



NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

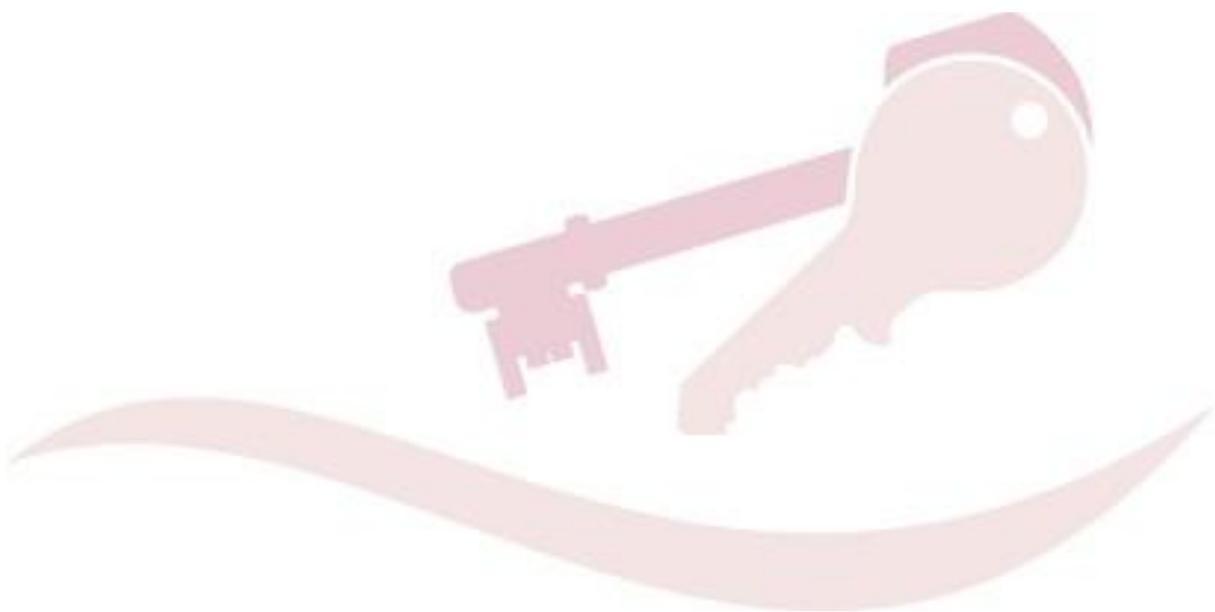
February 2015

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February 2015 Housing Market Report: THIRD OF ALL HOUSE SALES MADE TO FIRST TIME BUYERS

KEY FINDINGS

- Nearly a **third** (30%) of total **house sales** in February were made to **First Time Buyers**, the highest since September 2014
- Almost **half** (46%) member agents have seen the **market cooling** in the lead up to the **General Election**
- A **quarter** of member agents (27%) believe the **General Election** will have the **biggest impact** on the housing **market this year**

The National Association of Estate Agents (NAEA) February Housing Market Report shows that almost a third of all properties sold in February, were sold to First Time Buyers (FTB). This is the highest amount since September 2014, and sales to FTBs have not reached higher than this level since records began in 2009.

The report also showed that demand for property is up in February, with 366 house hunters registered per NAEA member branch, up from 353 in January. This is still significantly higher than supply, with supply marginally down from 44 houses per branch in January, to 43 this month. The total number of sales agreed in February remained the same as January, with eight house sales going through per member branch.

