



**NAEA**

National Association of  
Estate Agents

# NATIONAL ASSOCIATION OF ESTATE AGENTS

## HOUSING MARKET REPORT

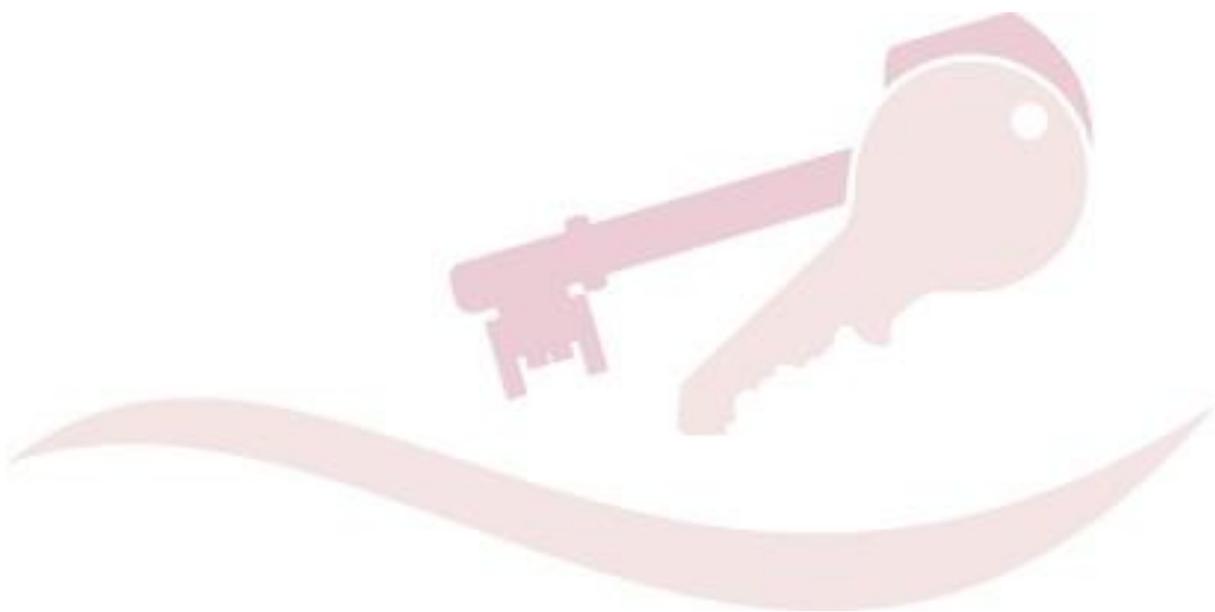
**September 2014**

For further information:

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## September 2014 Housing Market Report:

# NUMBER OF HOUSE HUNTERS AT TEN YEAR HIGH, BUT SUPPLY SEASONALLY LOW FOR SEPTEMBER

### KEY FINDINGS

- Number of house hunters on estate agents' books **increased** nine per cent from August to reach a ten year high of **406** per branch – the highest recorded level in ten years
- Supply is up slightly from last month, with the average number of properties available per branch **increasing** to **51** for September, from 49 in August – **however this is seasonally low for September**
- **The last time that supply levels were lower for September was in 2002, when 43 houses were available per NAEA member branch.**
- Sales agreed are up slightly, with nine sales on average agreed per branch in September
- However, properties are **increasingly being sold below asking price** with an average **82** per cent of properties going for less than the seller originally wanted – up 16 per cent from August
- **70** per cent of estate agents felt that the impending **interest rate rise** is **affecting demand already**

House hunters are out in force as the number of people looking for a property for the month of September is at a ten year high. The NAEA September Housing Market Report found that member agents reported an average of 406 house hunters at each branch – the highest number recorded since October 2004, when an average of 511 buyers were reported.

However, while supply of housing increased slightly from last month, from 49 houses available in August to 51 in September, this figure is seasonally low for September. The last time that supply levels were lower for September was in 2002, when 43 houses were available per NAEA member branch.

The research found that sales agreed increased slightly in September, with agents reporting nine sales agreed in the month per branch, compared to eight in August. First time buyers are also continuing to gain ground, according to the report, with the group now accounting for just under a third of all sales per branch (30 per cent), an increase from 28 per cent in August – which was up eight per cent from the two months before.

However, despite the high demand and lack of supply, properties are continuing to be sold for below asking price. Only four per cent of properties sold in September were sold for more than the original asking price, and a stark 82 per cent were sold for less than asking price – 16 per cent more than in July, creating an increasingly difficult environment for those looking to sell properties. Further, only 14 per cent of properties were sold at the original asking price in September – a drop of over half compared to 30 per cent in August.

