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Mathnasium Providing Top Tier Tuition in Brook Green



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46

homes sold across Brook Green in the first three quarters of 2025

3%

is the average increase in value of homes over the past five years

3%

is the approximate average discount between guide and achieved price in the year-to-date

37%

of properties sold or under offer this year have been for investment purposes

Shifting Priorities Reshape The Brook Green Property Market

As Autumn settles over West London the property market is showing its own seasonal changes. The past year has been marked by shifting buyer priorities, a tightening rental sector and the influence of wider economic and policy decisions. These factors are reshaping the way people buy, sell and rent in Brook Green and the surrounding areas. What emerges is a market that is not static but constantly adapting and one that continues to offer opportunities for those who understand its nuances.

Property pricing remains a crucial topic especially in today's market where buyers are more informed. Accurate pricing is key as it helps buyers and surveyors make confident decisions. Comparable sales are the most reliable method for valuation. If an agent can't provide them their pricing may be questionable. Rightmove data shows that correctly priced properties sell in 32 days on average while overpriced ones take 99 days and are 20% less likely to sell. They're also twice as likely to fall through. In the current climate doing your homework and pricing right is the smartest strategy.

In Sales the story is one of resilience. Transaction volumes across Brook Green have dipped a little compared with last year with around 46 properties changing hands in the first 9 months of 2025 compared to 53 for the same period in 2024. Notwithstanding prices have held firm.

Defying the odds Finlay Brewer has increased the number of sales year-on-year compared to other agents. Average values have edged up by just over 0.5% year on year and by more than 3% over the past five years. Family houses in the region of £1.5 to £2.5 million continue to attract strong interest and in the flats market segment we have seen a noticeable uptick in the number of first-time buyers.

Lettings Outlook

While the Sales market remains steady, activity within the Lettings market has noticeably slowed in recent weeks. Brook Green has long been a "renter-heavy" area with private rental levels among the highest in the country and this year demand has only slightly dipped. Rental yields average around 4.4% - 4.8% for flats and 3% – 3.5% for houses.

Properties that combine location, finish and space command premium rents. Recent examples include a maisonette on Batoum Gardens let at £4,300 per month and a house on Faroe Road at the guide price of £5,950 per month. The tenant base is highly educated and professional with many working in senior roles across finance, media and technology. International relocations continue to feed demand with families and professionals arriving from Europe, North America and Asia. The 2-4 bedroom homes are the most sought after - particularly those within walking distance of schools and transport hubs. Access to green spaces remains a priority with Brook Green itself acting as a focal point for many tenants.

One of the more intriguing developments this year has been the behaviour of landlords. A noticeable number of long-term landlords have chosen to sell their London holdings completely, with 37% of properties sold or under offer this year being investment sales. While this is down from 44% in 2024, it remains significantly higher than the 22% recorded in 2023. Other past clients, vendors and friends have chosen to relocate with America, Italy, France and Dubai proving to be among the most popular destinations. The motivations vary - some are pursuing lifestyle changes, others are responding to tax and legislation changes and many are seeking new investment opportunities overseas.

The effect locally has been to reduce the pool of available rental properties which in turn has intensified competition among tenants. For new investors, however, this presents an opportunity. With yields strong and demand unlikely to soften, Brook Green remains an attractive market for those focused on income rather than short-term capital growth.



"What is striking is how quickly well-priced homes are still selling in the current market. Buyers continue to be highly selective with their criteria, but when they perceive value, they act decisively. The average discount between guide and achieved price is approximately 3%, which suggests that sellers who position their properties at an accurate level (as opposed to an inflated Guide Price), are being rewarded with speedier sales."

Families are drawn to the area's Victorian and Edwardian terraced houses attracted by their generous proportions, adaptable layouts and proximity to green spaces such as Brook Green, Holland Park and Ravenscourt Park. This year 39% of our buyers have been upsizing which reflects the area's appeal to growing families and households. Younger professionals continue to favour characterful flats with strong transport links - particularly those within easy reach of Hammersmith Broadway, Shepherd's Bush and Kensington Olympia.

The energy efficiency of a property is increasingly playing a role in decision-making and with mortgage costs still high by historic standards, buyers are understandably considering all associated costs of owning a property.

4.4% - 4.8%

is the average range of rental yields for flats in Brook Green

3% - 3.5%

is the average range of rental yields for houses in Brook Green

VAT On Private School Fees and Its Impact on the Local Market

Another factor influencing the market has been the government's decision to apply VAT to private school fees. For many families this has prompted a reassessment of financial priorities.

Some have chosen to sell their London homes and move to the country releasing equity to pay for the increased cost of education. This trend tends to be more prevalent amongst the families with larger homes in the area. While the numbers are not dramatic the ripple effect is noticeable. In addition there is more focus on the excellent state schools that West London has to offer. This shift has increased in the supply of 4 and 5 bedroom houses in West London, creating opportunities for buyers who have been waiting for more stock to become available.

