



naea | propertymark

# Housing Report

August 2018



## August 2018 Housing Report

# SALES TO FIRST-TIME BUYERS AT THREE YEAR LOW

### Key Findings

- First-time buyer (FTB) sales dropped to the lowest level seen since August 2015
- The supply of available properties fell for the first time since April while demand from house hunters increased
- The number of sales agreed per branch increased
- Only two per cent of properties sold for more than the asking price in August

### SALES AGREED AND SALES TO FTBs

*20 per cent of all sales in August were to first-time buyers*



FTB sales were strong in June and July, standing at 29 and 30 per cent respectively, but sales to the group fell in August with just 20 per cent of sales made to the group.

This is the lowest figure recorded since August 2015 when the same number of sales were made to the group.

The number of sales agreed overall increased in August; rising from eight in July to an average of nine last month.

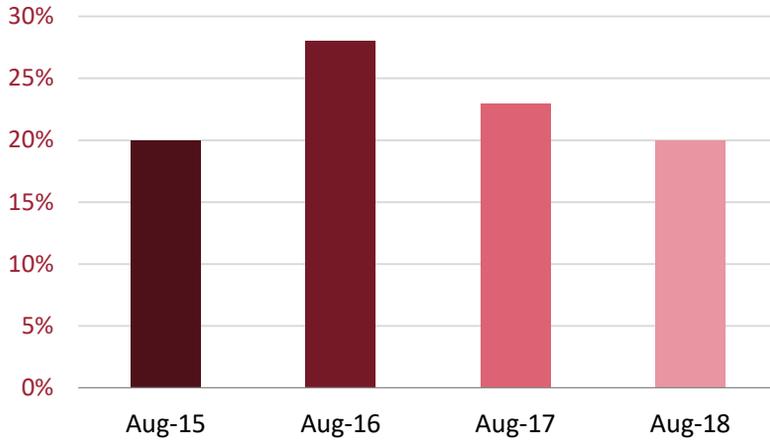


Figure 1: Number of sales made to FTBs in August since 2015

**HOUSES AVAILABLE TO BUY**

*There were 40 houses available to buy per member branch in August*



The number of properties available to buy fell for the first time since April, from 41 per branch in July to 40 in August. Year on year, this is up eight per cent from 37 in August 2017

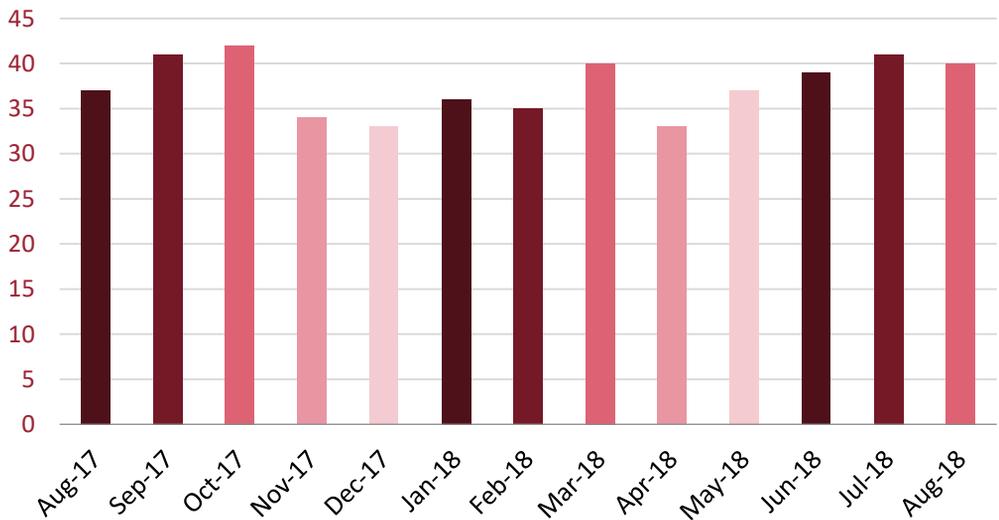


Figure 2: Number of properties available per branch

## DEMAND FROM HOUSE HUNTERS

*There were **320** house hunters registered per branch in **August***



Demand from prospective buyers increased in August, with 320 house hunters registered per branch. This is up from 308 in June and 303 in July.

This is down seven per cent from August 2017 when 343 house hunters were registered.

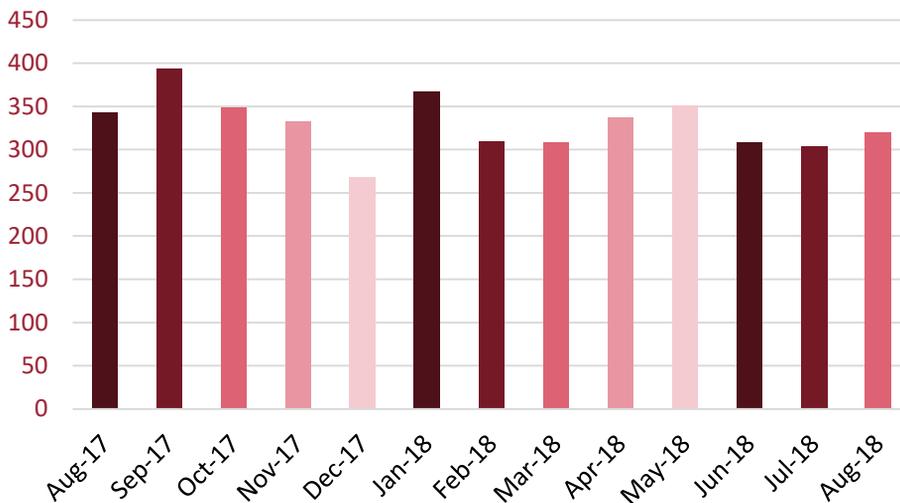


Figure 3: Number of house hunters per branch

## WHAT PROPERTIES SOLD FOR

***85 per cent** of properties sold for less than the asking price in **August***



In August, more than four in five (85 per cent) properties sold for less than the original asking price while only two per cent sold for more – the lowest figure recorded since June 2017.

---

**ENDS**

---

**Editor Notes:**

**For further information contact:**

NAEA Propertymark Press Office  
020 7566 9777  
propertymark@lansons.com

**About NAEA Propertymark**

NAEA Propertymark (formally National Association of Estate Agents) is the UK's leading professional body for estate agency personnel; representing members who practice from over 11,500 offices in all aspects of property services. We are dedicated to the goal of professionalism within all aspects of property, estate agency and land. Our aim is to reassure the general public that by appointing a NAEA Propertymark Protected agent to represent them, they will be safeguarded and receive the highest level of integrity and service for all property matters.