When NAEA members were asked if the impending base rate rise is already affecting demand, 70 per cent agreed they are already seeing an impact on the number of buyers looking to buy or sell, up a quarter (27 per cent) from September when 39 per cent of members thought that the impending rise was already affecting demand. This also accounts for a fifth (19 per cent) of NAEA member agents who argued that demand is being ‘significantly’ affected. Only a quarter (27 per cent) of respondents had seen no change to demand in light of the interest rate rise.

Estate agents reported that fewer clients were up-sizing than in July, with these transactions accounting for just 45 per cent of sales in September, compared to 53 per cent in July. And, although those up-sizing still outweigh down-sizers, more sales were recorded for those down-sizing than in July, with the figure increasing a percentage point in September from 18 per cent.

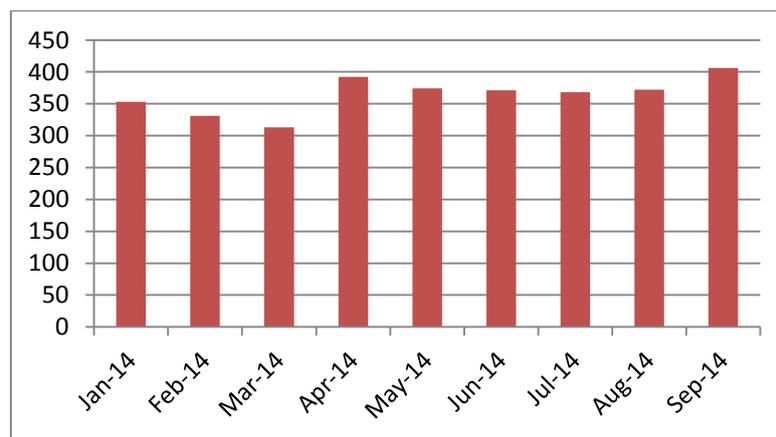
A high proportion of estate agents reported that potential customers are visiting their websites more than their branches, demonstrating the rising popularity of the online housing market. 93 per cent of estate agents claimed that homebuyers and sellers visited their websites more than their branches, leaving just seven per cent of sales resulting through clients visiting branches more.

## NUMBER OF HOUSE HUNTERS

Average number of house hunters registered per branch at **highest in ten years, now at 406** houses per branch



House hunter levels increased by 9 per cent from 372 in August, to 406 in September. This is the highest recorded since October 2004, when the number of buyers on estate agent books was reported to be an average 511. In regards to 2014, September's figures show a significant increase, with the lowest month – March – having recorded 313 house buyers on books.

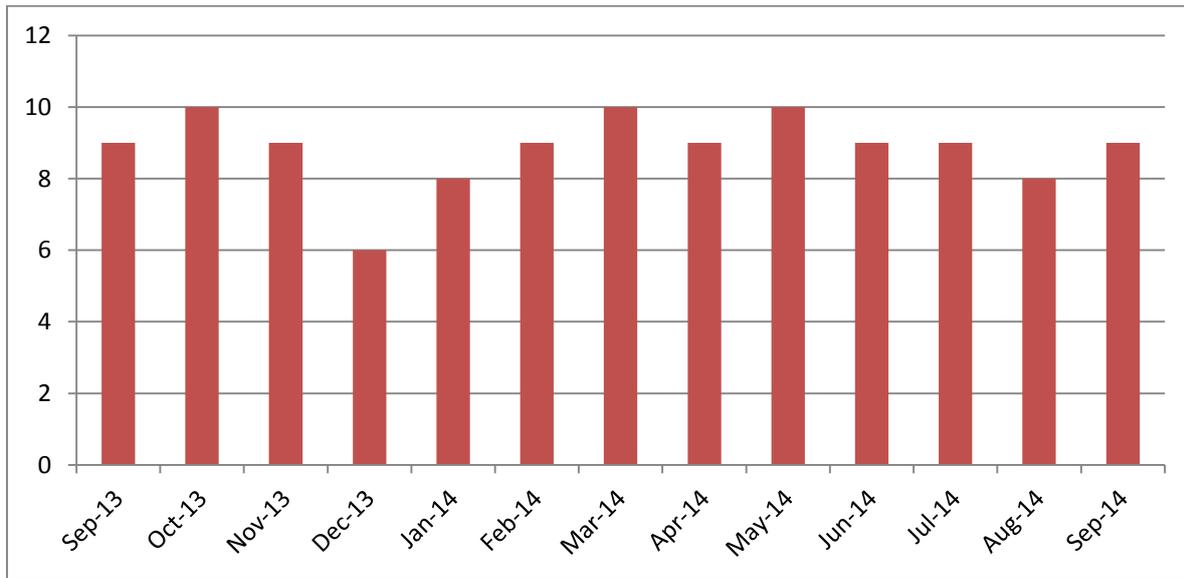


## SALES PER BRANCH

Average number of sales agreed per branch **increased by 12.5%** from **8** in August to **9** in September



The average number of sales agreed across NAEA branches increased slightly, from an average of eight in August to nine in September 2014. This slight increase mimics findings that the numbers of house hunters are on the rise again. This year's figure is the same as that recorded in September 2013, despite slight fluctuations throughout the year which could be a reflection of the time of year, where buyers are rushing to push sales through before Christmas.

