

# *The New Housing Paradigm*

UK residential forecasts

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UK Residential Research | November 2017



# The New Housing

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A range of factors are colluding to deliver more moderate UK house price growth over the next five to ten years. However, and despite the intrusion of Brexit, we believe this transition will provide a more stable and healthy UK housing market. This new housing paradigm should be embraced and welcomed.

It is good for government, the economy, buyers, sellers and industry participants. But it will also take some getting used to. House price growth averaging 2½% pa for the next five years will not excite investors or homeowners, but will lay the foundations for a less volatile UK housing market in the medium-term.



*Neil Chegwiddden*  
Residential Research



*Paradigm*



# Economic backdrop

## *Brexit uncertainty*

The outlook for the UK economy is clearly dependent on what happens with Brexit. In some respects, the range of economic scenarios and forecasts are relatively robust. There are very pessimistic and very optimistic scenarios but most produce a steady, stable and unspectacular economic growth profile.

Rhetoric, divorce settlement, transition arrangements and possible trade terms are changing daily. But the route and the terms of leaving the EU will become clearer over the coming months, gradually adding greater certainty to the government, businesses and households.

Despite this uncertainty, and unless the terms of leaving look less favourable than most predictions, the general trends and levels of economic forecasts should only deviate slightly from our base forecasts.

The base forecasts, derived from Oxford Economics, assume a reasonably hard Brexit with immigration controls and no membership of the single market. A three year transition arrangement is expected, similar to what we currently have in place, with a free-trade agreement thereafter.

Irrespective of the ongoing Brexit discussions, the UK economy is set for several years of unspectacular growth while the government's austerity programme progresses to a conclusion in 2020. And with household finances being diluted by higher inflation and business investment being strangled by Brexit uncertainty, the economic growth prospects are certainly under pressure.

## *Population growth to ease*

Within the base forecast assumptions, UK population growth is expected to slow from an average addition of 477,000 people per year during the ten years 2008-2017 to 333,000 per year by 2022, before falling marginally below 300,000 per year by 2027.

So, a slowdown in population growth is assumed, with a slowdown in net inward migration already underway since the EU referendum. Nevertheless the UK's population is still set to grow strongly over the next decade.

## *Economic growth steady*

The outlook for UK economic growth within this scenario is steady and unspectacular but reassuringly robust. In 2018 and 2019 GDP growth is an under-par 1.5% and 1.7% pa but improves to 2.1-2.2% pa in 2020-2022.

Employment growth is predicted to stall over the next two years but is set to return to the recent trend level of 0.8% pa from 2020. The unemployment rate is forecast to fall further from current levels towards 4.0% by 2022.

Earnings growth is anticipated to be more subdued over the next two years before bouncing back above the long-term average. Wage growth of circa 3% pa will be replaced by a growth rate of closer to 4% pa during the 2020-2022 period.

## *Fiscal policy*

UK inflation is presently running well above the government's target of 2% pa but is forecast to moderate to below this in the five years to 2022. Importantly, the containment of inflation will be achieved through only a marginal increase in the bank rate.

We expect the bank rate to rise from its current low of 0.25% to 2.25% by 2022 via small and steady incremental rises. This should imply that some real wage growth will come through over the forecast period, particularly in the later years.

The pound's exchange rate with both the US\$ and the € are expected to strengthen over the next five years. By 2022 sterling is forecast to be at 1.42 to the US\$ and 1.15 to the €.

Economics	2018	2019	2020	2021	2022	2018 - 22
GDP growth (% pa)	1.5	1.7	2.1	2.2	2.1	1.9
CPI inflation (% pa)	1.5	1.7	1.9	1.8	1.9	1.8
Bank rate (%)	0.50	0.75	1.25	1.75	2.25	1.30
Exchange rate (£ / \$)	1.38	1.39	1.40	1.41	1.42	1.40
Unemployment rate (%)	4.2	4.1	4.0	4.0	4.0	4.1
Earnings growth (% pa)	3.2	3.4	4.0	4.2	4.1	3.8

Source: JLL, Oxford Economics



### *Forecast risks on the upside*

So, the UK economic outlook is reasonably steady but below trend GDP growth for the next two years followed by robust but unspectacular expansion during a three year transition period.

