



NAEA

National Association of
Estate Agents

NATIONAL ASSOCIATION OF ESTATE AGENTS

HOUSING MARKET REPORT

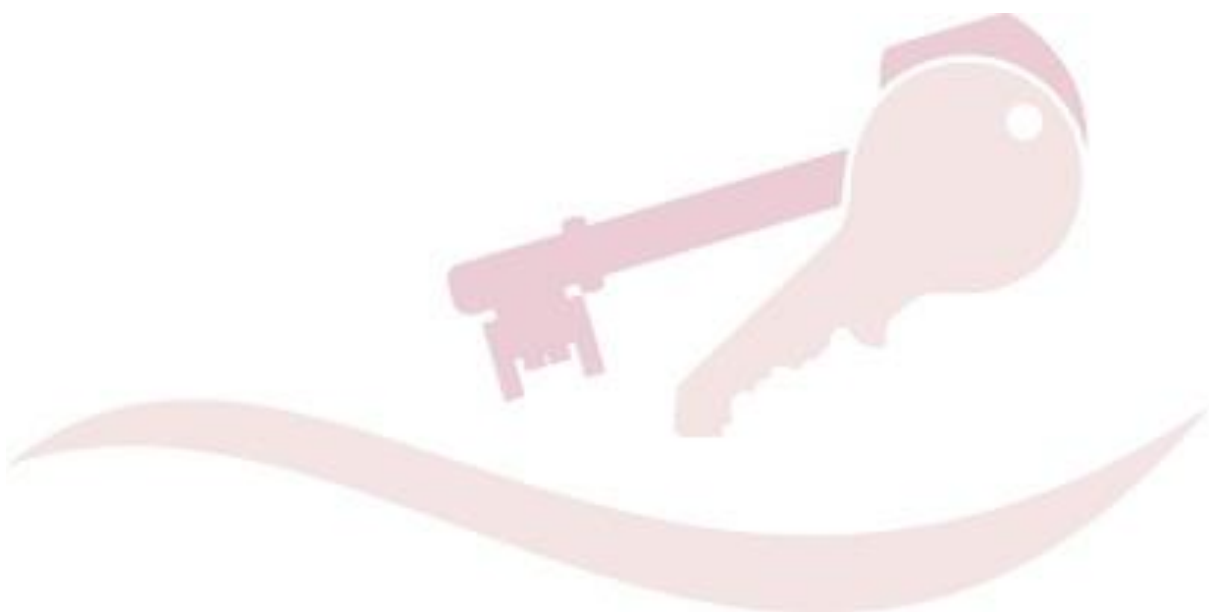
November 2014

For further information:

National Association of Estate Agents Press Office

020 7566 9777

propertyprofessionals@lansons.com



November 2014 Housing Market

Report:

SUPPLY AND DEMAND FALL THIS MONTH, HOWEVER DEMAND PREDICTED TO INCREASE IN 2015

KEY FINDINGS

- Number of house hunters on estate agents' books **declined** 4 per cent in November, to **364** per branch compared to 380 house hunters per branch in October.
- Supply is also **down** with the average number of properties available per branch in November at **50** compared to 53 in October.
- Following suit, sales agreed **declined** with **8** sales on average agreed per branch in November.
- The number of sales to first time buyers (FTBs) remained fairly **static** on last month's figures, with **23.8%** of sales agreed made to FTBs compared to 24% in October.
- There is some good news for buyers - **82%** of properties were **sold below asking price** in November.

2015 NAEA Member Predictions:

- The majority of NAEA members (46%) predict demand for property in 2015 will increase.
- NAEA members were split on whether housing stock levels will increase in 2015; while a third (33%) think they will increase, an additional third (33%) think they will remain the same. 21% think stock levels will decline
- 37% of NAEA members believe house prices will further increase in 2015, while 47% believe house prices will differ across regions.
- Interest rates rising (34%), changes to stamp duty (32%) and the general election (32%) are the events estate agents view as having the biggest impact on the housing market next year.