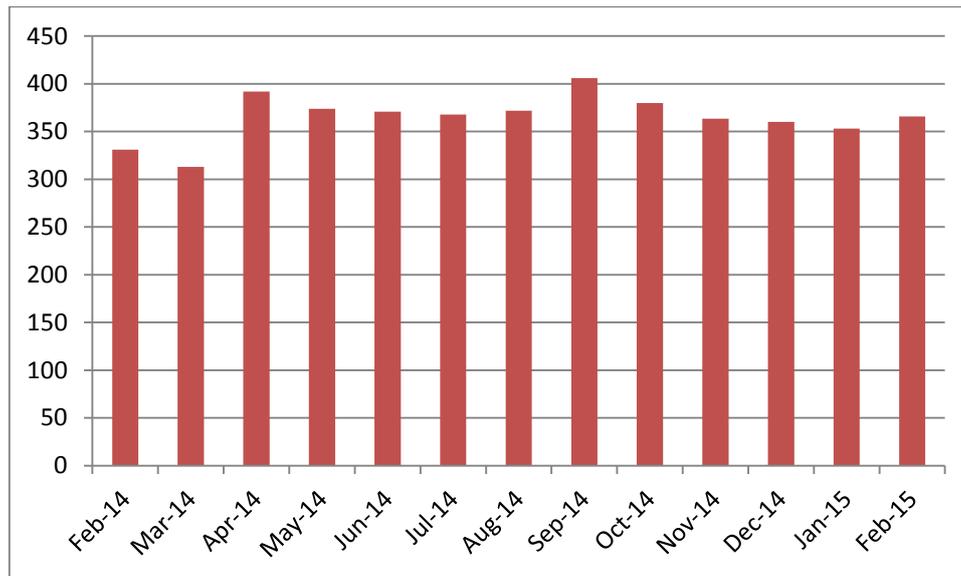
The report also looked at how estate agents felt about the upcoming General Election, with almost half (46%) reporting that the market is cooling in the lead up to May, and over a quarter (27%) stating that the General Election will have the biggest impact on the housing market this year.

NUMBER OF HOUSE HUNTERS

Average number of house hunters registered per branch **up** from January average, with **366** house-hunters registered per branch

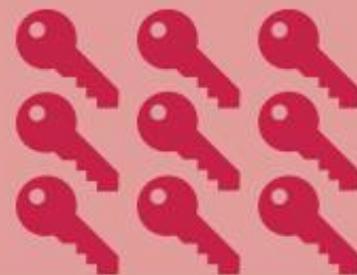


This month, NAEA members reported that the number of house hunters recorded per branch was 366, four per cent higher than January, when the number of house-hunters registered at each branch was at a ten-month low. The number of house-hunters could be attributed to the fact that there is uncertainty around the General Election; those looking to buy are unsure of what policies may come into play and how these may affect their sale and so want to push through sales ahead of May.

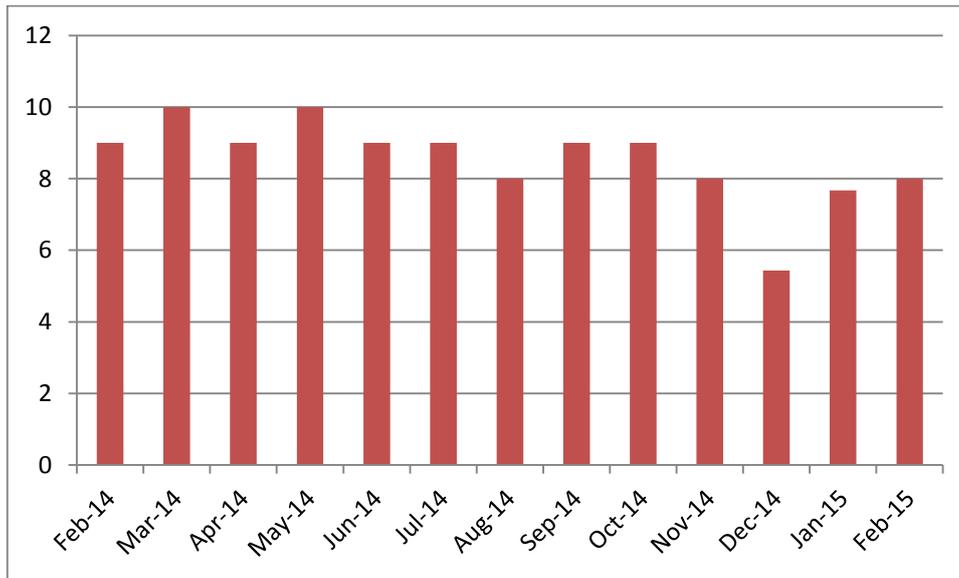


SALES PER BRANCH

Average number of sales remained level at **8** per member branch



NAEA members reported that the number of sales agreed in February remained level from January, with agents reporting an average of eight sales agreed per branch.

