



NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

January 2014

For further information:

National Association of Estate Agents Press Office

020 3128 8181

press@nfoppmedia.com





House hunters set new six year high as supply continues to fall

KEY FINDINGS

- Average number of house hunters registered per branch **increased** from **334** in December to **353** in January
- Average number of sales agreed per branch **increased** from **6** in December to **8** in January
- Average number of properties available for sale per branch **decreased** from **47** in December to **45** in January
- Average percentage of First Time Buyers (FTBs) **increased** from **26** percent in December to **28** percent in January

The NAEA Housing Market Survey for January showed a continued slow-down in the supply of properties as the number of house hunters jumped to a six and a half year high. The average number of house sales reported by NAEA members and the proportion of First Time Buyers (FTBs) also increased, showing that buyers are not deterred by the lack of supply as market confidence strengthens in the New Year.

NAEA member agents reported a decrease in the number of available properties in January, down from an average of 47 in December 2013 to 45 in January 2014. This is the fourth consecutive month to show a drop in the number of properties available in the housing market and the lowest figure seen since July 2007.

However, despite the lack of property for sale, the average number of sales increased by a third (33.3 percent) in the New Year, up from an average of six sales in December 2013 to eight in January 2014 – reversing the decrease seen in December as a result of the festive season. There was also an increase in the proportion of FTBs purchasing homes, up from an average of 26 percent in December 2013 to 28 percent in January 2014.

January saw a 5.7 percent increase in the number of house hunters registering with NAEA member agents, up from 334 in December 2013 to 353 in January 2014 – the highest number seen since March 2007 (385).

NAEA agents also reported that on average four percent of properties sold per branch were sold to people purchasing a house using Help-to-Buy. This figure is up from three percent in December 2013.

Over a third (39 percent) of house hunters were looking to up-size from their existing property in January 2014 with only one in ten (13 percent) looking to down-size. Nearly a quarter (22 percent) of house hunters were interested in buying a house for an investment and nearly two in ten (17 percent) individuals viewing a property were looking to buy for the first time. (N.B. the remaining nine percent fell under the category of ‘other’).

Home buyers were most interested in purchasing semi-detached homes (42 percent) in January 2014 followed by detached properties (26 percent), terraced (14 percent), and then flats (12 percent). (N.B. the remaining six percent fell under the category of ‘other’).

There has been a notable shift in the percentages of properties selling for above or for the asking price in 2014 compared to 2013. The majority (56 percent) of properties sold by NAEA member agents in January 2014 still sold for less than the asking price but nearly a third (32 percent) sold for the original asking price. One in every eight (12 percent) properties in January 2014 sold for more than the asking price, up considerably on previous levels. In September 2013, when we first started collecting this data, as a percentage far more houses sold for less than the asking price (71%), with

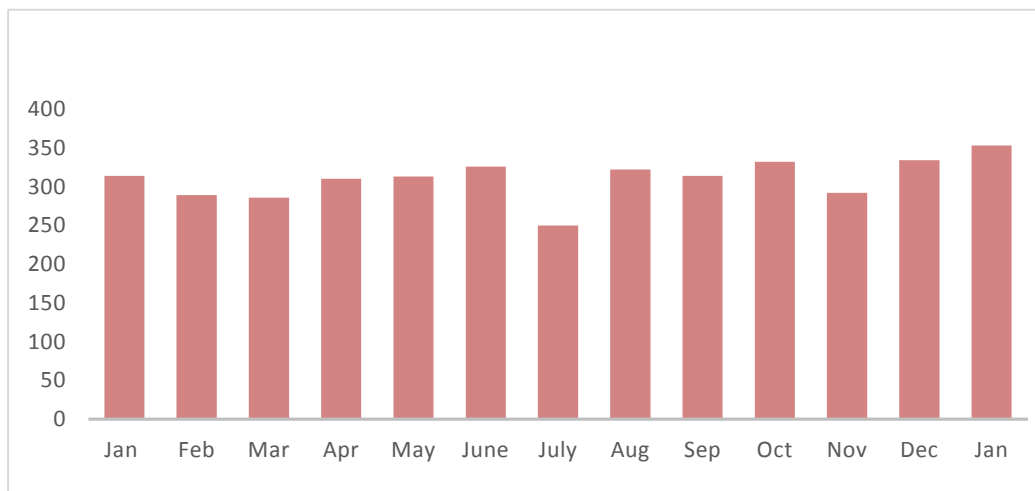
under a quarter (22 percent) selling for the original asking price and only seven percent selling for more than the asking price.

NUMBER OF HOUSE HUNTERS

Average number of house hunters registered per branch increased from 334 in December to 353 in January



House hunter levels increased from 334 in December 2013 to 353 in January 2014 – an increase of 5.7 percent and the highest number of house hunters recorded since March 2007 (385).

