



**NAEA**

National Association of  
Estate Agents

**NATIONAL ASSOCIATION OF ESTATE AGENTS**

**HOUSING MARKET REPORT**

**September 2012**

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## KEY FINDINGS

- Average number of house hunters registered per branch **decreased** from **288** in August to **275** in September.
- Average number of sales agreed per branch **remained the same** at **7** in August and September.
- Average number of properties available for sale per branch **increased** from **60** in August to **62** in September.
- Average percentage of first time buyers (FTBs) **increased** from 18 per cent in August to 23 per cent in September.

In September, the UK housing market showed mixed levels of activity across supply and demand sectors with sales remaining at the same level for a record 7 consecutive months.

Demand for housing during the course of the month dipped slightly, with 275 house hunters registering with an NAEA agent in September compared with 288 in August. Although this figure is lower than that recorded in September 2011 (an average of 308 house hunters per agent), the NAEA's historical data reveals a consistent rise in demand since the height of the recession in December 2010 (227).

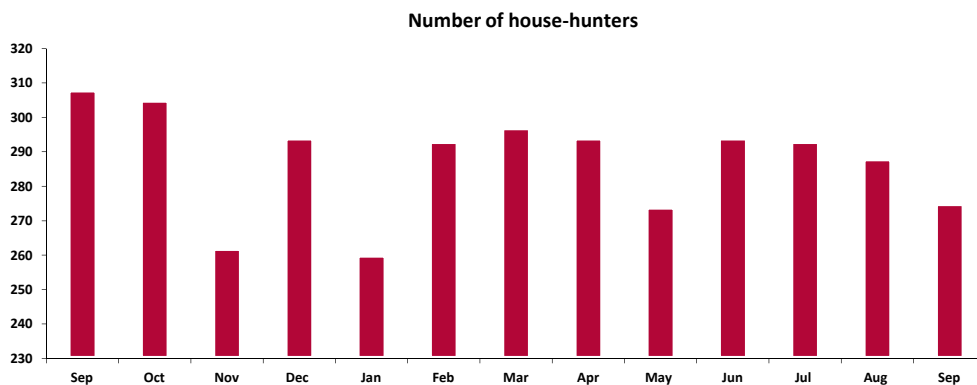
The level of housing supply increased slightly in September, from an average of 60 properties available per branch in August, to an average of 62. This compares to an average of 100 properties per branch just four years ago, in December 2008.

For a seventh consecutive month, the NAEA reported that the average number of sales made in September remained at 7 per NAEA branch. The percentage of sales made to first time buyers increased from 18 per cent of overall market share in August to 23 per cent in September.

## NUMBER OF HOUSE HUNTERS

The average number of house hunters registered per branch decreased from **288** in August to **275** in September.

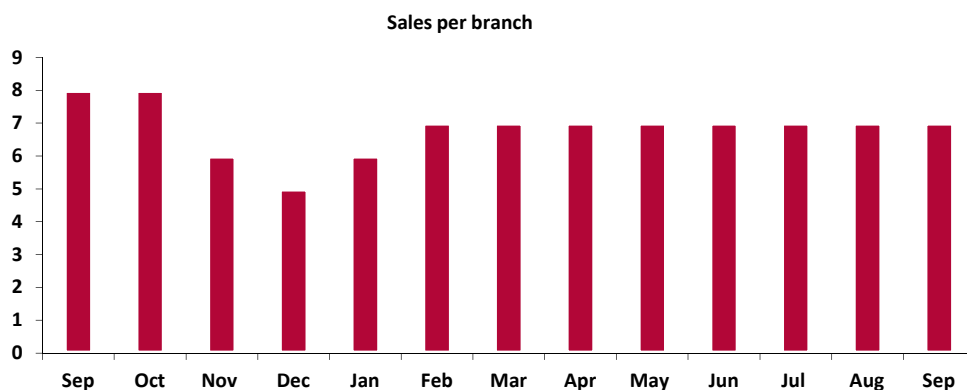
Demand for property decreased between August and September, however it is important to consider the wider picture. NAEA historical data shows that since the height of the recession in December 2010, when just 227 house hunters registered with an agent, the UK housing market has seen a steady increase in demand for property.



## SALES PER BRANCH

The number of sales agreed remained unchanged for a seventh consecutive month with an average **7** sales per branch in September.

