

NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

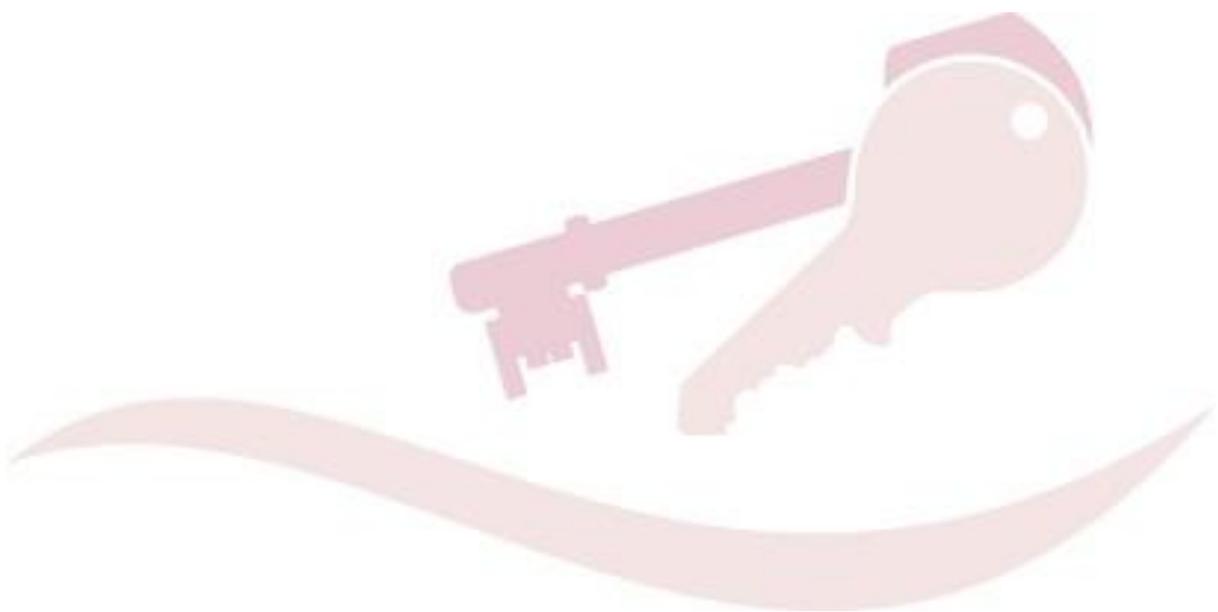
July 2015

For further information:

National Association of Estate Agents Press Office

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July 2015 Housing Market Report: HOUSING DEMAND CONTINUES TO GROW, REMAINING AT ELEVEN YEAR HIGH

KEY FINDINGS

- A total of 462 house hunters were recorded per NAEA member branch in July – an increase of five per cent from June and the highest number since August 2004
- Available housing supply has grown this month, with 55 properties available per branch, compared to 44 in June – an increase of 25% and the highest since August 2004
- The number of sales made to first time buyers (FTBs) is down to 23% in July, compared to 24% of sales in June and 26% in May.

