

RECORD BREAKERS

Confirming its place as the island's leading and most effective estate agency, Swoffers was responsible for over two thirds of open market property sales by value last year and in excess of one out of every two sales concluded.

"We have had a fantastic year in all price brackets, achieving excellent prices for vendors in a very competitive market" said Managing Director Matthew Henry. He added that Swoffers had no plans to rest on their laurels in 2007, "We have recruited extra staff to be able to increase the service we offer and we will continue to help our clients buy and sell". Both Open and Local Markets have been strong throughout the year with the Open Market being especially impressive.



"Demand is very high and the average price of Open Market property has topped the £1million barrier for the first time. Market activity continued all year with a very busy summer and even the traditionally quiet festive period was hectic, with 8 Open Market sales being agreed - all with prices in excess of £1.5 million. We are now desperate to source more Open Market properties for our books because we have cash buyers waiting to buy but very little to show them".

He appealed for anyone in the sector who has been considering selling to contact him or Director Shauna Clapham. "There may be people who are living in substantial Open Market

homes who have been considering down-sizing. I suspect they might be pleasantly surprised to learn how valuable their property is and how straightforward it could be to move. Equally, there is also high demand for smaller type properties such as apartments and town houses."

The arrival of a £1m average price tag for Open Market homes is attributable to increasing numbers of would-be island residents recognizing that the island has a great deal to offer. "There is an element of the price being affected by a shortage of homes for those moving here. One of the strongest factors is the appeal of island life. It is a facet that we expect to strengthen even more as lifestyle choice becomes even more important to people."

At the same time, the total number of Local Market conveyances in the island topped 1,000 for the first time. "This is the highest number of sales ever achieved during a calendar year" said Director Spencer Noyon, "and reflects the huge level of confidence present locally."

The island's economy has benefited hugely from the buoyant market, with Local Market properties worth a collective £359.2 million changing hands. "This is unprecedented as the past five years' figures have been between £257million and £284 million."

A new record price for a Local Market home has also been set with the recent sale by Swoffers of a stunning manor house. The £1.95m conveyance of the western parishes property has been hailed as confirmation of the island's healthy economy. "For most people in Guernsey, their home is their biggest asset. A sale of this magnitude on the Local Market confirms that the overall situation is healthy and investment in the property sector continues to perform extremely well," he added.

Record Swoffers' sales

Swoffers' negotiators achieve over 2/3rds of Open Market sales by value.

In excess of one in every two Open Market sales successfully concluded by Swoffers.

Record Open Market sales

Average Open Market property price tops £1m.

Swoffers Record Local Market Sale

Highest Local Market conveyance achieved with £1.95m sale.

Highest number of Local Market sales by Swoffers in over 30 years of business.



Record Property Values

More than 1,000 Local Market sales achieved during 2006.

Property worth £359.2 million transacted through conveyancing court.

Swoffers expands to meet demand

The agency has recruited three more negotiators to ensure that the same high standard of service can be provided while dealing with the buoyant markets.

Swoffers Record Rental Market

Exclusive Open Market apartment rental of over £60,000p.a. achieved and 2007 began with further high profile Open Market homes rented by Swoffers for substantially in excess of this level.

