

# HARROW PROPERTY BULLETIN

Harrow on The Hill Edition



SEPTEMBER 2024

## ***THE BUYERS HAVE LANDED***



Harrow market  
stats



How to increase the  
value of your street



How to blur your  
house on Google



# PROPERTY MARKET STATISTICS

## In Harrow:

### House price

**£509,000**

The average house price in Harrow was £509,000 in June 2024 (provisional), up 2.7% from June 2023. Across London, there was little change in the average house price over the same period.

### Monthly rent

**£1,613**

Private rents rose to an average of £1,613 in July 2024, an annual increase of 11.2% from £1,451 in July 2023. This was higher than the rise in London (9.7%) over the year.

### First-time buyers

**£422,000**

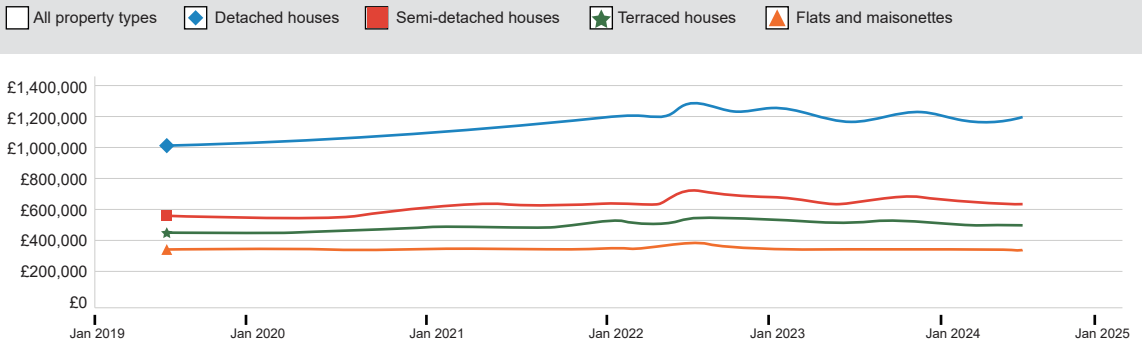
The average price paid by first-time buyers was £422,000 in June 2024 (provisional). This was 2.7% higher than the average of £411,000 in June 2023 (revised).

### Mortgage buyers

**£516,000**

For homes bought with a mortgage, the average house price was £516,000 in June 2024 (provisional). This was 2.9% higher than the average of £501,000 in June 2023 (revised).

## Average price by type of property in Harrow



Source: Land Registry

## THE RECENT INTEREST RATE CUT HAS IGNITED OPTIMISM IN THE PROPERTY MARKET

According to Rightmove, the rate cut has led to a late-summer boost in buyer interest, reversing earlier predictions of a 1% decline in house prices for 2024. Instead, they now foresee a 1% rise in asking prices. While mortgage rates haven't drastically decreased yet, they are trending downward. Sellers should balance optimism with realism in their pricing to attract potential buyers in the current market.

## STRUGGLING TO SELL YOUR APARTMENT?

Many UK investors are turning away from apartments, and first-time buyers have a vast selection of new builds to choose from. But there's an untapped opportunity!

Sell your apartment to buyers in China and Hong Kong!

Our China Desk specialise in connecting UK properties with motivated buyers in China and Hong Kong. Let us help you reach a broader market and secure a sale faster.

**Get in touch for a free consultation today!**

**0208 4227722 (24 hours), WhatsApp +447890285162,**  
**email:info@empirechase.co.uk**  
**www.empirechase.co.uk**



# HOW TO INCREASE THE PROPERTY VALUE IN YOUR NEIGHBOURHOOD

## Improve Curb Appeal

- Landscaping: Encourage homeowners to maintain attractive lawns, gardens, and landscaping. Trees, flowers, and well-kept frontage can make a street look more appealing.
- Home Exteriors: Fresh paint, clean windows, and well-maintained fences can significantly boost the visual appeal of homes.
- Help your neighbour: Help a neighbour with their front garden if they are unable with the upkeep.

## Coordinate Neighbourhood Upgrades

- Community Clean-up Days: Organise neighbourhood clean-up days.
- Facade Improvements: Encourage neighbours to upgrade their homes' exteriors, such as repainting, updating siding, or adding new roofs.

## Advocate for Local Investments

- Local Infrastructure Improvements: Lobby for better road maintenance, street lighting, and footpath repairs.
- Public Spaces: Advocate for the improvement or addition of local parks, playgrounds, and green spaces, which enhance the attractiveness of the area.

## Support Community and Safety Initiatives

- Neighbourhood Watch: A neighbourhood watch program can reduce crime, making the area more attractive to potential buyers.

## Highlight Local Amenities

- Promote the Best Features: Highlight the strengths of your neighbourhood, such as proximity to good schools, parks, public transportation, or shopping areas. Ensure potential buyers are aware of these benefits.
- Create a Community Website or Social Media Group: Promote the neighbourhood online, featuring photos, local events, and testimonials from happy residents. This can help create a positive image that attracts buyers.

## Set a Positive Example

- Lead by Example: If you improve your own home's appearance and functionality, neighbours might follow suit. A beautifully maintained home can inspire others on the street to make similar improvements.
- List Your Home at a Competitive Price: If you decide to sell your home, set a competitive price that reflects the improvements made, helping to raise the perceived value of the street.

## Work with a good Estate agent

- Real Estate Marketing: Collaborate with Empire Chase to showcase the positive aspects of the neighbourhood in listings. We can help market your street as an attractive area to buyers.

By taking these proactive steps, you can help raise the desirability of your street, which can lead to higher home prices over time.





# HOW TO GET GOOGLE TO BLUR YOUR HOUSE ON GOOGLE STREET VIEW

While many of us innocently use Street View to plan our routes and take virtual walks around the world's most famous landmarks, criminals can utilise the free service for their gain. Some people may have spotted that faces and registration plates are automatically blurred in Google's 360-degree imagery - but your house isn't. Here's how to blur your home

1. *Open Google Maps*
2. *Find and then open the 360 photo that violates Google Maps image acceptance and privacy policies*
3. *Click report a problem located in the bottom right*
4. *Complete the form*
5. *Click Submit*



## FEATURED LISTINGS

### AMERY ROAD, HARROW HA1



**£1,250,000**

**4 Bed | 2 Bath | 2 Receptions**



**ACHIEVING MAXIMUM VALUE**  
**GET IN TOUCH FOR A FREE VALUATION**



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