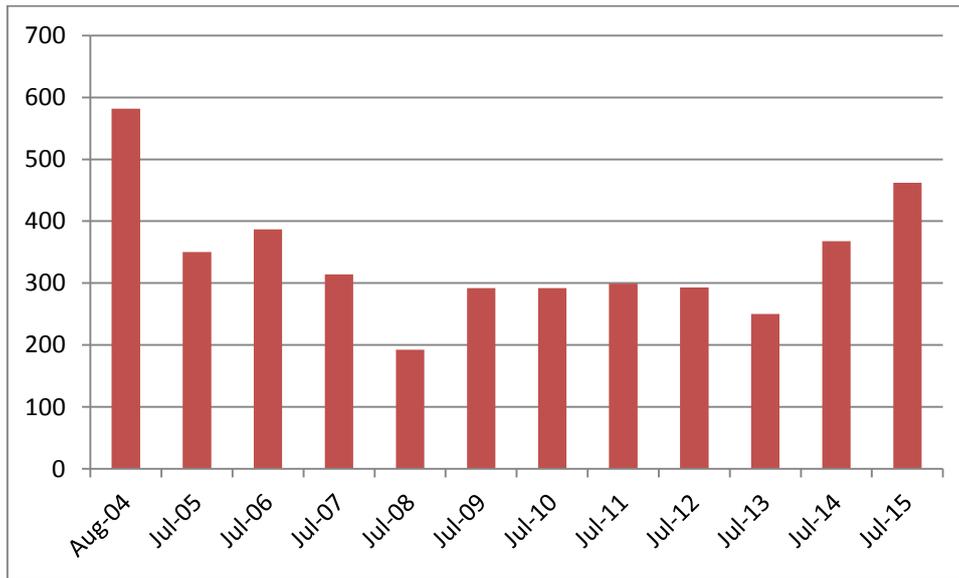
The National Association of Estate Agents (NAEA) July Housing Market Report shows that a total of 462 house hunters per branch were recorded in July, an increase of five per cent from June and the highest number since August 2004.

NUMBER OF HOUSE HUNTERS

Average of **462** house-hunters registered per branch in July, up five per cent from **439** in June



Findings show that this July, demand for housing continued to grow. The number of house-hunters registered per branch increased from 439 in June to 462 this month – the highest demand for housing in eleven years.

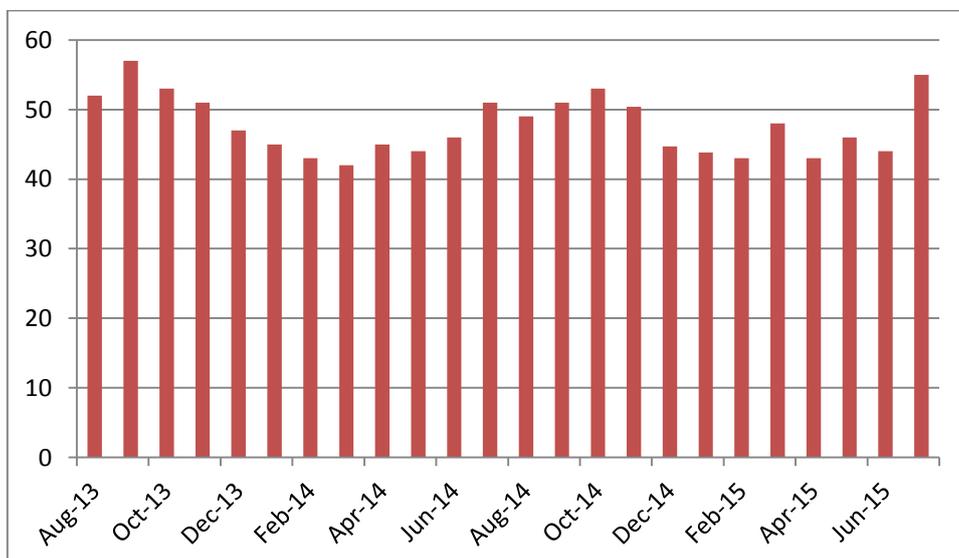


HOUSING STOCK

Average number of properties available for sale per branch **increased from 44 in June to 55 in July**



Supply of available housing grew to meet increasing demand this month, with 25% more housing stock available than in June. This is the highest that availability has been in two years.