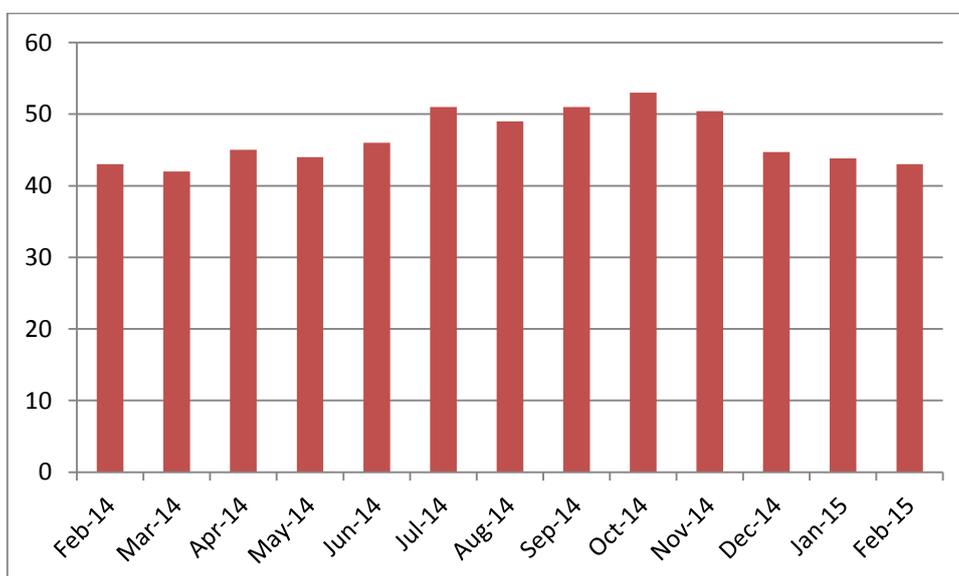


HOUSING STOCK

Average number of properties available for sale per branch decreased from 44 in January to 43 in February



Member agents have reported that the number of properties available for sale at each branch is down in February, from 44 in January. This is the same level as February last year, and the lowest supply since March 2014, when 42 houses were available per member branch.

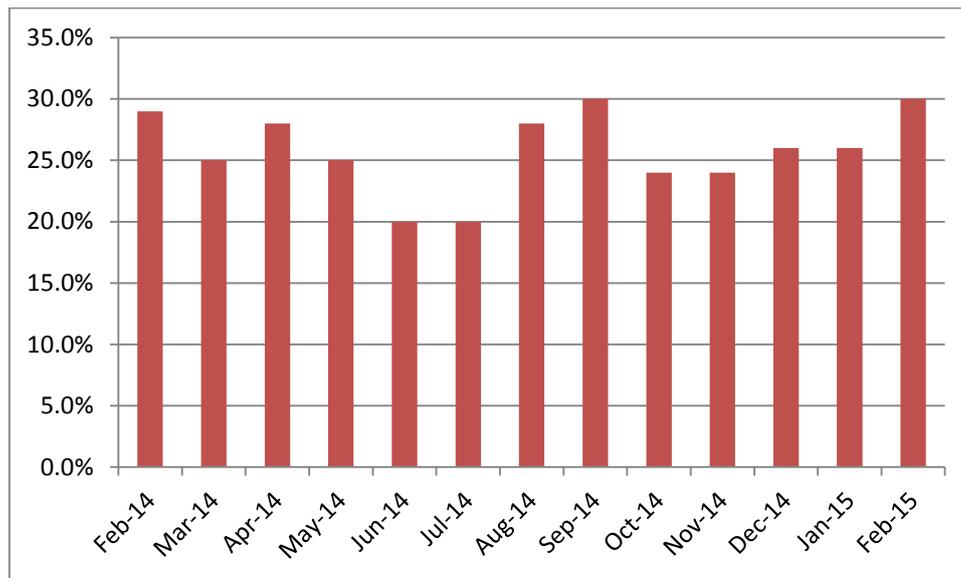


FIRST TIME BUYERS

Average percentage of sales made to First Time Buyers (FTBs) up to just under a third



The percentage of sales made to first time buyers (FTBs) is up in February, with the group now accounting for 30% of all sales made in member branches, up from 26% in January. This is the highest amount since September 2014, and sales to FTBs have not reached higher than this level since records began in 2009.



ENDS

Editor Notes:

About NAEA

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).

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.

To find a local NAEA member, please visit www.naea.co.uk

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