

NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

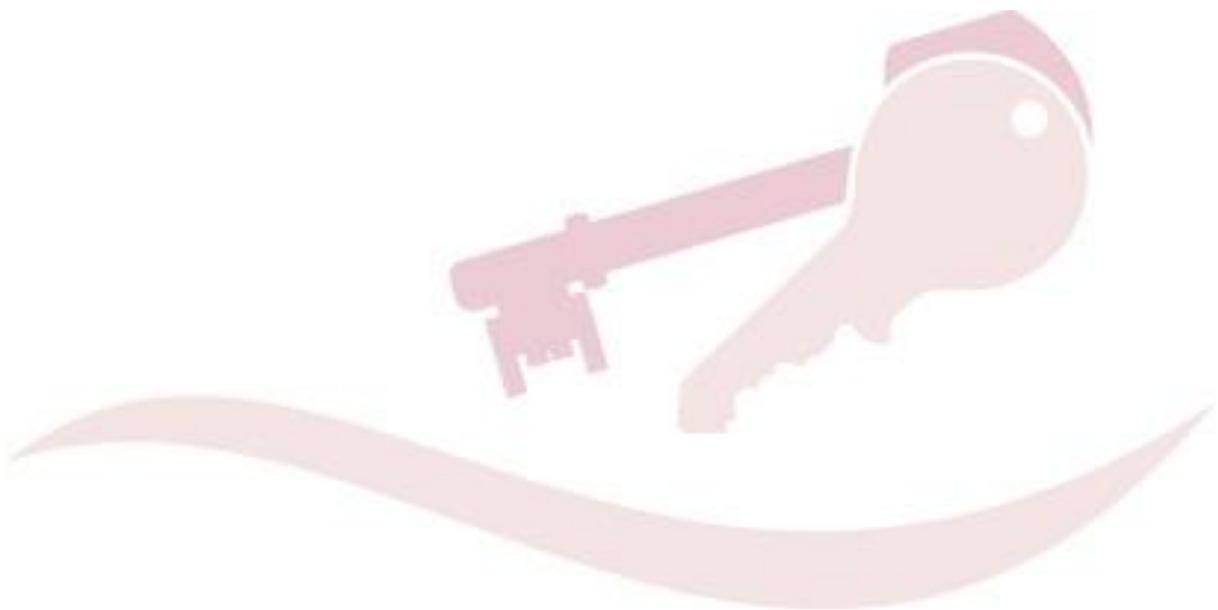
April 2015

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National Association of Estate Agents Press Office

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April 2015 Housing Market Report: STEP IN THE RIGHT DIRECTION FOR FIRST TIME BUYERS

KEY FINDINGS

- A quarter (26%) of sales made to FTBs in April, up from just a fifth (22%) in March
- Demand in April remained the same as March, but supply was down 10% from March
- Three quarters (74%) of estate agents don't see supply and demand levelling out over the next five years
- Nine in ten (92%) of NAEA agents believe the General Election result is great news for the housing market

The National Association of Estate Agents (NAEA) April Housing Market Report shows that one quarter (26%) of house sales were made to first time buyers in April, jumping from 22 per cent in March.

Findings show that nine in ten (93%) NAEA agents do not see FTBs amassing substantial cut through in the market over the next five years, as over half (55%) see house prices increasing over the next five years.

In the build up to the General Election, demand in April remained similar to the previous month with 344 house hunters registered per branch (343 in March), whilst supply decreased from last month, with just 43 houses available per member branch – down 10 per cent from 48 houses available in March.

In addition to this, three quarters (74%) of NAEA member agents do not see supply and demand levelling out over the next five years, meaning that more buyers will be squeezed out of the market.