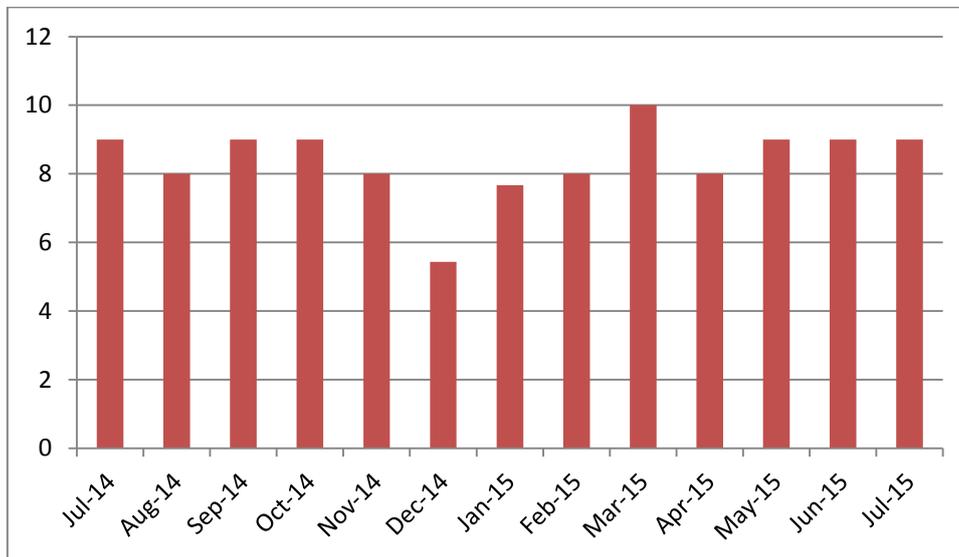


SALES PER BRANCH

Average number of sales remained at **9** per member branch in July, the same as June and May

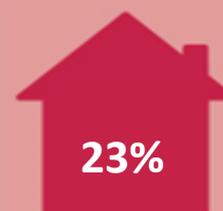


As demand levels reach eleven year high, and housing stock available reaches an almost two-year high, the number of sales per member branch remains the same as last month, with nine sales agreed in July.

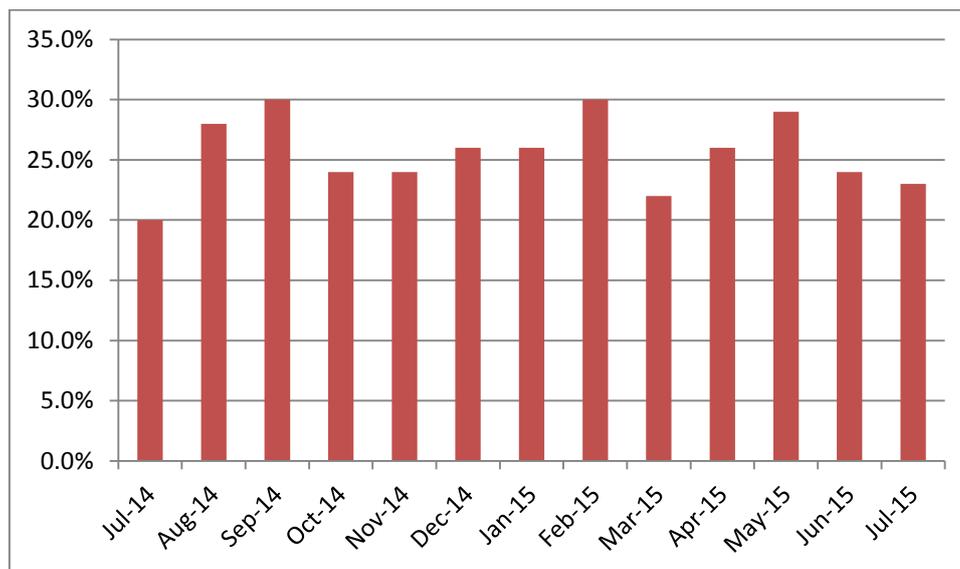


FIRST TIME BUYERS

Average percentage of sales made to First Time Buyers (FTBs) **decreased** from **24%** in June, to **23%** in July



Alarming, in July, agents reported a decrease in sales to FTBs, with under a quarter (23%) of sales made to this group. This is however an increase from last year, when only 20% sales were made to FTBs in July.



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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