

Guernsey style draws the buyers

The property market historically goes quiet in the summer but someone forgot to tell that to the increasing numbers of people who want to move here. It was an incredibly hectic period for the Swoffers' Open Market team and that momentum appears to be continuing.

"Anyone would tell you that the summer holidays are a dead period for house sales but the appeal of coming to live in Guernsey appears to be laying that old adage to rest," said Swoffers' Open Market Director Shauna Clapham.

As someone with a track record in whisking potential buyers straight from the airport into an agreed sale from that first point of contact, Shauna knows an impressive amount about her sector.

"The autumn looks set to continue as an amazingly busy period for us. One of the factors responsible is that we have such a strong reputation in the Open Market that people recommend us by word of mouth. More than that, though, is the ability Guernsey has to draw people in," she said.

Shauna added that, "it might sound like a cliché, but it is definitely true that the island's way of life is at the core of its attraction for many potential buyers."

"Years ago there were far more older people – perhaps those who had sold businesses or who were opting for a different life once children had flown the nest. These days, we see far younger families. It helps hugely that the island has such a good private education system, superb links to the UK and France and a health scheme that many in England would eye enviously. All of these things become relevant when families consider a major relocation and Guernsey scores on every level."

There is also a fair amount of movement within the island's Open Market sector, with those already resident here recognising its long term value.

The Open Market has been consistently strong and that performance seems likely to be maintained or improved due to confidence in the island and the inability to enlarge the pool of properties available.

"There has been a vast amount of investment in property redevelopment and improvement in the Open Market sector. As with many other areas of life, Open Market dwellers want a high standard of living and have firm ideas on how they want to live.

"Increasingly, we are finding that buyers see location as more important than ever and are willing to pay for views, privacy and seclusion. All of those things are ever more relevant in a thriving island community in which space is at a premium," she explained.

The number of £1m. plus properties is rising as owners and developers carry out enhancement programmes, although it is still possible to acquire an Open Market home for considerably less than that.

"It is rare for Open Market properties in the starting price bracket to stay around for long. There is demand at every level and the upgrading of Open Market homes is helping to ensure that the island continues to provide interest to people all around the world.

"Whilst it is true that most new residents come from the UK, we receive inquiries from all over the globe. Guernsey has a terrific reputation as a prosperous, safe and attractive place in which to live. Add to that the appeal of never having to commute and having both France and London within easy reach, and people say that they could not ask for anything better."

For details of the latest Open Market listings, or those properties being marketed without overt advertising, contact Shauna Clapham on 01481 711766.