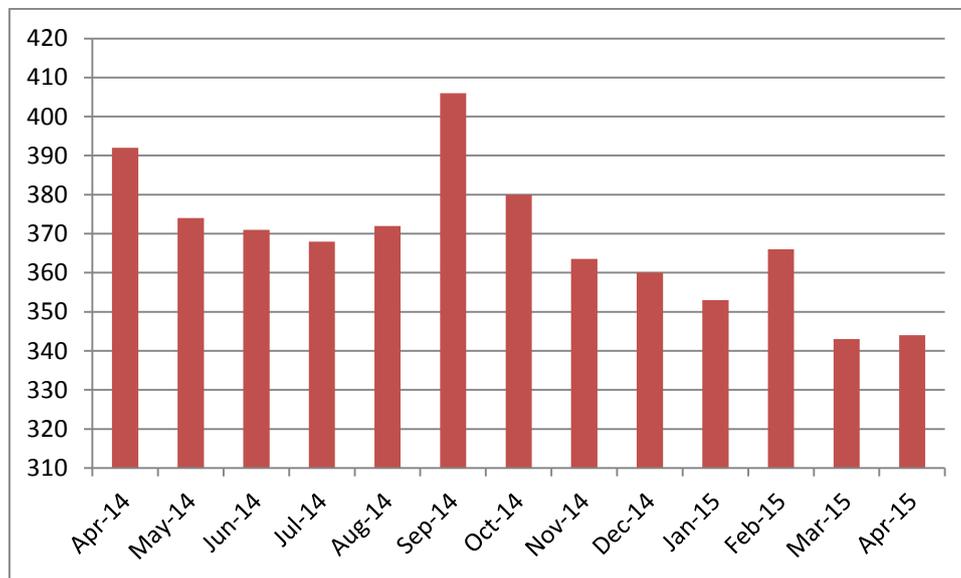
NUMBER OF HOUSE HUNTERS

Average of **344** house-hunters registered per branch in April, up from **343** in March



Demand was down significantly from April last year, when 392 house hunters were recorded per member branch. This can be in part attributed to uncertainty around the property market for buyers in the lead up to the General Election.

Three quarters (74%) of NAEA member agents do not see supply and demand levelling out over the next five years, meaning that more buyers will be squeezed out of the market.

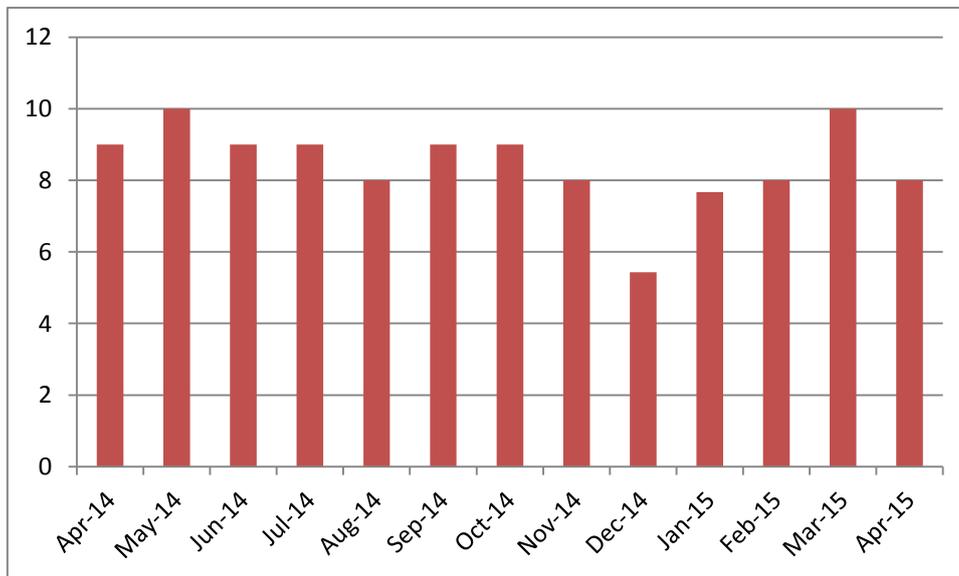


SALES PER BRANCH

Average number of sales decreased from 10 per member branch in March, to 8 in April

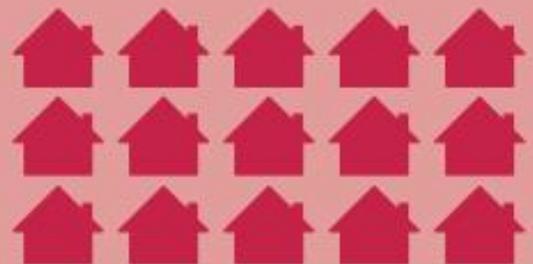


The number of sales recorded per branch was down to 8 in April after a jump in March. April's figures were the same as January to February this year, and down one from the 9 recorded per branch in 2014.