The NAEA November Housing Market Report shows that the number of house hunters this month is on the decline. NAEA member agents reported an average of 364 registered per branch, the lowest number of house hunters recorded since March 2014.

Similarly, the level of housing stock per branch is also down from the previous month, with just 50 available properties per branch recorded in November compared with 53 in October.

Following suit, NAEA members reported a slight decline in the number of sales agreed in November, with agents reporting an average of eight agreed sales per branch in November compared to nine in October. The percentage of sales made to first time buyers (FTBs) remained fairly static from October figures, with the group accounting for 23.8% of sales agreed compared to 24% in October.

Despite the decreases in supply, properties are continuing to be sold below asking price. Only three per cent of properties sold in September were sold for more than the original asking price, while 82% were sold for less than asking price, with the other 15% being sold at the original asking price.

The majority of buyers were looking for semi-detached properties (36%), while 34% were looking for detached. Almost half (48%) of house hunters were intending to up-size from an existing property.

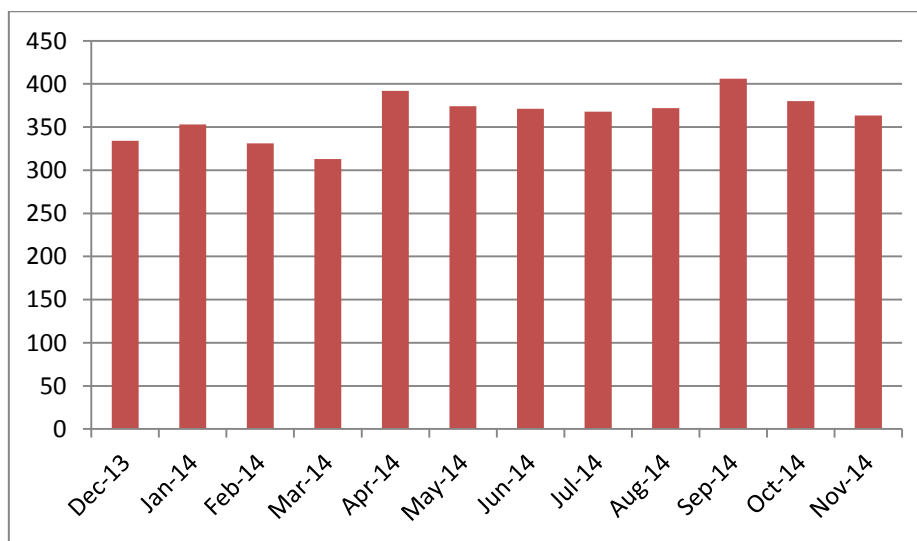
This month, NAEA members were asked on their predictions for the housing market in 2015. When asked about demand and supply, almost half (46%) predict demand for property in 2015 will increase, while NAEA members were split on whether housing stock levels will increase next year. A third (33%) think housing stock levels will increase, while an additional third (33%) think they will remain the same. On house prices, 37% of NAEA members believe house prices will further increase in 2015, with 47% believing house prices will differ across regions. The events estate agents predict as having the biggest impact on the housing market next year include interest rates rising (34%), changes to stamp duty (32%), and the general election (32%).

NUMBER OF HOUSE HUNTERS

Average number of house hunters registered per branch on the **decline**, at **364** house hunters per branch



This month, NAEA members reported that the number of house hunters registered per branch had declined. The Report found an average of 364 house hunters registered per branch, the lowest number of house hunters recorded since March 2014, when an average of 313 potential buyers were registered.

