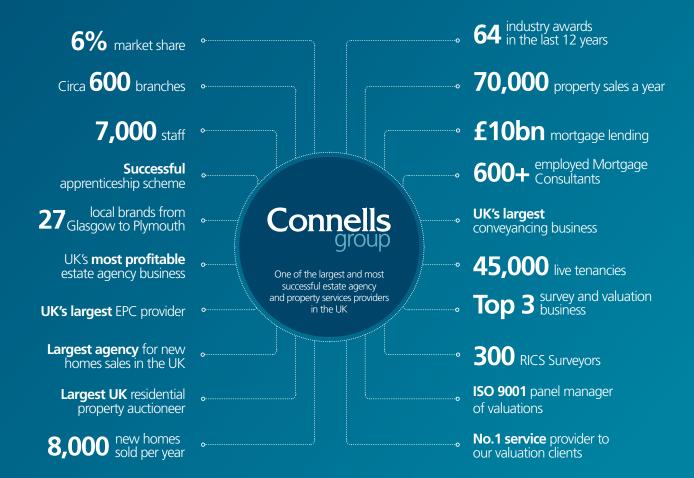
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Alongside the Connells brand, the Group trades under other well-known and trusted local names including Allen & Harris, Bagshaws Residential, Barnard Marcus, Brown & Merry, Fox & Sons, Jones & Chapman, Manners & Harrison, Roger Platt, Shipways, Swetenhams, William H Brown, Sharman Quinney, Pattison Lane, Burchell Edwards, Ashley Adams, Atkinson Stilgoe, Kevin Henry, Peter Alan, Thomas George, Rook Matthews Sayer, Paul Dubberley, Gilbert & Thomas, Hurfords, Knight Partnership, Hatched.co.uk and Gascoigne Halman.

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ABOUT CONNELLS GROUP

OUR BUSINESS BRANDS











OUR LOCAL ESTATE AGENCY BRANDS























































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