

IDENTIFYING THE NEXT PROPERTY HOT SPOT



AN ESSENTIAL GUIDE
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With rising property prices, it is more important than ever to know how to spot an up-and-coming area. So how do you find a good deal? There is no exact formula, but there are factors such as amenities, schools, transport links and the high street that can help guide you.

The high street is an excellent starting point and a real reflection of what an area is like. If it's made up of charity shops, coffee shops and estate agents, the chances are that the neighbourhood is already quite expensive and not such a savvy buy. A good sign of an up-and-coming area is a high street that is starting to show signs of regeneration. Look for independent boutiques and niche food shops like delicatessens that are taking advantage of lower rents. They will appeal to a certain market and add to the feel of an area.

Age demographic is crucial when determining the areas that will experience the most growth. A high proportion of people in their twenties and thirties can point to an area that is up-and-coming where more disposable income will be spent and more money invested in the community as a result. This will also lead to house price growth which means that those in the know could make a substantial profit in a relatively short space of time.



Local schools can also give you a good insight into an area. Look for secondary schools that have been turned around and have started to achieve good Ofsted reports. This is normally a good sign and shows that an area is on the up.

Excellent Ofsted reports will attract new people into the area and buyers will pay a lot more for properties once the junior and senior schools in the area have had three or four years of good reports.

It really goes without saying that transport links are important. Plans for new railways and roads are strong indicators. Look at the investment that is being made by the local council into infrastructure and how this will benefit residents and visitors to the area.

If there are major plans for regeneration this is a very good sign. Industrial areas in close proximity to residential areas

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should also be considered by buyers as they are likely to be redeveloped in the future.

A savvy buyer could buy an older property which needs some general TLC but, in the long term, will reap the benefits of a regenerated area.



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