



NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

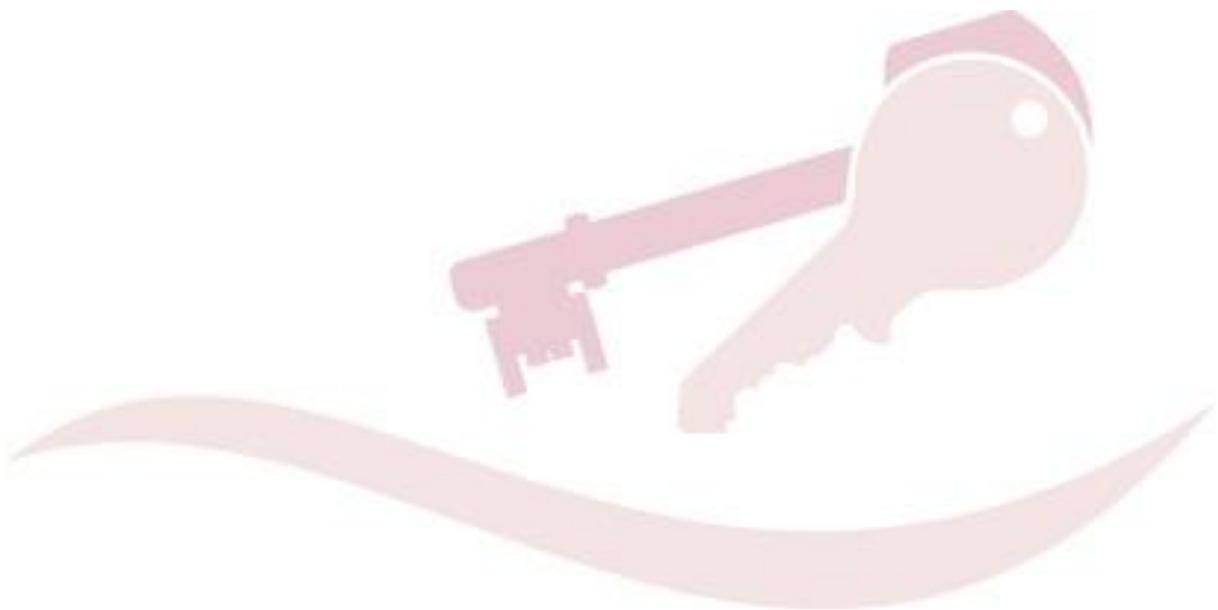
September 2015

For further information:

National Association of Estate Agents Press Office

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September 2015 Housing Market Report: SALES TO FIRST TIME BUYERS RISES

KEY FINDINGS

- The number of sales made to first time buyers (FTBs) is at the highest since May 2015, with three in ten (29%) sales made to the group in September, a rise from 20% in August
- On average, a total of 342 house hunters were recorded at each NAEA member branch in September - a decrease of 16% from August when 408 house hunters were registered per branch
- Number of houses available per branch dropped marginally in September, with 37 properties available, compared to 38 in August.

The National Association of Estate Agents (NAEA) September Housing Market Report finds sales to first time buyers (FTBs) are at their highest since May, and demand for housing has fallen from last month.

SALES TO FIRST TIME BUYERS

29% of sales were made to FTBs in September, the highest level since May 2015



Sales to first time buyers were at that highest since May, accounting for 29 per cent of total sales—this is compared to 20 per cent in August.

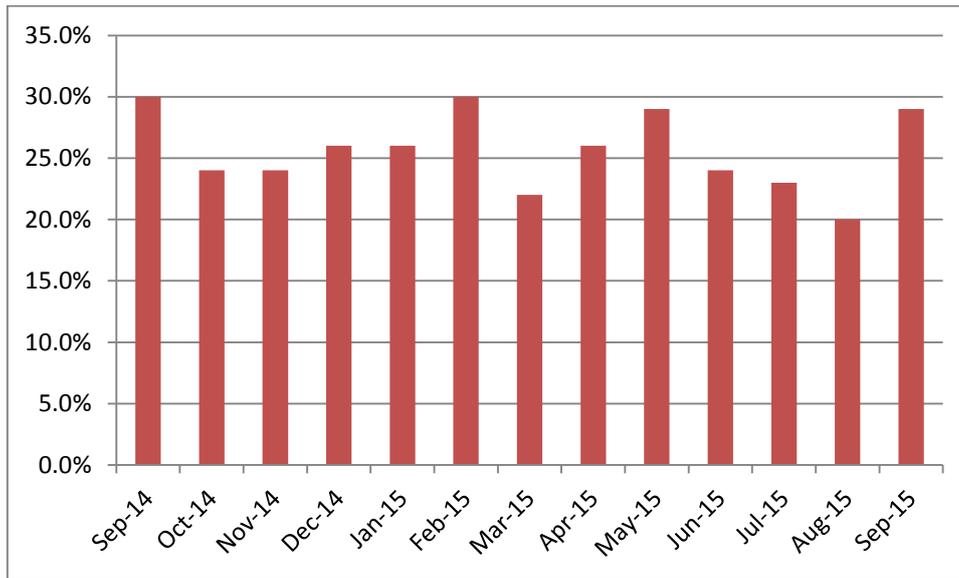


Figure 1: sales made to first time buyers

The number of sales completed per member branch fell to nine in September – a decrease of one from August, when an average ten sales completed per branch.