While there are more pessimistic scenarios, we believe that the balance of risk to these base forecasts is on the upside.

These more optimistic variations could transpire through a variety of routes. The government could be less stringent with regard to its austerity programme, as it has already yielded over the public sector pay cap. Inflation pressures may prove less severe, meaning a lower bank rate for longer over the forecast period.

Brexit rhetoric and business expansion in particular could conceivably be brighter than in our base case, leading to stronger economic growth that could feed through to a more optimistic and active consumer.



# Household dynamics

## *Is the Golden Age for UK housing over?*

After shrugging off the initial post-Brexit gloom, the UK residential market appears to be softening, with London leading the trend. Some of this reflects weaker economics as Brexit looms and may be temporary, but important shifts in the underlying drivers of housing demand are also impacting.

The period from the 1980s to the 2008 global financial crisis (GFC) was a Golden Age for UK homeowners. Aside from the odd cyclical hiccup, house prices marched ever upwards in both nominal and real terms. The market has recovered, but pre-crash growth trends are unlikely to be repeated.

To understand the outlook, a long perspective is required to identify the historic tailwinds for UK housing and why they may not provide the same momentum in future.

## *Origins – financial deregulation and the Thatcher boom*

The origins of the long housing boom can be seen in the UK government's financial reforms which began in the turbulence of the 1970s and accelerated over the next decade. These led to major structural innovations in the mortgage market, while stimulating more intense competition amongst providers. A prolonged increase in borrowing resulted as well as an unprecedented rise in owner occupancy.

Market liberalisation was accompanied by a strong macroeconomic recovery in the mid-to-late 1980s. This peaked in the late-1980s as proposed limits to mortgage tax relief led to a record surge in transactions. But the period ended badly. Unsustainably rapid consumer spending brought rising inflation and eventually sharp interest rate increases. By 1990 the UK was in recession.

## *Recovery to crash – benign inflation and rising migration*

The downturn that followed was perhaps the deepest adjustment UK homeowners have ever faced, with the emergence of negative equity triggering record repossessions. But the long downturn also allowed the market to reset and paved the way for recovery by the mid-1990s.

Gradually, a prolonged upturn was established. The benefits of market deregulation continued to play out and after a pause owner occupation rose again. There were some tax headwinds as tax relief was phased out and stamp duty was raised, but house prices continued to accelerate.

A new influence over this period was population change. Before this, demographic growth was slow and largely driven by natural increments. From the mid-1990s, in-migration became increasingly important, in turn sharply boosting the overall rate of UK increases – a trend that continued for more than a decade (see chart).

There were also important policy changes in the 1990s. The recession led the Bank of England to adopt inflation targeting. With Central Bank independence confirmed in 1997, interest rates became the central tool for economic stabilisation. Global trends helped ensure a period of low inflation and interest rates, along with a less volatile economic cycle than in previous decades.

By the early-2000s, plentiful liquidity and loosening credit conditions were stimulating another borrowing boom. Loans for housing were at the heart of this, spurred by initiatives such as investing into the expanding buy-to-let market, self-certification and ever-higher income multiples. House prices spiralled, but then collapsed in the financial crisis of 2008. The deepest recession in post-war history followed.







### *Realities of post-GFC world*

The sharp correction to house prices at the end of the 2000s is well documented, but the downturn was relatively brief and a sluggish national revival followed. House prices eventually recovered to exceed their previous peaks in most locations, but only in cash terms.

Even this upturn required help from inter-generational transfers, government initiatives such as Help to Buy and extraordinary monetary conditions, namely near-zero interest rates and huge injections of liquidity to the financial sector (QE).

By 2010, many of the positive structural influences on housing had turned. Although hidden by the final excesses of the credit boom, financial deregulation had largely run its course by the 2000s and owner occupation was declining.