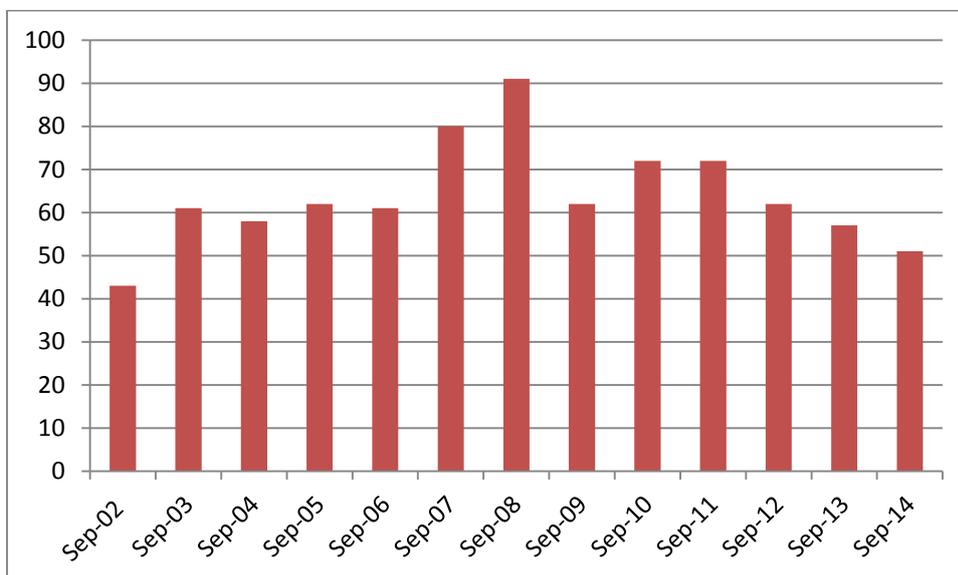


## HOUSING STOCK

Average number of properties available for sale per branch increased from 49 in August to 51 in September, but this is seasonally low



The supply of housing in August increased slightly from 49 in August to 51 in September. While this is a slight increase it is seasonally low for September. The last time that supply levels were lower for September was in 2002, when 43 houses were available per NAEA member branch.

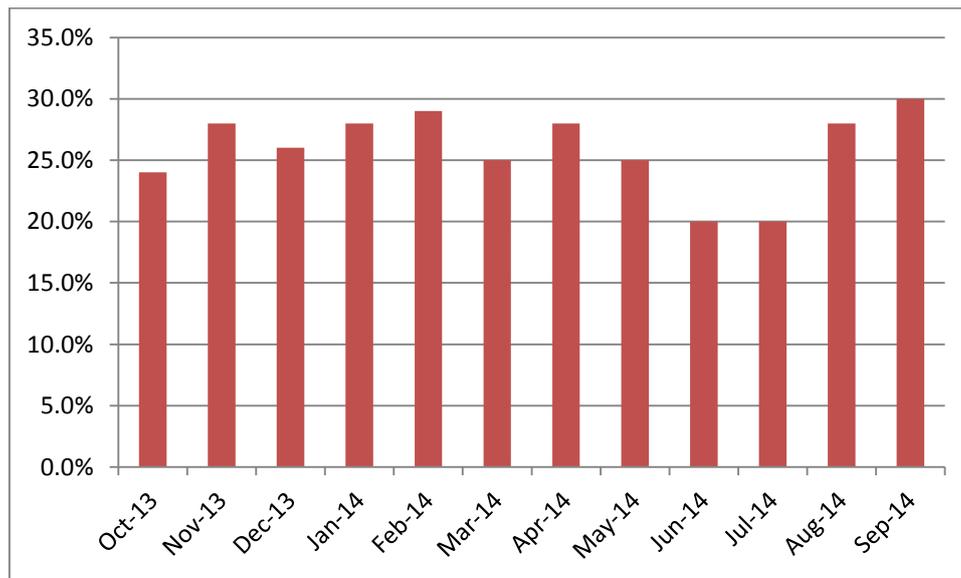


**FIRST TIME BUYERS**

Average percentage of First Time Buyers (FTBs) increased slightly from 28 per cent in August to 30 per cent in September



In September, the percentage of overall sales made to FTBs increased slightly, from an average of 28 per cent to 30 per cent. Following a significant rise in August with the figures rising from 20 per cent in July following a dip in the market, the figures reflect the growing housing market and continue to mark an overall increase in FTBs.



**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](http://www.naea.co.uk)

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