

NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

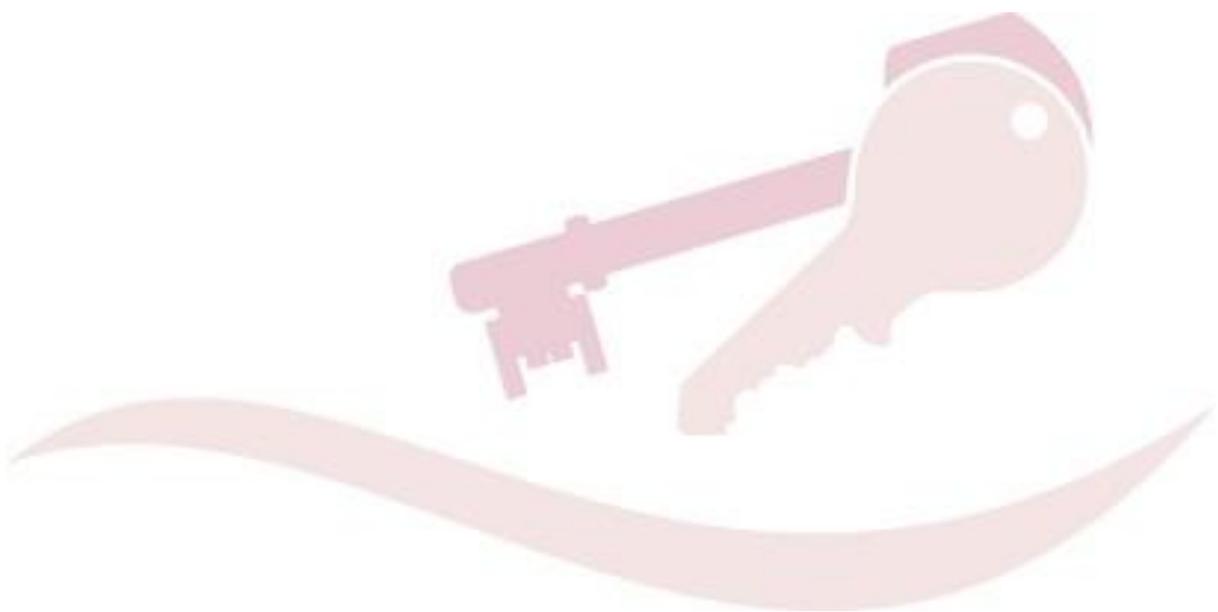
October 2016

For further information:

National Association of Estate Agents Press Office

020 7566 9777

propertyprofessionals@lansons.com



October 2016 Housing Market Report: SALES TO FIRST TIME BUYERS AT HIGHEST LEVEL ON RECORD

KEY FINDINGS

- A third of sales were made to first time buyers (FTBs) in October
- Supply of available housing increased to the highest level since March this year
- Demand for housing rose by 32 per cent in October
- The number of sales agreed stayed the same at an average nine per branch in October

The number of sales made to FTBs in October was the highest level recorded since records began in 2000.

SALES TO FIRST TIME BUYERS

32 per cent of sales were made to first time buyers in **October**



In September, only 23 per cent of sales were made to FTBs, meaning a nine per cent increase in just one month.

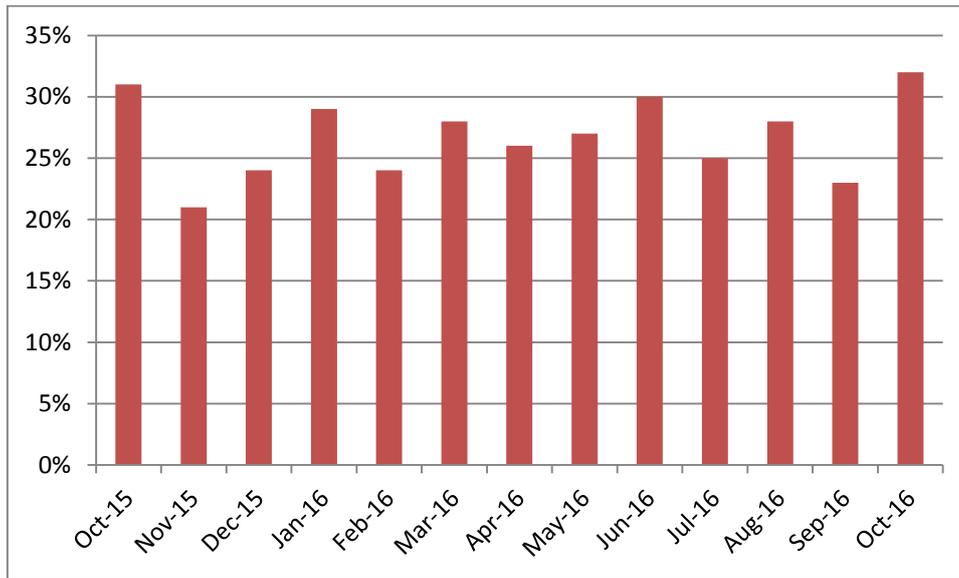
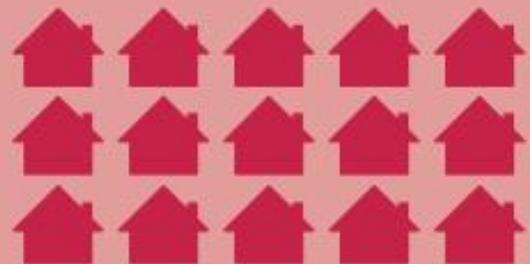


Figure 1: Number of sales made to FTBs

HOUSING STOCK AND SALES PER BRANCH

Average number of properties available for sale per branch increased from **40** in September to **43** in October



The number of properties available on average per branch was the highest number recorded since March this year, and a 7.5 per cent increase from September. In October 2015, there were also 43 properties available per member agent branch.