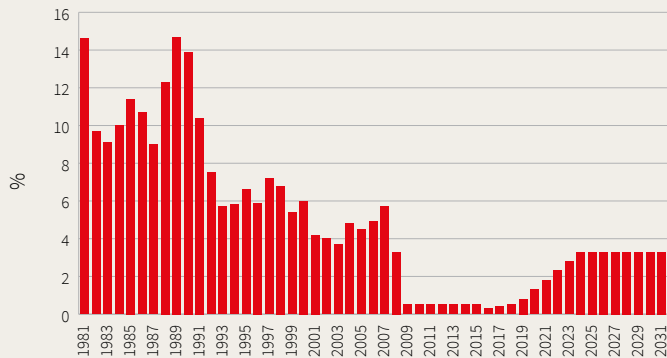
The crisis implied tighter regulation of banks, leading to bigger deposits and lower income multiples. The situation has eased, but there is little chance of a return to the easy money of a decade ago.

Extraordinary policy prevented total economic collapse in 2008-09, but the cost of the crisis has been felt in a glacial recovery. The trend of flat or falling real household incomes is particularly insidious. This has left housing affordability well below previous norms and, as a result, a cohort of younger buyers remain priced out of the UK market.

Brexit delivered another blow in undermining the support to demand from demographics. There is already evidence that EU arrivals have declined sharply since the vote. While migration will continue, the outlook for overall population growth is significantly weaker than in the recent past (see chart).

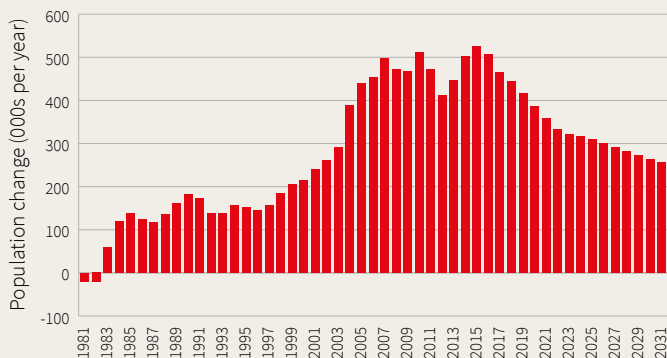


## UK bank rate entering new phase



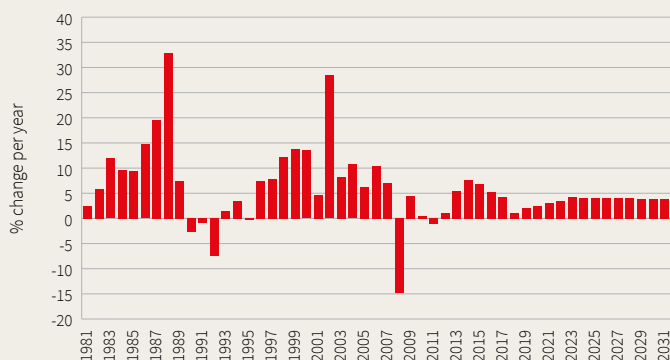
Source: JLL, Bank of England, Oxford Economics

## UK population growth to slow



Source: JLL, ONS, Oxford Economics

## UK house price growth to moderate



Source: JLL, Land Registry, Oxford Economics

## House price rises more closely aligned with inflation

This does not mean a complete standstill for UK housing. Demographics remain healthy in the UK, while housebuilding has rarely kept pace with demand. In addition, real earnings are expected to recover, if not quite to their past growth rates. The result is a market where affordability will remain low and demand more constrained.

There are other headwinds, as ultra-loose UK monetary policy cannot last forever. Rises in policy rates are expected to be slow and gradual, leaving UK market rates well below their pre-GFC norms. But even a small change will increase costs for homeowners and put further pressure on already stretched incomes. Currently there is speculation that the Bank of England could hike interest rates as early as this November.

The prospects are for less rapid house price rises with forecast rates more closely in line with inflation. It may be a less exciting prospect, but it should be more sustainable and less volatile than in the recent past.

So this can be viewed as an end to the Golden Age for house prices, or (more realistically) as a return to the pre-1970 era of stability.



*Andrew Burrell*

JLL Head of Economics & Forecasting



# UK housing market forecasts

## *Forecast rationale*

The next five years will be the start of a new housing paradigm. House price growth will be more moderate than over the past 20 years. Consumers and industry participants will have to adapt and become comfortable with the new state of play.

