



MARKET INSIGHT

Marji Adeyinka from M&M Property answers the key property questions for the Newington Green area

How have the last six months of 2011 been for you?

We have seen a good deal of activity. Enquiries for properties to rent during the months of August and September were exceptionally higher than what we have experienced in quite a while.

How long have you been based in Newington Green; what makes this area so special within London?

M & M Property have been in Newington Green, Islington for some 18 years now. Newington Green is a fascinating residential area with an eclectic mix of shops, restaurants, bars and of course property. The area has seen a gradual influx of both tenants and homeowners drawn to the charm and history of the area, with its good selection of property styles, types and sizes, including what is thought to be the oldest row of terraced houses in England.

What's the typical property you have on your books at present?

A two bedroom converted flat located within one of the many Victorian terraced houses, characteristic of Newington Green. These flats tend to be much sought after by young professionals for their high ceilings, large sash windows, feature fireplaces and easy access into town.

With Mortgage lenders starting to offer better deals to first-time buyers, what affect will this have in the current market?

We hope this will create a positive effect. The hefty deposits required by lending institutions have led to an increase in the number of would-be first-time buyers turning to or remaining in the rental sector, contributing to a shortage of rental stock. With mortgages becoming



more accessible, more people will have the opportunity to purchase their first home.

With the Rental market being so strong how do you see the next 12 months? And what advice do you have for those looking to rent ?

The general consensus is that rents will continue at current levels with increases anticipated in 2012. If you plan to rent a property in the next 12 months, allow ample time to search. If your budget is tight, you may wish to consider renting with friends. On the other hand, now is a good time for Landlords to invest in properties for Let. To attract the best rents and tenants, invest in the property from day one. We offer free advice to landlords looking for rental investments and strongly advise that you engage the services of a professional agency.

With buyers outstripping demand for properties at the moment what advice do you have for buyers and sellers?

Keep in touch with a few agents. Most agents will send automatic email alerts when a new property comes onto the market. When selling

your property, choose an agent that has experience in your area and of your particular type of property. Be realistic about price - an over-priced property will limit the number of viewings you achieve leaving your property stagnating on the market.

Are you optimistic for the year ahead?

Yes, very much so. We choose to ignore most of the negative talk and focus on the fact that people still need a roof over their heads. Islington is an area that has managed to buck the trend when it comes to house prices and there is still a good amount of activity going on in the market. Our plans over the next few months are focused on improving the experience of our clients and continuing to deliver a service that is both personal and professional.

In an area with so many Estate Agents what makes your agency different?

We are located on Newington Green Road, which sits at the end of Essex Road and St. Pauls Road. This gives us the advantage of being one of just a couple of Estate agents within the locality of Newington Green. We have been in the area for 18 years and know the area intimately. As an independent agency we are able to offer an individualised personal service which may explain why we have clients who have remained with us since the year we started trading.

AGENT OFFER

M & M Property have a Christmas offering of a 15% discount on all new property instructions given in the month of December 2011. For further information, please call us on 020 7704 0664