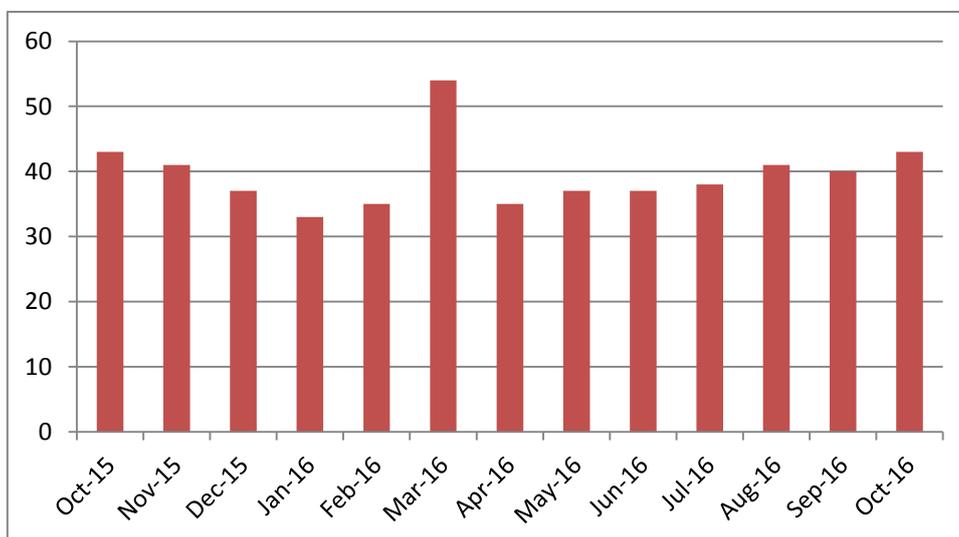


Figure 2: houses available per member branch

HOUSE-HUNTERS

Average **440** house hunters registered per branch in **October**, an increase of 32 per cent from **333** in **September**



The number of house-hunters registered per branch rose by 32 per cent in October, to the highest level recorded since February this year when there were 463 prospective buyers on estate agents' books.

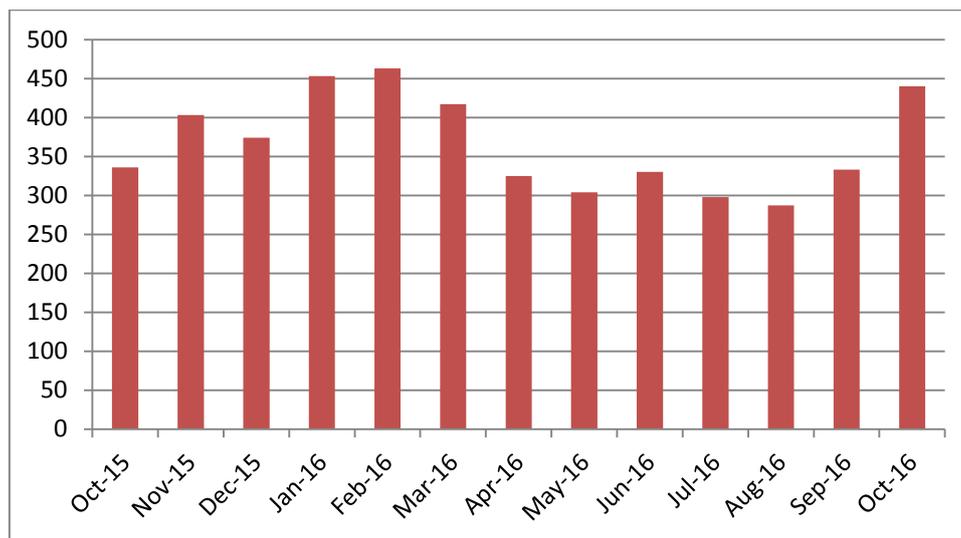


Figure 3: number of house-hunters registered per member branch

HOUSES SOLD AT ASKING PRICE

Last month, four fifths (82 per cent) of the properties sold per member branch went through for less than the original asking price – a six per cent increase from September.

ENDS

Editor Notes:

For further information contact:

National Association of Estate Agents Press Office
020 7566 9777

About NAEA

NAEA is the UK's leading professional body for estate agency personnel; representing over 7,000 members who practise across all aspects of property services. We are dedicated to the goal of professionalism within all

aspects of property, estate agency and land. Our 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.