The principal reason for this new paradigm is a shift in dynamics which is giving less strength to the drivers of higher house prices and greater weight to the drags on prices.

In short, many of the housing market boosts we have seen in the recent past, such as an expanding population, low interest rates, previous affordability relative to incomes and the escalation of housing as a lifetime investment, have now largely played out.

Constraining factors are also likely to play a bigger role. So affordability in terms of income multiples, heightened mortgage market stringency, less support from the Bank of Mum & Dad (as parents need to use housing wealth for their retirement) will start to loom larger. The investor landscape is also now less favourable meaning that owner-occupiers and the affordability issue become even more significant.

So demand drivers are likely to be weaker over the forecast period – and quite possibly beyond – compared with most of the last 20 years.

These factors will converge over the next two years at precisely the time when the UK economy is in its weakest state since 2012.

## *Supply support*

We also believe that one of the supports for the high house price growth of the past 20 years has been an undersupply of housing relative to the rise in population.

And while a significant improvement in housing delivery volumes is still needed to redress the balance, we believe that the undersupply-generated price pressure will not be as strong in future.

There are two reasons for this. The first is that Brexit will mean a slower rate of population growth relative to the past two decades and the second is a permanent step up in the volume of housing which will be delivered. This second element is discussed in greater detail on the page opposite.

The upshot is that although supply will continue to fall short of need, we believe that the fillip the housing shortage has provided to house prices will be diminished over the medium-term.

## *2018 & 2019*

As a result of the aforementioned factors, we believe that 2018 and 2019 will be relatively weak trading conditions for the UK housing market. Principally this will be led by a slower economy courtesy of Brexit, which will mean subdued consumer and household confidence. March 2019 will also mark the end of UK membership of the EU.

We expect UK house price growth to be just 1% in 2018 and 2% in 2019. We believe transaction levels will remain just below 1.2m pa. The lettings market will be a little more robust during this time but rental growth will still be more muted than usual at 2% pa.

Importantly, and in a major shift from the rollercoaster rides of the past, housing supply will remain relatively high. UK starts are forecast to stay at circa 200,000 pa during 2018 and 2019.

It will also be notable during this period that house price growth will be stronger outside of the less affordable London and South East regions.

## *2020 - 2022*

The economic and trading landscape is still likely to be somewhat uncertain in 2020, with some form of transition arrangement likely, but greater clarity and a stronger economy should then evolve. This should be accompanied by growing consumer confidence.

We believe that house price growth will improve steadily during the 2020-2022 period, reaching 3½% pa in the UK, with transaction volumes also rising slightly to 1.30m pa.

The rental market will continue to expand, both because of continued unaffordability in the sales market but also supported by the growing trend of renting by choice. We expect rents to rise steadily by around 2½% pa during the 2020-2022 period.

Improved consumer confidence and housing market dynamics will encourage housebuilders to raise output levels. They will - modestly - but by this stage the industry revolution towards a wider range of delivery organisations and greater adoption of digital construction techniques will make this easier and quicker to achieve. We therefore anticipate housing starts in the UK to increase towards 215,000 homes a year by 2022.



## UK house price growth forecasts

% change in house prices pa



2%	2½%	3%	3½%
2019	2020	2021	2022

### Last 20 years

→ Average: **6.9% pa**

↑ Peak: **28.4% pa**

↓ Trough: **-15.6% pa**

Source: JLL

## UK housing transaction forecasts

Number of transactions pa



1.19m	1.21m	1.26m	1.30m
2019	2020	2021	2022

### Last 20 years

→ Average: **1.24m pa**

↑ Peak: **1.72m pa**

↓ Trough: **0.73m pa**

Source: JLL

## UK housing start forecasts

Number of unit starts pa



200k	205k	210k	215k
2019	2020	2021	2022

### Last 20 years

→ Average: **181k pa**

↑ Peak: **234k pa**

↓ Trough: **102k pa**

Source: JLL

## The reinvented UK 'housebuilder'

A combination of factors are already leading to a much changed housebuilding industry. But an even more seismic change is on its way.

