

The surprising impact of retail on property prices

We all look for something different in a home; whether it is the number or size of bedrooms, the outside space, a large open-plan kitchen, dining or study room we seek, we all have different requirements. And that goes for the location as well. To most of us, location is important; whether that's being near to transport links or living in a rural idyll. So what about shops, how much does retail offering matter? Well, our research shows that the majority of people do want to live near good quality retailers. In fact 83% of those surveyed said it was important to have a strong retail offering in their neighbourhood, and 77% felt having good quality retail had a 'strong positive' impact on residential values. So what else did our survey uncover..?

Retail would make a development more appealing



Good quality retail had a 'strong positive' impact on residential



Important to have a strong retail offering



Preferred independent stores



'Convenience' was the main benefit of living around retail



Which type of retail outlet would you most like to have in your residential development?





Contacts

Jennet Siebrits
Head of Residential Research
+44 20 7182 2066
jennet.siebrits@cbre.com

Frida Skytt
Research Analyst
+44 20 7182 2535
frida.skytt@cbre.com