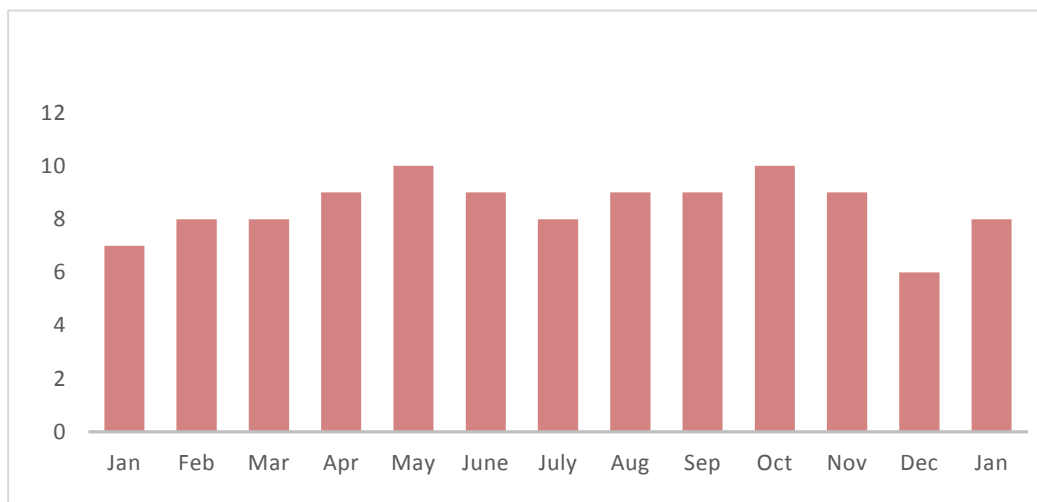


SALES PER BRANCH

**Average number of
sales agreed per branch
increased from 6 in
December to 8 in January**



House sales across NAEA branches increased from an average of six in December 2013 to eight in January 2014. This is despite a tightening of supply and shows that confidence in the housing market remains strong, with people still willing to buy, perhaps spurred by the competition for fewer properties.

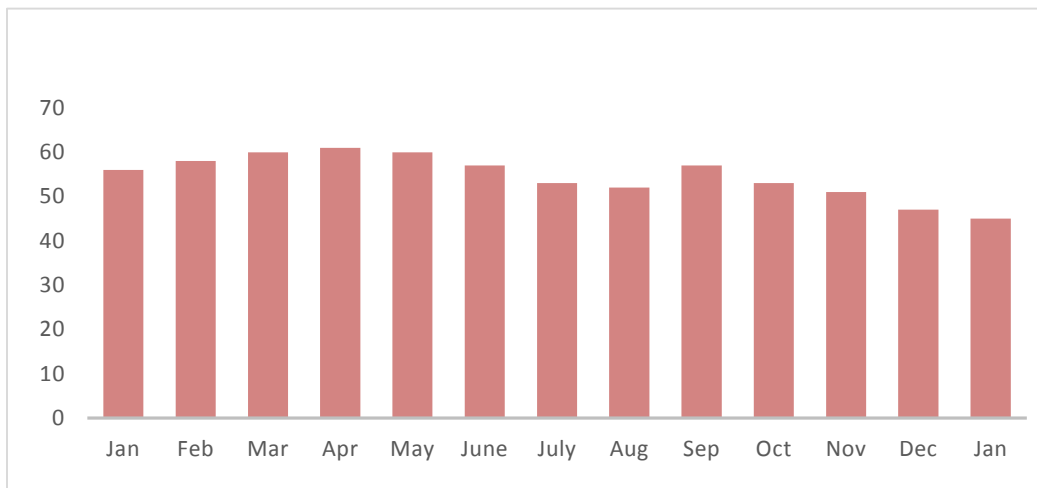


HOUSING STOCK

Average number of properties available for sale per branch decreased from 47 in December to 45 in January



NAEA members reported another decrease in the supply of housing in January 2014, down from an average of 47 properties per branch in December 2013 to 45 in January 2014. This is the fourth month in a row to experience a decline and the lowest average number reported since July 2007 (45).

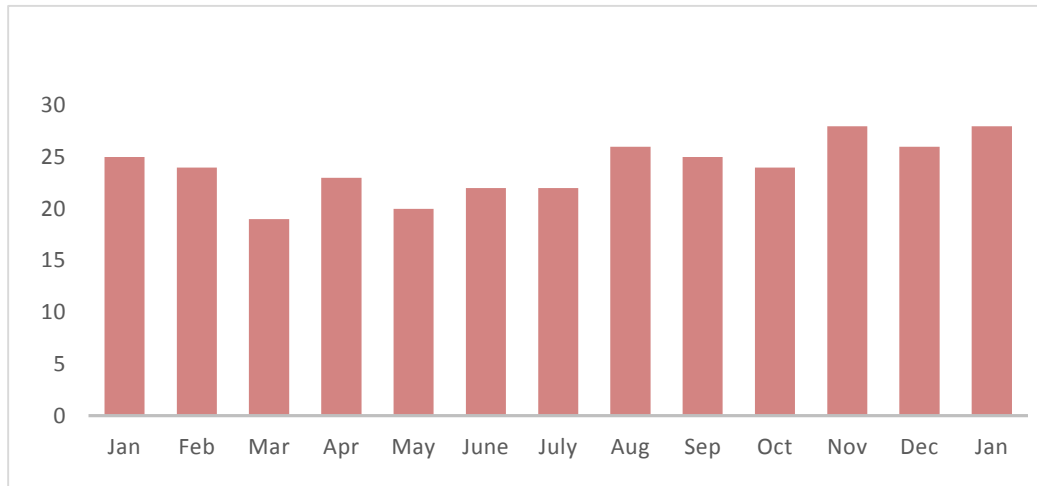


FIRST TIME BUYERS

**Average percentage
of FTBs increased from
26 percent in December
to 28 percent in January**



The percentage of overall sales made to FTBs increased in January 2014, up from an average of 26 percent in December 2013 to 28 percent in January 2014. This is an encouraging number, given the importance of FTBs in keeping the wider market moving.



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

For further information contact:

NAEA PRESS OFFICE

Tel: 020 3128 8181

E-mail: press@nfoppmedia.com