The Farmer Review of 2016 told the industry to 'modernise or die'. This will involve a mindset change as well as a skills and working practices change. Much of this will be at an organisational level. The biggest changes for the public will be the resurgence of a wider range of delivery organisations – from Registered Providers to Build to Rent investors to SMEs - driving a shift towards more digital construction activity and a step up in housing supply.

The reinvented UK housebuilding industry will be based on the potential for higher delivery volumes. Construction timelines will often be shorter, quality will be more uniform and output capacity less constrained. Perhaps the only challenges to this new vision are the availability of different types of skilled and unskilled labour and the potential for building material inflation, although the impact of both will be diminished by these new practices.

All of these enhancements will also be supported by the release of more public land for housing development as well as further encouragement from government initiatives. Help to Buy, for example, which was promised more funds recently, has helped housebuilders deliver notably more housing in recent years than they would otherwise have done.

The upshot will be higher volumes of housing delivery but also a less volatile profile of output. Within this changing environment it will be a question of new and expanding market entrants alongside the housebuilders, some of whom will embrace change in order to become the pillars of the industry for the future. Housebuilder dominance means there is no need to act urgently and a 'fast follower' strategy will be more palatable for shareholders. However, we are confident that the disruptive forces requiring a modernisation of our industry are upon us and the time is right for serious consideration and planning.

# London housing market forecasts

## *London influences*

Many of the factors which will influence the UK housing market will also be at play in London. But London is different. It has subsectors with a plethora of unique influences. Importantly too, a number of the issues facing the UK are more acute in London. In particular, the four key issues are Brexit, stamp duty changes, supply and affordability.

There will be strong supports for the London housing market in the future, such as the desire to own, the financial importance to own, support from the Bank of Mum & Dad, the investor influence and the lack of supply. However, we believe that the balance of power will now shift in favour of the dampening influences.

As a result, we are forecasting more moderate house price growth throughout our London submarkets over the next five years. There is also a lower chance of the boom conditions which we have experienced several times in London over the past two decades.

## *Brexit*

While Brexit will affect the whole of the UK there are reasons to believe that London will experience stronger negative influences. The majority of migrants live in London, which is now one-third international by birth country. With the country's 'engines of growth' in the Capital, notably the vulnerable financial sector, Brexit will dampen demand for London property.

Brexit is already impacting jobs in London. With prospects uncertain, businesses are not expanding, investing and planning in the same way that they otherwise would. This is dragging on everyday Londoners' job prospects as well as overseas secondments. So whatever the eventual outcome of Brexit, the support for London's housing market will be weakened.

This said, we believe that many of the question marks over London's stature in the world are overblown. Yes, the outlook is uncertain, and net inward migration will be lower, but London will remain a key and cosmopolitan global city, a cultural icon and a great place to do business.

So London may be a little different in five years' time, but will not be fundamentally altered. Demand from international HNWIs will continue while overseas investors are also unlikely to shy away from London because of Brexit.

We believe that stamp duty and affordability influences will be far more important for international buyers than Brexit.

## *London affordability*

The lack of housing affordability is even more acute in London than it is elsewhere in the country. An analysis by the ONS claims that the ratio of median house prices to median gross salary is almost 12.9 in London compared with 7.6 across England & Wales. Furthermore this ratio has increased from below 9 in 2009.

But with mortgage multiples in the order of 4.5 times salary and constraints on dual and multiple incomes, the affordability issue for most Londoners is very real. Add to this the higher deposit requirements in London and it is not difficult to see why there is such an affordability issue in the Capital.

Yes, this issue has been around for some time and affects Greater London rather than Central London. Many buyers have been helped by Mum & Dad who have themselves benefitted from the upward surge in house prices over the past 20-40 years. Crucially, we believe that although the Bank of Mum & Dad will continue to play a vital role, its impact is likely to diminish steadily over time as parents choose to retain more of their housing equity heading into retirement.

Any revival of the failed 'dementia tax' policy idea becomes a crucial factor, in this respect. The fact that the bestselling new London developments of the past two years are those supported by Help to Buy is reinforcement of the affordability problem.