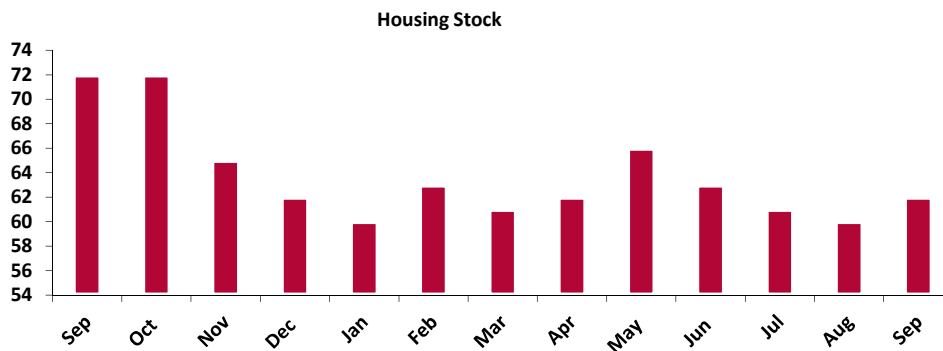
As has been the case for much of 2012, sales levels remained consistent with little sign of a post-Olympics boost in activity in this part of the market, contrary to some predictions across the market.



## HOUSING STOCK

The average number of properties available for sale per branch increased from **60** in August to **62** in September.

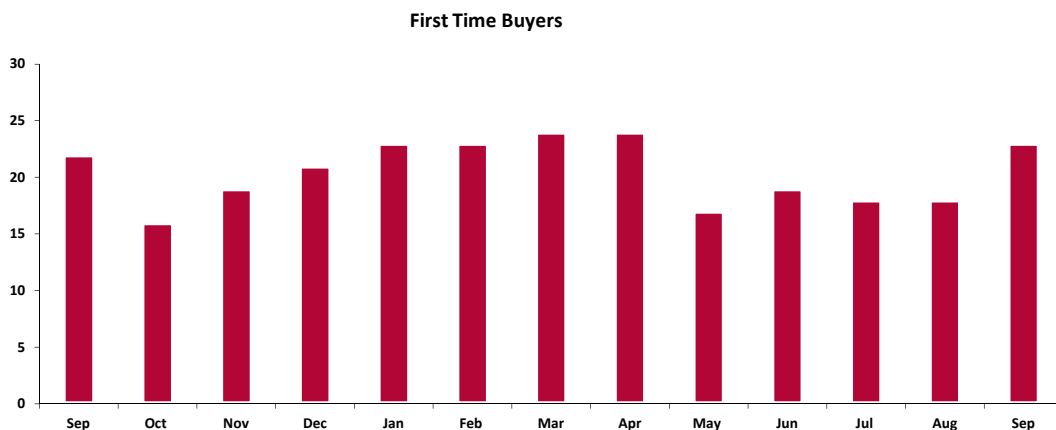
Housing supply levels increased slightly between August and September but historical data from the NAEA suggests a significant reduction in the level of available property for sale over the past three to four years. Since December 2008, when an average of 100 properties were up for sale at NAEA branches throughout the country, the level of available stock has since reduced by 38 per cent.



## FIRST TIME BUYERS

The percentage of sales made to FTBs increased from **18** per cent in August to **23** per cent in September.

FTBs saw a bigger share of the overall number of sales between August and September, reaching their highest level in five months (April 2012; 24).



Editor Notes:

About the NAEA

The National Association of Estate Agents (NAEA) is the UK's leading professional body for estate agency personnel, being part of a group representing 13,000 members who practice across all aspects of property services both in the UK and overseas. These include residential and commercial sales and lettings, property management, business transfer, auctioneering and land. The NAEA is a sister organisation to the Association of Residential Letting Agents (ARLA), as is [PropertyLive.co.uk](http://PropertyLive.co.uk), the UK's only regulated property portal.

The NAEA is dedicated to the goal of professionalism within all aspects of property, estate agency and land. Its aim is to reassure the general public that by appointing an NAEA member to represent them they will receive in return the highest level of integrity and service, for all property matters. Both NAEA and ARLA members are bound by a vigorously enforced Code of Practice and adhere to professional Rules of Conduct. Failure to do so can result in heavy financial penalties and possible expulsion from the Associations.

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