



january

## Welcome to our first Newsletter of 2025

2025 starts well for the UK property market with positive data being published on house prices for the year ending December 2024 showing a consensus of +3% to +4% amongst the most notable indexes.

Importantly, the likes of Savills, Knight Frank, Capital Economics and numerous lenders have all forecast house price growth this year. Not one sees a fall in prices and I don't remember the last time that happened.

Despite some economic tomfoolery by a Chancellor 'still finding her feet' (yes, I'm being kind), the property market remains buoyant. Inflation rates, whilst increasing slightly in November and December, fell in January and placed interest rate cuts back onto the agenda with multiple institutions expecting between two and four cuts in the coming 12 months.

Together with wage growth (+5%) outpacing both house price growth and inflation, affordability for home buyers is looking good and will fuel decent demand certainly in the first half of the year.

For us at ProperPR this is reflected in the busiest start to a year in our seven year history. All credit to James, Alex, Will, Natalie and Jan for their day-to-day brilliance at achieving and maintaining such.

Russell

Here's what else we have been up to...



## Named Amongst The UK's Top Property Influencers

Earlier this month Russell was named in a list of Britain's biggest property sector influencers by highly respected data platform Twenty EA.

"With over 25 years' experience in the property market he knows the ins and outs of the housing market like the back of his hand - and he really gets into the nitty-gritty of it all.

His passion, strong opinions, and fearless outspokenness have put him in the spotlight and he can do the same for your business. *Who better to help you grab media attention than the guy who's made a career out of it?* ProperPR, is all about that"

Twenty EA [influencers](#)

## Location, Location, Location

Well, rather ON location.

Did you know that we can promote your business using video too? You Tube is the second biggest search engine on the planet with over 122 million daily users.

We helped create the main concept, ideas, location and the narrative for a forthcoming video for [UK Property Development Ltd](#) to showcase their 'Custom Build' concept at St James View, Goffs Oak.

We also narrated the piece all whilst walking through the streets of central London. Oh, and whilst in a bespoke tailors. Coming soon.



## January Jet Setting

### Two Days In Dubai

Yes, of course it was work! Promising young Porsche GT3 racing driver James Wallis invited us to follow him throughout round three of the Carrera Cup Middle East at the Dubai Autodrome. How could we say no?

And when we say 'young' we mean young. James started racing 500 BHP GT3 cup cars at the age of just 17 and was accepted as the GB Porsche Junior Academy driver before he even had a driving licence.

We had unfettered access to James, his team, the pits and the track for another forthcoming video via our Porschenomics

YouTube channel which dabbles in motors related content.

If you're interested in supporting James with sponsorship, let us know.

Is Porschenomics just our plaything? Well no. We were approached to sell the channel last year but would prefer to continue to build it organically. It already has 25,000 subscribers and over 500,000 views last year. We will soon be seeking commercial partners that are looking for highly targeted brand exposure.

Our You Tube channel is [here](#). Do subscribe!

### Gratuitous Proud Dad Moment

Russell's daughter is a junior Padel player and is now the UK's number 2 under-18 player and the number 8 female player overall across all ages.

Here she is with her Padel partner Chloe winning another recent grade 2 tournament.



## Get In Touch

Contact

Let's chat about how a proper approach to PR can work for your brand.

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