

# Agency NEWS

## MARKET COMMENT



### Nick Crayson, Crayson

Since the budget, overseas buyers have dominated the London property market. Motivations behind purchasing a home in London range from pure investment, buying for offspring, hedging against unstable markets and taking advantage of currency variations. Foreign buyers come from three principle sources: they live in the UK already, they travel to the UK to buy or their representative is either here or travels here. At Crayson, we find that taking time to properly explain the English buying process with excellent market knowledge pays huge dividends; that is why over the past 12 months 71% of Crayson properties have sold to foreign buyers. Offering a bespoke service that can cater for the widening buyer demographic is the best way to market and sell London property.

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