



FEBRUARY 2025

# HARROW PROPERTY BULLETIN

## Harrow on the Hill



Rental Market Outlook  
for 2025



Who are the buyers for  
your area



Key property market  
updates



# HARROW RENTAL MARKET OUTLOOK FOR 2025

While rental growth in 2025 is expected to slow compared to 2024, competition within the rental market remains robust, making it essential for landlords to stay proactive.

## Key Tips for Landlords

### Ensure Your Property is Properly Licensed:

Remember, all properties in Brent (except those in the Wembley Park ward) must be licensed by Brent Council, regardless of size.

### Prepare for Renters Reform Legislation:

With upcoming changes in the Renters Reform Bill, now is the time to audit your property, address any tenancy concerns, and ensure you're fully prepared for the new rules.

### Consider Structuring Your Property Portfolio as a Company:

This can offer tax benefits and streamline your property management.

### Stay Competitive in a Changing Market:

With the rise of corporate Build to Rent landlords in Harrow and Wembley, individual landlords need to enhance their property marketing, increase flexibility, and consider professional property management. 99% of tenants prefer properties managed by a reputable agency.

## RECENT LETTINGS AND RENTAL VALUATIONS IN HARROW

- ▶ Modern one-bedroom apartments (not brand new): £1,600 - £1,650
- ▶ Modern one-bedroom apartments with a balcony (not brand new): £1,700
- ▶ Modern two-bedroom apartments with a balcony (not brand new): £2,200
- ▶ Three-bedroom semi-detached houses (not extended): £2,400 - £2,500 (Non-HMO)
- ▶ Three-bedroom semi-detached houses (extended): £2,650 - £2,750 (Non-HMO)
- ▶ Three - five bedroom detached or semi-detached homes - £3,000 - £3,250

If you are a landlord and would like to know how to prepare for the Renters Reform legislations, navigate the competition from Built to Rent, and stay ahead of the curve, please get in touch with us.





# WHO ARE THE BUYERS FOR SUDBURY COURT AND PEBWORTH ESTATE?

According to our research, typical buyers looking for properties in **Sudbury Court Estate** come from areas such as Sudbury Town, Alperton, Wembley, Kenton, South Harrow, Harrow Wealdstone, Greenford, Perivale, and the surrounding neighbourhoods. However, we've also seen buyers from other areas across the UK, as well as international buyers, particularly from Hong Kong and China.

For **Pebworth Estate**, the majority of buyers come from Sudbury Court Estate, Kenton, Wembley, and surrounding areas, often looking to upgrade to a more sought-after location locally. However, we've also sold properties in Pebworth Estate to clients from entirely different areas and countries, highlighting the estate's broader appeal.

As strategic marketing experts, we ensure maximum exposure across various platforms to reach all potential buyer segments.

## Seller Relocation Trends

Sellers moving out of Sudbury Court and Pebworth Estate generally relocate to areas such as Pinner, Northwood, and Hertfordshire. However, some opt to move further out, beyond the M25, in search of more space or a change of lifestyle.

# WHAT'S HAPPENING IN THE LOCAL PROPERTY MARKET IN FEBRUARY

- ▶ Bank of England Interest rates dropped to 4.5%
- ▶ More new properties coming into the market
- ▶ Buyers who are already under offer are rushing to meet the Stamp Duty Deadline
- ▶ Average property price in the UK increased by 0.7% in January to record £299,138 according to Halifax
- ▶ More positivity compared to last couple of months



**Littleton Crescent, Harrow**



**Amery Road, Harrow**



**Sudbury Court Drive Harrow**



**Salmon St, NW9**



**Upton Gardens Kenton**



**Sussex Road, Harrow**



**Hiliary Gardens, Stanmore**

# PROPERTY MARKETING

## OTHER AGENTS VS EMPIRE CHASE



### Other Agents

- ▶ List on Rightmove/Zoopla
- ▶ Erect a 'For Sale' board
- ▶ Promote on their database

### Empire Chase

- ▶ Premier Listings on Rightmove, Zoopla, OnTheMarket
- ▶ Professional lifestyle and walkthrough videos
- ▶ Promote properties on our Social Media (Instagram, Facebook, TikTok) channels with 70k followers
- ▶ Google and YouTube Adverts
- ▶ Feature on our monthly newsletter distributed to 15,000 households locally
- ▶ Free property staging to make your home look the best
- ▶ Google SEO marketing
- ▶ AI generated CGI images showing how your property will look with potentials extensions
- ▶ Targeted local marketing
- ▶ Advertising on local newsletters, school networks, alumni associating etc
- ▶ Digital advertising including WhatsApp advertising
- ▶ 24 Hour UK call centre
- ▶ Our AI powered database nurturing for potentially buyers 24/7
- ▶ International Marketing

**And Our Fees are **very reasonable** and **competitive**.**  
**Please get in touch for a FREE Market Appraisal**



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