BNP Paribas: Brits ranked the third highest foreign investors in French residential property

British buyers are the third highest foreign investors in French property with 9% market share, just behind Portugal on 13%. French expats are ranked the largest buyers of French property abroad at 14%, according to the latest ‘Investing & Living abroad’ report by BNP Paribas International Buyers.

The report, carried out annually, revealed a positive outlook with 27% of investors who already own property outside their home country, and 42% stating that they are considering another purchase soon, with 50% focusing on France.

Although the number of transactions in France made by British buyers plummeted by an average of 24% between 2010 and 2011, the British outlook on the French market is particularly positive, with 57% of buyers expecting prices in France to increase.

The research also revealed that overall amount of transactions rose by 4.5%, driven by Ile-de-France (the Paris region), with the average amount of funding increasing by 12% to €232k; the use of credit also increased by 6% to 29% in 2011. In addition, the average price per transaction went up 12% to €265k, the highest in four years.

In terms of area, both Ile-de-France and the South of France are the most popular locations among British and Irish investors, making up 75% of all transactions. Ile-de-France has seen an increase of 2% in transactions and an increase of 12% in the average amount per transaction, now standing at €311k.

British investors continue to seek properties where they can ‘get more for their money’, opting for locations such as the South, the West, the Alps and Paris.
Most other countries’ investment in France has fallen, with the notable exception of Switzerland and Russia, whose investment into French property has risen by 29% and 34%, respectively, and whose preference is for the Province over Ile-de-France. The share of investment from Asia has risen from 6% in 2009 to 10% in 2011.

When thinking about purchasing French properties, 80% of international buyers search on the internet to find a property, with 48% stating that they would not have found their property in France without using the web. The British and the Belgians are the most likely international buyers in France to use the internet extensively, whereas the Italians and Dutch remain more focused on direct contact.

This reliance on the internet has been understood by the market, with 80-100% of estate agents’ communication budgets now being spent on this medium.

### Press Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathilde Donovan</td>
<td>+33 (1) 46 39 15 88</td>
<td><a href="mailto:mathilde.donovan@bnpparibas-pf.com">mathilde.donovan@bnpparibas-pf.com</a></td>
</tr>
<tr>
<td>Laura Gibson</td>
<td>+44 (0) 20 7338 4219</td>
<td><a href="mailto:Laura.Gibson@bnpparibas.com">Laura.Gibson@bnpparibas.com</a></td>
</tr>
<tr>
<td>Damien Duranton</td>
<td>+33 (1) 46 39 59 01</td>
<td><a href="mailto:damien.duranton@bnpparibas-pf.com">damien.duranton@bnpparibas-pf.com</a></td>
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### About the Observatoire BNP Paribas International Buyers "Investing & Living abroad"

Armed with its expertise and driven by a desire to anticipate investors’ needs, in its Observatoire "Investing and Living Abroad", BNP Paribas International Buyers presents an in-depth analysis of France’s non-resident property investment market. What does this market represent? How has the crisis affected it? Who are these non-residents who invest their money in France? Where do they purchase properties? What types of property do they purchase? What are the obstacles and incentives associated with this kind of operation? A telephone survey was carried out in April and May 2012 with 240 people that represent foreigners who have acquired a property in France during the last two years funded by BNP Paribas International Buyers, together with notaries’ transactions from Perval (the province) and Paris Notary Services (for Ile-de-France). An additional qualitative phase was also carried out involving 14 individual in-depth interviews with French estate agents, which specialise in non-resident clients present in the regions most representative of international buyers.

### About BNP Paribas International Buyers

BNP Paribas International Buyers is part of BNP Paribas, and specialises in supplying funding for non-resident buyers purchasing property abroad. It is supported by an operational unit in Lille and consists of a French Network and an International Network (intermediaries based in the United Kingdom, Ireland, the Netherlands, Belgium, etc.).

[www.bnpparibas-international-buyers.com](http://www.bnpparibas-international-buyers.com)