



NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

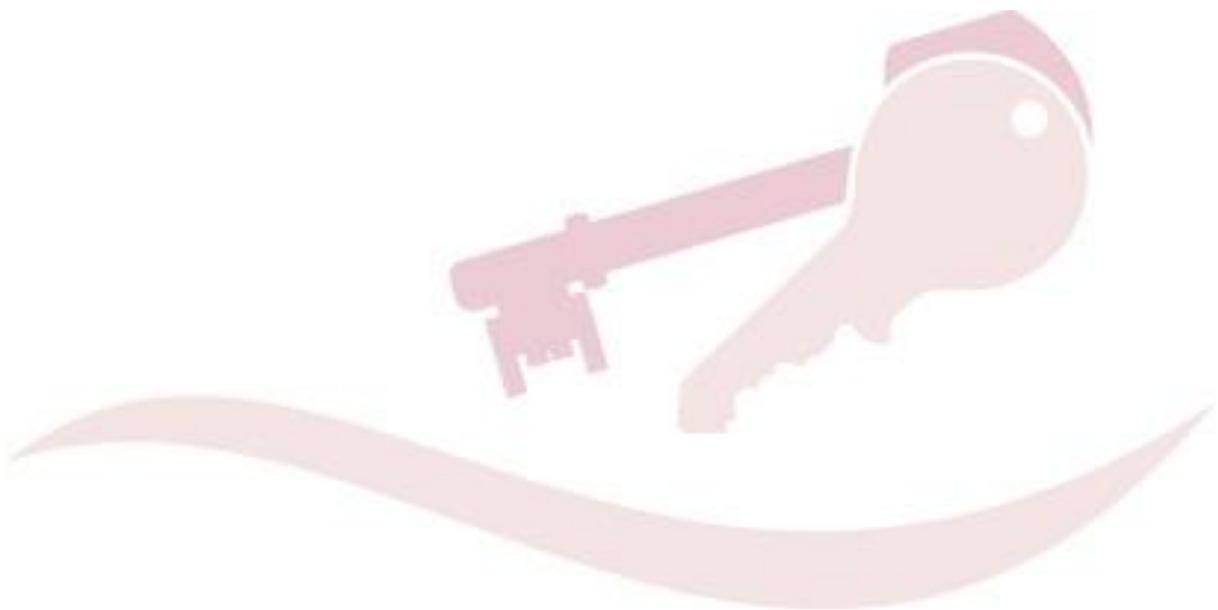
October 2014

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October 2014 Housing Market Report:

NUMBER OF HOUSES ON MARKET 15% HIGHER IN OCTOBER THAN 2014 MONTHLY AVERAGE

KEY FINDINGS

- The Housing Market is showing **increased availability** with the **number of houses** for sale per branch **15% higher** than the **monthly average** for the rest of 2014
- **Sales agreed** per branch **remains** at an **average** of **nine** properties
- Following last month's ten year high for number of house hunters registered per branch, October's data show a **seven per cent dip** to 380
- **First Time Buyers** are **down six per cent** from last month, with the group accounting for just a **quarter of sales** per branch
- **90%** of estate agents anticipate that the **base rate rise** will affect property demand, and **70%** are **already seeing** an **impact**, with demand dropping off
- Following April's Mortgage Market Review, **79%** agents have reported a **decrease in interest** from potential buyers

The housing market is continuing to gain momentum, with the number of properties available for sale per branch at the highest levels since last October. The NAEA October Housing Market Report found that member agents reported an average 53 houses available for sale at each branch – the highest number recorded this year and 15% higher than the monthly average seen this year so far.

However, the number of sales agreed per branch hasn't increased from the nine recorded in September's Housing Market Report. This was an increase of just one from the month previous, where eight sales were agreed per branch. And whilst last month saw a ten year high in the number of house hunters recorded on estate agents' books, this month sees the levels decrease seven per cent to 380.

The research found that the numbers of the First Time Buyers has dropped down six per cent from 30% in September. Although this level isn't as low as the 20% First Time Buyers per branch recorded in June and July this year, it's a backwards step from the last few months' seeming increases.

The Housing Market Report also revealed that young buyers are on the rise, with the number of 18-30 year old house hunters on estate agents' books doubling from August to October. Six per cent of house hunters at each branch were aged 18-30 this month, compared to just three per cent in August, but the majority of house hunters are aged 31-40 – a trend recorded for the past year.

When NAEA members were asked if they anticipate the impending base rate to affect property demand, 90% agreed that it would have an impact, and 70% felt that they were already seeing signs of drop off. Only a tenth of agents felt that the base rate rise will have no impact on property demand when it comes into play next year.

