

# The Homefront Press

## Property & Community pulse

### BY

M. Yasir Bhatti from Open House Maidenhead

#### Maidenhead & Windsor Market Update:

As we step into spring, both Maidenhead and Windsor have witnessed a notable uptick in market activity. The combined SL6 and SL4 regions recorded a 9% rise in new buyer enquiries in March 2025, with properties under £750k moving 18% faster than the same time last year.

The number of let-agreed rental listings is also increasing, especially for 2- and 3-bedroom homes. With rising mortgage rates nudging some would-be buyers into renting for longer, landlords in these areas are benefitting from higher-than-average yields – currently at 4.6% for flats and 4.1% for family homes.

Average Asking Price:

- Detached: £975,000
- Semi-detached: £690,000
- Terraced: £550,000
- Flats: £365,000

Properties that are staged well, accurately priced, and professionally marketed are securing strong offers within 22 days on average.

Thinking of selling or letting? Now is a strategic moment – demand is healthy, and well-prepared homes are standing out.

#### Marlow's Momentum: SL7 Property Update

Marlow has kicked off Q2 with impressive resilience. While stock levels are slightly lower than usual, buyer appetite remains strong – particularly for period homes, riverside properties, and modern family homes close to schools.

March saw a 6.5% increase in instructions, and homes between £600k–£1.2m are attracting competitive bidding when marketed well.

#### Average Asking Price in SL7:

- Detached: £1.1M
- Semi-detached: £715,000
- Terraced: £575,000
- Flats: £395,000

Rental demand continues to outstrip supply, with local agents reporting a 12-day average to secure tenants, and some homes being let after a single viewing.

📌 For landlords, this could be the ideal time to review your rental rates or expand your portfolio.

#### Featured Insight: “How Long Should You Wait Before Switching Agents?”

If your property has been on the market for over 6 weeks without meaningful interest, it's time to reevaluate. Many homeowners feel loyal to their agent – but if the marketing isn't strong or communication is patchy, it can cost you time and money.

#### Warning Signs to Watch For:

- Your agent hasn't refreshed the marketing
- Poor-quality photos or generic descriptions
- No feedback after viewings
- Little to no price strategy or advice

An honest property review can work wonders. In fact, 7 out of 10 sellers I've helped recently had previously been listed elsewhere—with no success. Once repositioned correctly, their homes sold within weeks.

**If you're in doubt, I offer a complimentary “Market Repositioning Review.” No obligations—just a fresh perspective.**

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### Landlord Know-How: :

#### Are You Prepared for the Mid-Term Inspection?

Too often, landlords treat mid-term inspections as a tick-box task. But these visits are golden opportunities to protect your asset and retain great tenants.

Here's what to look for:

- Signs of Damp, condensation or roof leaks.
- Proper use of extractor fans (to prevent mould).
- Maintenance of garden/outdoor spaces.
- Unreported tenant damage or unauthorized changes.

Be proactive—tenants feel more valued when you stay engaged, and it gives you a chance to catch small issues before they become costly problems.

If you're short on time, I offer property check-in and mid-term inspection reports—so you stay protected and informed.

#### Hidden Gems: New Infrastructure & Amenities

Here are a few local updates that could quietly boost property values in your area:

##### Maidenhead:

- The long-awaited St. Cloud Way regeneration has now entered Phase 2, adding new commercial and leisure spaces by late 2025.
- Crossrail (Elizabeth Line) continues to add value—London commuting has become

##### A Word from Me

Many of you know me as your local estate and letting agent covering Maidenhead, Windsor, and Marlow. I created The Homefront Press because I believe property is more than bricks and mortar—it's about people, timing, and understanding the heartbeat of a community.

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Let's discuss your options and create a plan that works for you. Get in touch today!

ome even more seamless, with journey times into Paddington under 25 mins.

##### Windsor:

- Peascod Street pedestrian zone improvements are drawing new businesses and boutique cafés. Foot traffic is up 14% since January.
- A new planning application has been submitted for a riverside co-working and apartment development—a positive sign for future rental interest.

##### Marlow:

- After months of anticipation, the Dean Street Community Hub is nearing completion. Local events and services will be centralised, and a pop-up retail space will support small local businesses.
- Transport links to High Wycombe and Reading are being reviewed for faster travel routes. If approved, this could widen the commuter appeal of SL7.

#### Ask the Agent: This Month's Seller Question:

Q: "Is it worth staging my property before going to market?"

A: 100% yes—especially in the current climate, where online impressions matter. Professionally staged homes (or even lightly styled homes with guidance) sell 2x faster and often at a higher price. Whether it's simple furniture placement, lighting tweaks, or minor cosmetic updates, it creates emotional pull and a sense of lifestyle for buyers.