NUMBER OF HOUSE HUNTERS

Average **342** house-hunters registered per branch in September, down from **408** in August

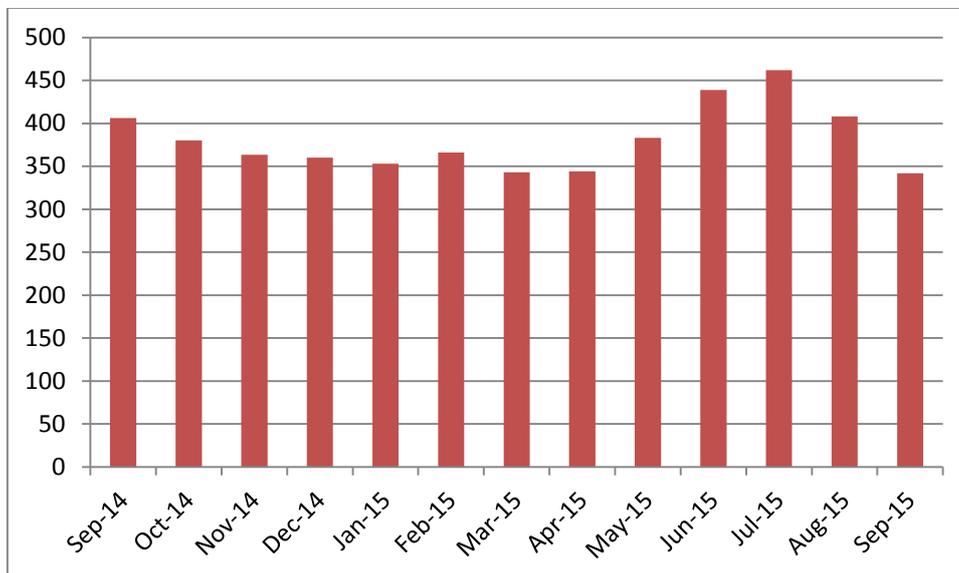


Figure 2: number of house-hunters registered per member branch

The number of prospective buyers registered per member branch fell 16% in September, following a period of very high and unsustainable demand in July and August; in July, demand reached an eleven year high with 462 house-hunters registered per branch.

HOUSING STOCK

Average number of properties available for sale per branch **decreased from 38 in August to 37 in September**



Supply of available housing decreased marginally in September, following a large drop last month, when the number of available properties fell from 55 in July to 38 in August.

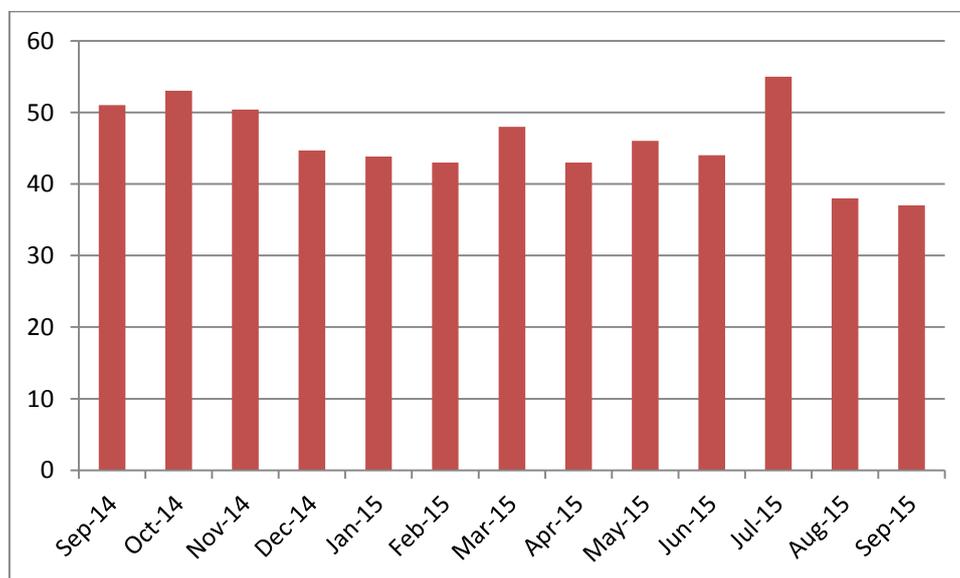


Figure 3: houses available per member branch

HOUSES SOLD AT ASKING PRICE

In September, findings showed that over two thirds (70%) of properties sold for less than the original asking price, but only seven per cent sold for more than the original asking price.

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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