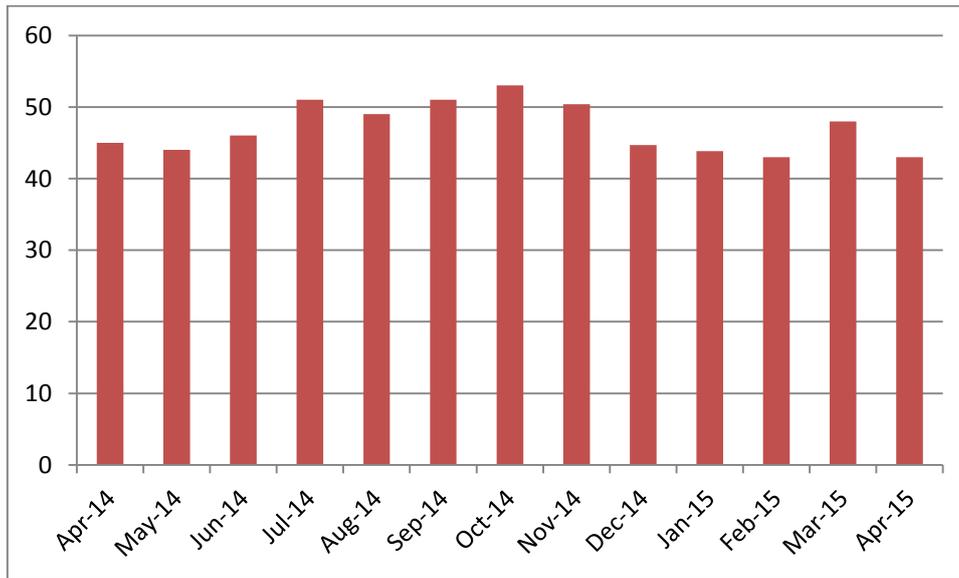


HOUSING STOCK

Average number of properties available for sale per branch decreased from 48 in March to 43 in April



Supply was down 10 per cent from last month, with 43 properties available per branch compared to 48 last month. This April was down 2 from 45 April 2014. This is also a result of the uncertainty around the property market in the lead up to the Election.

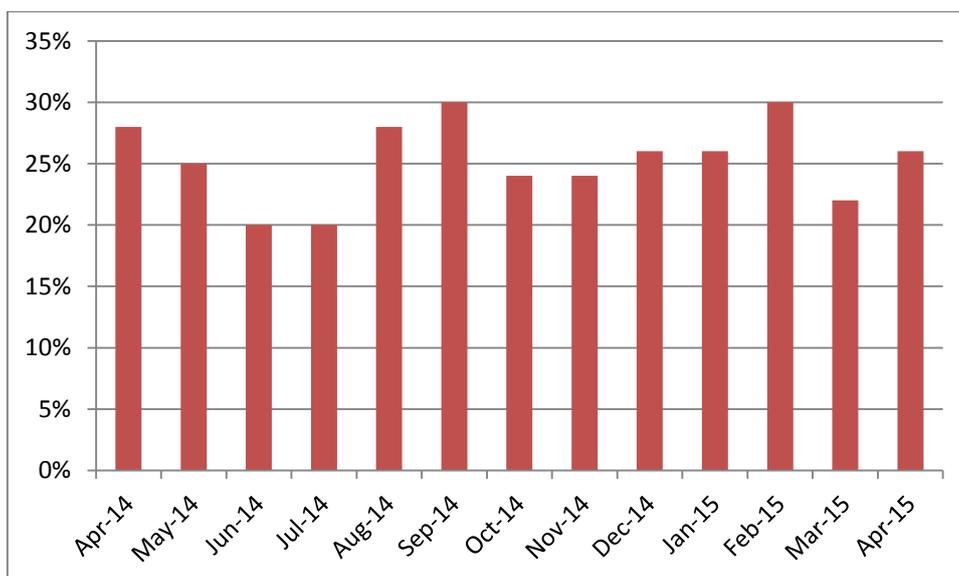


FIRST TIME BUYERS

Average percentage of sales made to First Time Buyers (FTBs) increased from 22% in March, to 26% in April



April showed a positive step for FTBs, with an increase in the number of sales to the group.



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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