So, partly because there are now other reasons to doubt the strong London house price growth story, we believe that the next 5-10 years will see a stronger hand played by the affordability card leading to more muted house price growth.

## *Stamp duty*

In Central and in Prime Central London, the new stamp duty regime introduced in December 2014 is continuing to exert influence. Prices have largely adjusted, particularly for properties over £3m, but there is still some adjustment to come.

The 3% stamp duty supplement on investment properties and second homes has also stalled demand and prices, most notably for new builds where investors have been more active. This, together with other landlord tax changes, will continue to dampen demand from investors.

## *London supply*

The final factor, which is more acute in London, is supply. Less than half of the 40-50,000 homes needed each year have been built over the past 20 years. With London's population set to grow by an average of 100,000 people a year, despite Brexit, London's housing supply problems look set to remain.

This said, we expect the level of supply to be at a higher level and to be more stable than in the recent past. Government and Mayoral initiatives and rhetoric to boost the level of development activity, including the release of public land, are also likely to support greater housing delivery in London, thereby lowering the upward impact on house prices due to the lack of supply over the past 20 years.

## Central London development price growth forecasts

% change in house prices pa



1½%	2%	3%	4%
2019	2020	2021	2022

### Last 20 years

→ Average: **3.2% pa**

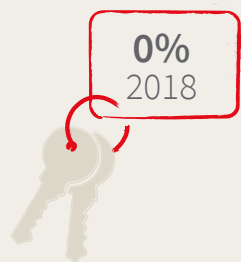
↑ Peak: **18.9% pa**

↓ Trough: **-17.5% pa**

Source: JLL

## Greater London house price growth forecasts

% change in house prices pa



1½%	2%	3½%	4%
2019	2020	2021	2022

### Last 20 years

→ Average: **9.5% pa**

↑ Peak: **28.3% pa**

↓ Trough: **-16.6% pa**

Source: JLL

## Greater London housing start forecasts

Number of unit starts pa



24k	25k	26k	27k
2019	2020	2021	2022

### Last 20 years

→ Average: **18.3k pa**

↑ Peak: **24.5k pa**

↓ Trough: **12.2k pa**

Source: JLL

## London housing forecasts

The aforementioned factors will impact the various London housing submarkets in different ways.

Across Greater London, where domestic owner-occupiers dominate, affordability will be the overriding influence. The Bank of Mum & Dad will continue to assist. UK and overseas investors will play a lesser role going forward as investor stamp duty and income tax changes impact on returns. But a strong economy, especially post-2019, will drive housing demand and push up prices.

In Central London, we expect demand for new developments to remain muted but steady over the next two years until the Brexit road is clearer. A bedrock of demand will continue from domestic owner-occupiers supported by a steady stream of international buyers and investors.

In Prime Central London, we forecast another couple of years of subdued activity and pressure on pricing, especially at the top-end of the market where stamp duty impacts are greatest. Prime developments may well experience greater vulnerability in the short-term.

Across all of these markets house price growth is forecast to be muted during 2018 and 2019. And although markets should pick-up from 2020 once the details of Brexit become clearer, our house price forecasts are more modest than over the past 20 years. But, due to all the factors discussed, we believe this is the new normal that we should all come to expect for the foreseeable future.

This said, we do see upside potential to all our London house price forecasts. The London housing market is traditionally more volatile than elsewhere in the country and could benefit if Brexit negotiations lead to a significant boost to London's credibility. International buyers have remained committed to London through this uncertainty and we expect them to continue to be a big part of its future.



# From the ground up

## *Dealing with the new paradigm*

For industry practitioners, our forecasts make for difficult reading. In truth, the market will invariably deal with greater volatility over the next 5 years due to unanticipated events. And anyway, markets rarely stay that rational for that long.

This will allow some developers to maintain returns by timing development well in the cycle.

However, the overall direction of travel is clear and these trends should be ignored with peril. The period of great capital boosts to housing markets is ending and adjustments will need to be made.

But what to do? Well, it depends very much on market segments and appetite for change. Digital construction - that is to say, a combination of Building Information Modelling, Off-Site Construction techniques, and active management of lifecycle costs to generate customer and business intelligence - will play a role. How much of one depends on business models and planned roles in the future production of new homes.

