LONDONIST DMC SALES REPORT

JANUARY 2025

presented by
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2025

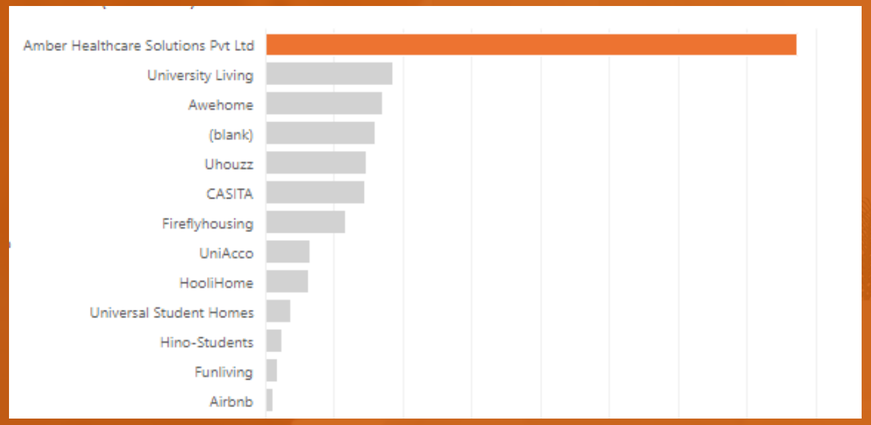
PERFORMANCE REPORT

Google Leads	2128
Other Leads	592
Quotes Send	3749
Average Quotes/Day	178
No. of Invoices	366
Total Sales	1,344,346
Number of Weeks Sold	3861
Conversion Rate	11%

SALES ANALYSIS

2025

TOP PARTNERS



1.	Amber Healthcare Solutions Pvt Ltd	69
2.	University Living	22
3.	Uhouzz	21
4.	Fireflyhousing	16
5.	Awehome	15
6.	Casita	10

TOP RESIDENCES SOLD

1.	Drapery Place	63
2.	Dashwood Studios	33
3.	Lewisham Exchange	33
4.	South Bermondsey	23
5.	Portobello Residence	22
6.	Therese House	22
7.	King's Cross Residence	19
8.	The Lyra	19

SALES BY AUDIENCE

2025

TOP UNIVERSITIES

1.	University College London	19
2.	UCL	11
3.	University of Greenwich	11
4.	King's College London	10
5.	Kaplan International College London	8
6.	University of East London	8
7.	City, University of London	7

TOP SALES BY AGE

1. 21	41
2. 20	37
3. 19	33
4. 22	33
5. 23	30
6. 18	27
7. 24	27

TOP COUNTRIES

1.	China	76
2.	India	73
3.	Turkiye	25
4.	UK	25
5.	France	16
6.	U.S	12



POTENTIAL AGES : 18-25

SALES HEROES

1. Marawan Ayman Abdelaal	£377,174.10
2. Rateb Bakeer	£222,985.47
3. Michael Zhang	£193,360.40
4. Khaled Matar	£166,462.45
5. Taha Demirhan	£151,199.94
6. Shabnam Hidayetova	£109,732.70
7. Haylie Hsu	£105,892.06
8. Li Duan	£74,907.21
9. Yasmine Lamrabat	£73,816.15
10. Aayush Trivedi	£72,684.78

SALES CONVERTORS FOR DIRECT ENQUIRIES

Ranking	Sales Agents	Sum of Sales	Sum of Weeks
1	Rateb Bakeer	85951.76	250.71
2	Marawan Ayman Abdelaal	79459.82	241.56
3	Taha Demirhan	71024.69	191
4	Shabnam Hidayetova	59107.7	146.57
5	Haylie Hsu	48963.43	104.14
6	Yasmine Lamrabat	46493.58	121.71
7	Merve Sirace	35530	99.14
8	Khaled Matar	29522.14	70.71
9	Wei Pan	27885.43	57.86
10	Vaishnavi Pawar	26566.28	86.28

2025

Revenue & Week Sold per Residence

2025

Residence	Sum of Price	Sum of Duration (Weeks)
Drapery Place	£296,908.47	823.16
Lewisham Exchange	£205,718.35	669.82
Dashwood Studios	£167,152.84	450.87
Therese House	£153,276.87	344.01
South Bermondsey	£125,754.00	459.71
King's Cross Residence	£110,220.61	227.14
The Lyra	£103,726.00	316.14
Portobello Residence	£76,908.01	208.72
Hawley Crescent	£63,588.41	166.87
IQ Vega Residence	£52,750.00	144.00
Spitalfields Residence	£48,377.20	99.00
Old Street Residence	£48,015.72	86.43
Islington Residence	£44,565.01	116.86
Aldgate Residence	£44,502.72	88.29
White City Residence	£37,999.30	129.42

FORECAST INSIGNTS AY 25/26

2025

Student Population Forecast for 2026 in London					
Country	2022	2023	2024	2025	2026
China	41,700	43,500	45,600	47,700	49,800
India	33,000	35,400	37,500	39,900	42,300
Nigeria	15,000	15,600	16,500	17,400	18,300
United States	6,300	6,600	6,900	7,200	7,500
Pakistan	5,400	5,700	6,000	6,300	6,600
Middle East (GCC)	5,100	5,400	5,700	6,000	6,300
Malaysia	4,500	4,800	5,100	5,400	5,700
Germany	4,200	4,500	4,800	5,100	5,400
France	3,900	4,200	4,500	4,800	5,100
Italy	3,600	3,900	4,200	4,500	4,800
Total	122,700	129,600	136,800	144,300	151,800

Rental Affordability Breakdown for 2026 (London)

2025

Country	Under £12,000	Proportion (%)	£12,000-£17,000	Proportion (%)	£17,000-£22,000	Proportion (%)	£22,000-£27,000	Proportion (%)	Above £27,000	Proportion (%)
China	19,920	40%	14,940	30%	9,960	20%	3,486	7%	1,494	3%
India	16,920	40%	12,690	30%	8,460	20%	2,961	7%	1,269	3%
Nigeria	7,320	40%	5,490	30%	3,660	20%	1,281	7%	549	3%
United States	3,000	40%	2,250	30%	1,500	20%	525	7%	225	3%
Pakistan	2,640	40%	1,980	30%	1,320	20%	462	7%	198	3%
Middle East (GCC)	2,520	40%	1,890	30%	1,260	20%	441	7%	189	3%
Malaysia	2,280	40%	1,710	30%	1,140	20%	399	7%	171	3%
Germany	2,160	40%	1,620	30%	1,080	20%	378	7%	162	3%
France	2,040	40%	1,530	30%	1,020	20%	357	7%	153	3%
Italy	1,920	40%	1,440	30%	960	20%	336	7%	144	3%

Rental Affordability Proportions

The proportions are based on the following assumptions:

- **40%** of students fall under £12,000 (235/Week)
- **30%** of students fall within £12,000–£17,000 (313/Week)
- **20%** of students fall within £17,000–£22,000 (411/Week)
- **7%** of students fall within £22,000–£27,000 (509/Week)
- **3%** of students fall above £27,000 (588/Week)

2025

THANK YOU