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Housing Report

January 2018



January 2019 Housing Report

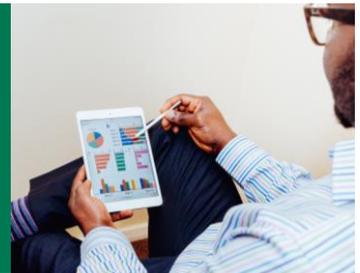
BUSINESS AS USUAL FOR HOUSE SELLERS WHILE BUYERS PUT PLANS ON HOLD

Key Findings

- Demand from prospective buyers fell by a fifth year-on-year in January, while supply of available properties remained the same
- Sales to first-time buyers (FTBs) and sales agreed per branch increased from December
- More than four in five properties sold for less than the original asking price

DEMAND FROM HOUSE HUNTERS

There were 297 house hunters registered per branch in January



The number of house hunters registered per estate agent branch fell from 304 in December, to 297 in January. Looking at a year-on-year comparison, demand has fallen by a fifth (19 per cent) from 367 in January 2018.

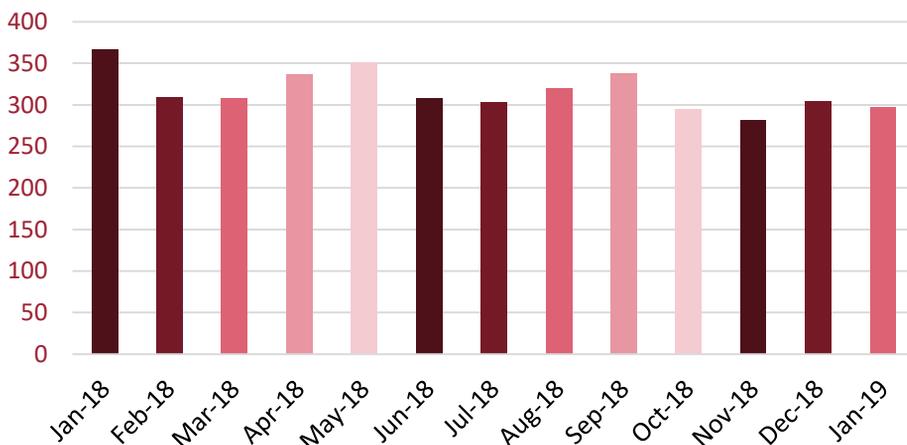


Figure 1: Number of house hunters per branch

HOUSES AVAILABLE TO BUY

*There were **36** houses available to buy per member branch in January*



In January, the supply of available housing fell by 14 per cent, from 42 in December to 36. This was the same figure as January 2018.

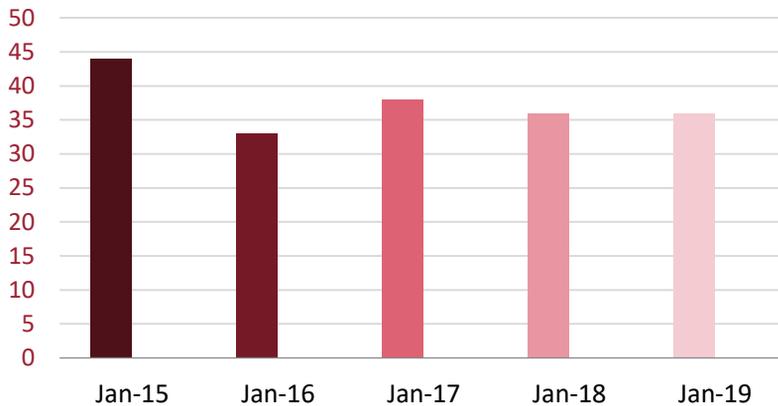


Figure 2: Number of properties available per branch year on year

SALES AGREED PER BRANCH

*An average of **seven** sales were agreed per branch in January*



The average number of sales agreed per branch increased from five in December to seven in January.

The percentage of properties sold to FTBs increased for the second month running, rising from 23 per cent in November to 24 per cent in December, and to 26 per cent in January. This is the highest recorded since July 2018, when 30 per cent of sales were made to the group.

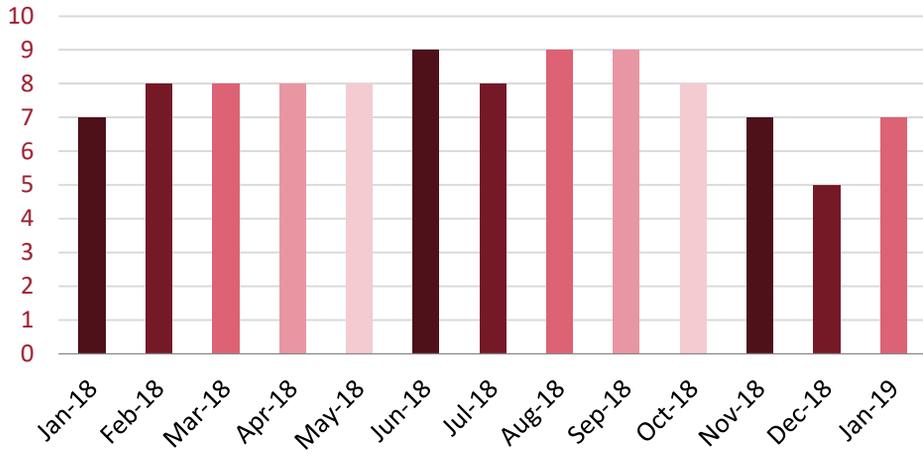


Figure 3: Number of sales agreed per branch

WHAT PROPERTIES SOLD FOR

Four per cent of properties sold for more than the asking price in January



In January, four per cent of properties sold for more than the original asking price and 84 per cent of properties sold for less.

ENDS

Editor Notes:

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About NAEA Propertymark

NAEA Propertymark (formally National Association of Estate Agents) is the UK’s leading professional body for estate agency personnel; representing members who practice from over 12,000 offices in 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 a NAEA Propertymark Protected agent to represent them, they will be safeguarded and receive the highest level of integrity and service for all property matters.