## *Implications for housebuilders*

For the plc housebuilders, with extremely efficient business models and preferred positions in the supply chain, there is already quite good cost control in place borne largely from scale.

Digital construction will make sense around the edges but probably not at a fundamental level for some time to come. With £10 billion of Help to Buy money extending out into the 2020s, and a tight grip on the end to end housing delivery process, disruption will come late.

However, for developers, registered providers, build to renters and SMEs, digital construction can offer salvation. Not only will it lower the reliance on the vagaries of skilled labour cost inflation during high supply markets, it will also help pin down materials costs up front.

The funding model is lumpy and therefore challenging, but with the exception of SMEs in this grouping, the balance sheets will largely adjust.

## *New delivery*

In return, we will get precision design translated into precision delivery. This isn't about building cheaper, as many seem to suggest. For example, modular construction averages 10%-15% above traditional build costs today.

But those efficiencies will creep in, with parity and beyond becoming achievable in the not too distant future. Perhaps more importantly, precision delivery means accuracy, less waste, and the holy grail of a feedback loop to learn and codify best practice into future schemes.

It would be naive to think these changes will happen quickly, or indeed to think they will happen without pain. However, it is at least as naive for the industry to ignore their inevitability.

## *Winners and losers*

The housing paradigm shift will create a new list of winners and losers. In the meantime, houses will remain unaffordable for too many and insufficient in number for most.

As ever, the most successful businesses reflect the needs of their customers and for housing it couldn't be a more important time to grasp the nettle.



# Our forecasts 2018 - 2022

House price growth % pa	2018	2019	2020	2021	2022	2018-22 *
Prime Central London	-1	½	2	3	4	8.7
Central London Developments	0	½	2	3	4	9.8
Greater London	0	1½	2	3½	4	11.4
South East	0	1½	2	3	3½	10.4
Eastern	½	1½	2½	3	4	12.0
South West	1	1½	2½	3	3½	12.0
East Midlands	2	2½	2½	3	3	13.7
West Midlands	2	2	3	3	3½	14.2
Yorkshire & The Humber	2	2½	3	3	3	14.2
North West	3	3	3	3	3½	16.5
North	1	1	2	2	3	9.3
Wales	1	1½	2	2½	3	10.4
Scotland	1	1½	2	2½	3	10.4
UK	1	2	2½	3	3½	12.6

Rental growth % pa	2018	2019	2020	2021	2022	2018-22 *
Prime Central London	-2	-½	1½	2	2	3.0
Central London Developments	0	1½	2	2½	2½	8.8
Greater London	1½	2	2	2½	2½	10.9
South East	2	2½	2½	2½	2½	12.6
UK	2	2½	2½	2½	2½	12.6

Activity and development	2018	2019	2020	2021	2022	2018-22 **
UK transactions (m)	1.18	1.19	1.21	1.26	1.30	1.23
UK housing starts (000s)	200	200	205	210	215	206
UK housing completions (000s)	180	185	200	200	205	194
London housing starts (000s)	24	24	25	26	27	25
London housing completions (000s)	24	24	24	24	25	24

\* cumulative growth; \*\* average pa

# Residential services



Investment



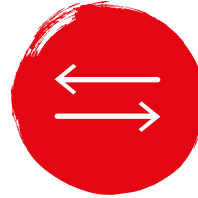
Affordable Housing



Estate Agency &  
Lettings



Funding &  
Corporate Finance



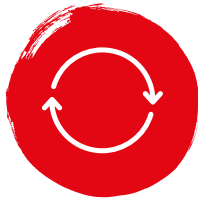
Land Sales &  
Acquisitions



Research



Valuations



Mixed Use  
Development



Planning



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*Neil Chegwiddden*  
**Residential Research**

neil.chegwiddden@eu.jll.com  
+44 (0)20 7087 5507



*Adam Challis*  
**Residential Research**

adam.challis@eu.jll.com  
+44 (0)20 7399 5324



*Andrew Frost*  
**Head of Residential**

andrew.frost@eu.jll.com  
+44(0)20 7087 5566

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