

# A clearer view on local prices

by PAT BRAMLEY

HOMEOWNERS will soon have an in-depth locally focussed guide to help them decide whether it's a good time to buy, sell, rent or invest in property when a west London house price index is launched by Northfields at the end of the year.

The estate agency's managing director Richard Palfreeman chose an evening reception attended by Ealing Mayor Cllr Diana Pagan to mark the firm's 20th anniversary to announce that the company will be producing its own quarterly property price report.

The first will be published on Northfields' website in December and will show how prices have moved up or down in the three months from

September to December.

"There are a number of national property price indexes which give a fair overview of the market but the problem is that they just cover too wide a geographical area," the MD told guests.

"We have been selling and letting in this region for the past 20 years and we don't believe there is anyone with a better knowledge of the market in west London.

"The new service will provide people with some good solid information which will be of real help."

The firm's anniversary celebration at Pitshanger Manor raised £360 for the Log Cabin adventure playground in Northfield Avenue.

The playground enables children

with disabilities and special needs to have fun in a safe environment. It is one of the Mayor's charities and, being a neighbour of Northfields, it is also the estate agency's favourite good cause and the recipient of a percentage of all its fees.

● Last week there was more good news for the staff at Northfields' three west London offices when they heard they had been shortlisted for two categories in this year's Estate Agency of the Year Awards.

They are again in the running for the Training and Development award which they won in 2002 and this year they are also in line for the lettings accolade.

[pbramley@london.newsquest.co.uk](mailto:pbramley@london.newsquest.co.uk)



Mayor of Ealing, Cllr Diana Pagan speaking at Northfields' anniversary event