



LONDON RESIDENTIAL RESEARCH METHODOLOGY

EGi's expert team of researchers aim to provide the most accurate, unbiased and comprehensive source of data on the London residential development market

All 33 Boroughs
No exceptions
No arbitrary boundaries
No selected boroughs
All of it

To ensure data accuracy EGi's robust research methodology includes:

1. PLANNING APPLICATIONS

All residential schemes of **5 units** and over in the inner boroughs, **10 units** and over in the outer boroughs as well as ...

- Student housing
- Offices
- Hotels
- Apartment-hotels
- Care homes

COMMITTEE STAGE
Tenure split
private, social
Unit mix
1,2,3 bed etc
S106
CIL
borough, mayoral

EGi researchers filter through:

800 COMMITTEES*
194,000 APPLICATIONS* *Per annum

And of course if it's:

Deferred

We'll get it next time

Refused

We'll check for appeals

Granted

We'll site visit it

2. SITE VISITS

WE VISIT EVERY SITE WITH PERMISSION...

...AS WELL AS THOSE UNDER CONSTRUCTION

6 month cycle

4 QUESTIONS

- Has it Started?
- Has it Finished?
- Is it being Marketed?
- Has it Stalled?

But these are just **individual** schemes. To visit **All residential developments** either at permission or under construction in all of London's 33 boroughs involves...

130 visits per week	520 visits per month	3,120 visits per 6 months	6,240 visits per annum
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3. PHONE CALLS

To get the latest sales and pricing data on the schemes that are being marketed involves...

80 calls per week	320 calls per month	3,840 calls per annum
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All this to maintain a database of over

20,000
individual developments

Updated daily since

1996

You can search the database by name, location, development type, planning status, previous use, price or key players and download your tailored report to Word or Excel

REQUEST A DEMO TODAY

Call the team on 0845 308 8811 Or email info@egi.co.uk
www.estatesgazette.com/london-residential