The broader economic context is also shaping sentiment. The Bank of England has cut the base rate to 4% - the lowest level in over two years. Mortgage rates have eased in response, with two-year fixed deals now available at around 4.25% and five-year fixes at just over 4%. Some lenders are offering rates as low as 3.7% for borrowers with strong profiles. Mortgage approvals are up nearly 5% year on year - and transaction volumes across London have risen by a similar margin, suggesting that confidence is returning, especially at the first-time buyer level.

That said affordability remains stretched. The house price-to-income ratio in Brook Green is 7.8% above the national average of 7.5% and the rent-to-income ratio is close to 35%. Whilst these figures underline the premium nature of the area, they also highlight the enduring appeal of Brook Green and its environs. Families are drawn by the schools and green spaces, professionals by the connectivity and lifestyle and investors by the strength of the rental market.

What to Expect in the Months to Come

Looking ahead to the Winter months the outlook is one of cautious stability. Demand for family homes near schools and parks is expected to remain steady while the Lettings market is likely to remain 'tight' keeping rents elevated.

Buyers will continue to be selective, focusing on quality and long-term value while investors will find opportunities in a market where some landlords are exiting. Interest rates may fall further but inflation currently running at just under 4% remains a headwind.

The West London property market this Autumn is dynamic, resilient and full of opportunity. While external factors (from education policy to international migration) are influencing trends the fundamentals remain strong. For those ready to act this is a season of opportunity.



Teresa Brewer
FOUNDING PARTNER

"For those considering their next move the message is clear - this is a market that rewards realism and preparation. Sellers who price sensibly and present their homes well can expect strong interest. Buyers who are decisive with well-planned finances will find opportunities particularly as more stock comes to market. Landlords who remain invested will continue to benefit from robust demand while new entrants can take advantage of attractive yields."

At Finlay Brewer we see our role as guiding clients through this evolving landscape with clarity and confidence. With decades of experience in Brook Green, Shepherds Bush and Hammersmith we combine local knowledge with data-driven insight to help clients make informed decisions. Whether you are buying, selling, letting or investing, our team is here to provide tailored advice and support.

Recently Sold

SOLD £2.5m
Sulgrave Road W6



SOLD £1.8m
Milson Road W14



Let Agreed

£4,300 pcm
Batoum Gardens W6



£5,950 pcm
Faroe Road W14



SUPPORTING OUR COMMUNITY



WLAC ANNUAL QUIZ NIGHT

Monday 20th October 2025 at St Paul's Girls' School, Brook Green W6 7BS



We proudly sponsored the WLAC Annual Quiz welcoming over 160 guests in support of vulnerable children. The warm autumn night set the perfect tone for an evening filled with great food, drinks and camaraderie. Hosted by the brilliant Anthony Swift the quiz featured an engaging set of questions that kept everyone on their toes. It was a fantastic night of fun and fundraising in the true celebration of community spirit.

DATE FOR YOUR DIARY



FINLAY BREWER CHRISTMAS CAROL SERVICE

Monday 8th December 2025 at 6.30pm at
St Matthew's Church, 100 Masbro Road W14 0NR

As always we are delighted to host the annual Finlay Brewer Christmas Carol Service at St Matthew's Church.

We would love the pleasure of your company so please do join us for a wonderful evening of carols, readings, mulled wine/drinks and delicious canapés all in support of two incredible charities that do wonderful work.

We will be helping to raise money for Heartburn Cancer UK and the Shepherds Bush Families Project & Children's Centre. Doors will open at 6.30pm and the service will start promptly at 7pm. We do hope to see you there!



Please confirm your attendance
by sending your RSVP to:
aaron@finlaybrewer.co.uk



Mathnasium - Say "Hello" to our New Next-Door Neighbours

Situated on Shepherds Bush Road, right next to Finlay Brewer's own headquarters, is the latest addition to the local high street that also serves as one of London's leading educational resources: Mathnasium.

The franchise - first founded in America back in 2002 by Lawrence Martinek - expanded its outreach to the UK during 2018, with its first London centre opening in Fulham in 2020; followed by a second centre in Ladbroke Grove from 2022; and now a third based in the heart of Hammersmith which officially opened its doors in May of this year.

Mathnasium is an award-winning educational resource and highly successful franchise with over 1000 centres around the world, offering a thoroughly tailored approach to Mathematics tutoring. The service caters to all students aged 4 to 16 - no matter what ability or learning stage. Mathnasium prides itself on an entirely bespoke and strategised approach that is specifically customised to each separate student, with specially trained instructors considering every child's own unique needs.

Address: 136 Shepherds Bush Rd, London W6 7PB

Opening Hours: Monday to Thursday - 10am to 7pm, Saturday - 10am to 2pm

Phone: 020 8264 0180

www.mathnasium.com/uk/maths-centres/hammersmith

LONDON | MONACO | MONTENEGRO | MARBELLA | CÔTE D'AZUR



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Can't find what you're looking for? Finlay Brewer has an exclusive collection of off market properties in the three villages. Please contact us for your private viewing with one of our highly experienced and knowledgeable Brokers.