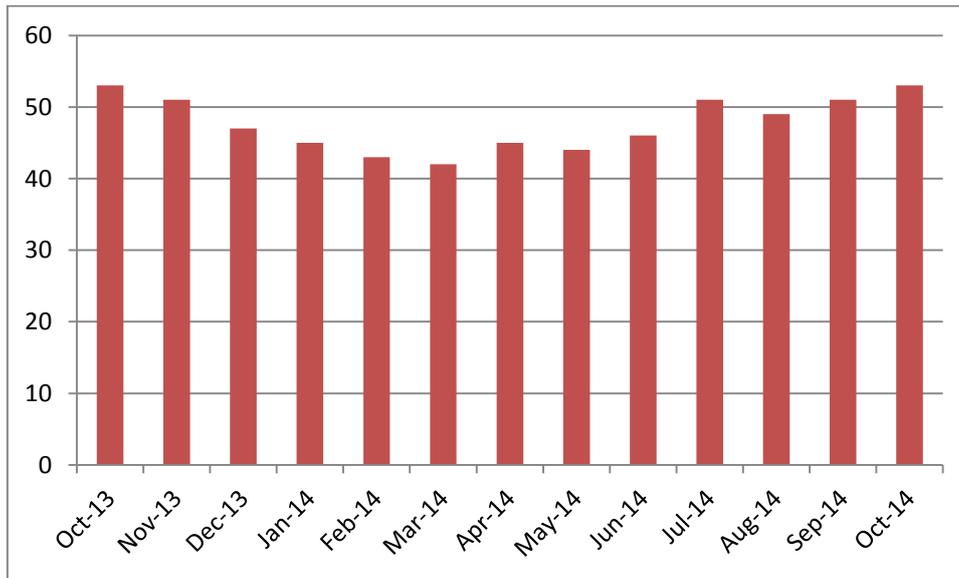
When estate agents were asked if the Mortgage Market Review, which came into play in April 2014 had impacted interest in the property market, 79% reported evidence of a decrease. And when questioned specifically about the impact of the review on First Time Buyers, 70% agents claimed they'd seen a decrease amongst the group. However, almost a fifth (16%) of agents felt that the stricter requirements weren't impacting interest at all across all buyers.

HOUSING STOCK

Average number of properties available for sale per branch **increased to 53** in October – **15% higher than the monthly average** for the rest of 2014



The housing market has seen increased availability in October with the number of properties for sale per branch growing to 53 properties – 15% higher than the monthly average for the rest of 2014. This is following a ten year high for house hunters in September.



NUMBER OF HOUSE HUNTERS

Average number of house hunters registered per branch decreased by 7% to 380 per branch



House hunter levels decreased by 7% from the ten year high witnessed in the September Housing Market Report. However, this is still relatively high compared to the rest of the year – the average number of house hunters at each branch for the months from January to August was just 359, compared to the 380 recorded in October and 406 in September.

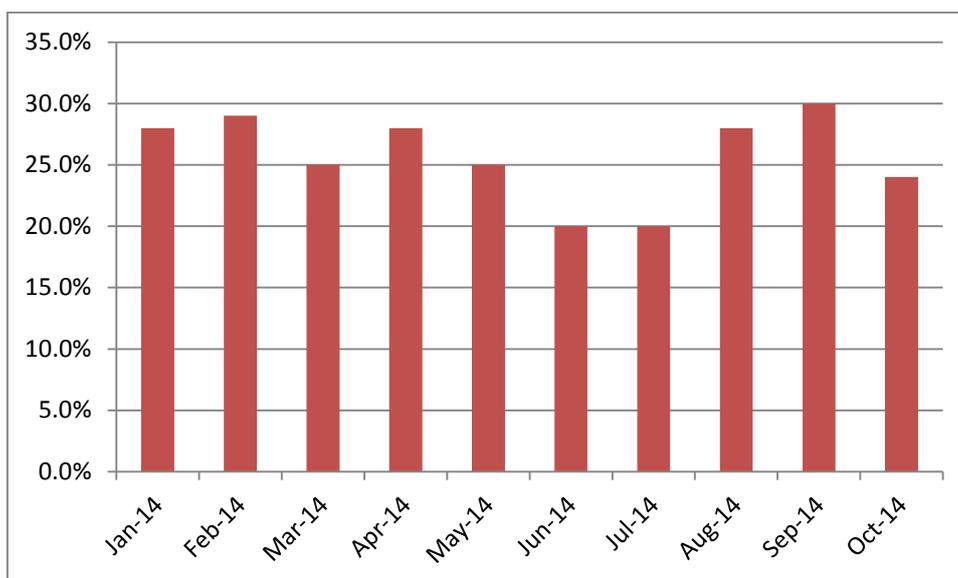


FIRST TIME BUYERS

Average percentage of First Time Buyers (FTBs) decreased by 6%, now accounting for just 22% of sales



In October, the number of First Time Buyers accounted for just 24% of total sales. This is a decrease from the previous two months which saw First Times Buyers generating between 28 and 30% of sales per branch. However, this isn't the lowest level recorded this year following a low of 20% in June and July.



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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