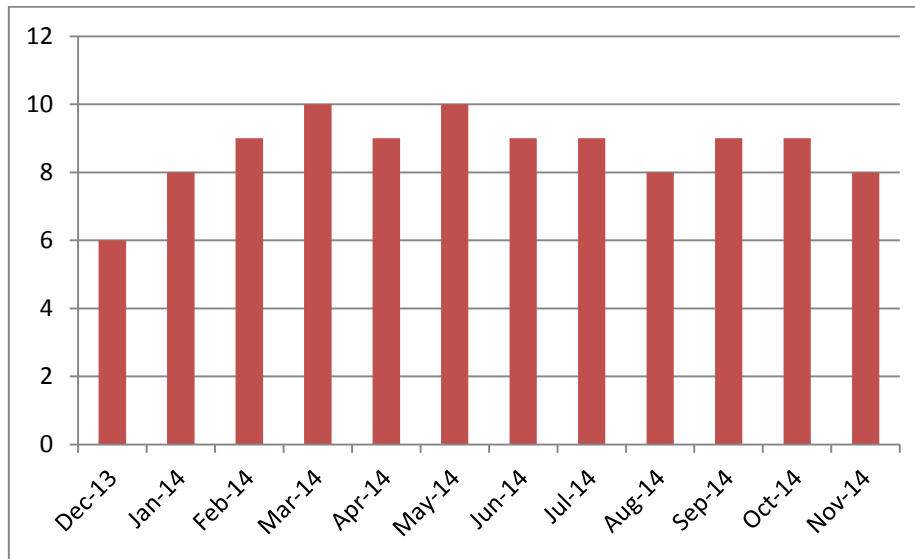


SALES PER BRANCH

Average number of sales agreed per branch **decreased** to **8** in November from **9** in October



NAEA members reported a decline in the number of sales agreed in November, with agents reporting an average of eight agreed sales per branch in November compared to nine in October. The number of sales agreed per branch has remained fairly static since May 2014, whereby only 8 or 9 sales have been agreed per branch per month.

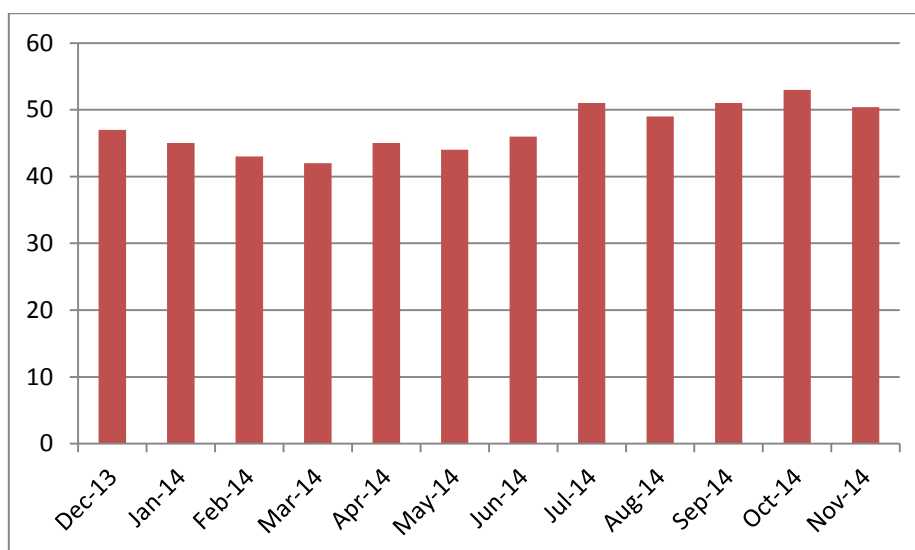


HOUSING STOCK

Average number of properties available for sale per branch **decreased** from 53 in October to 50 in November

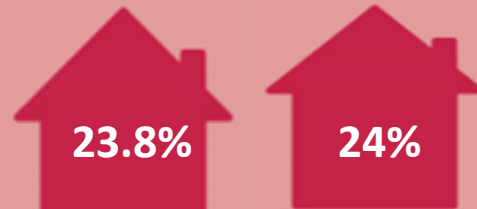


The supply of properties per branch is down from the previous month, with just 50 available properties per branch recorded in November compared with 53 in October. The decline in both demand and supply suggests a slightly levelling out of the market.

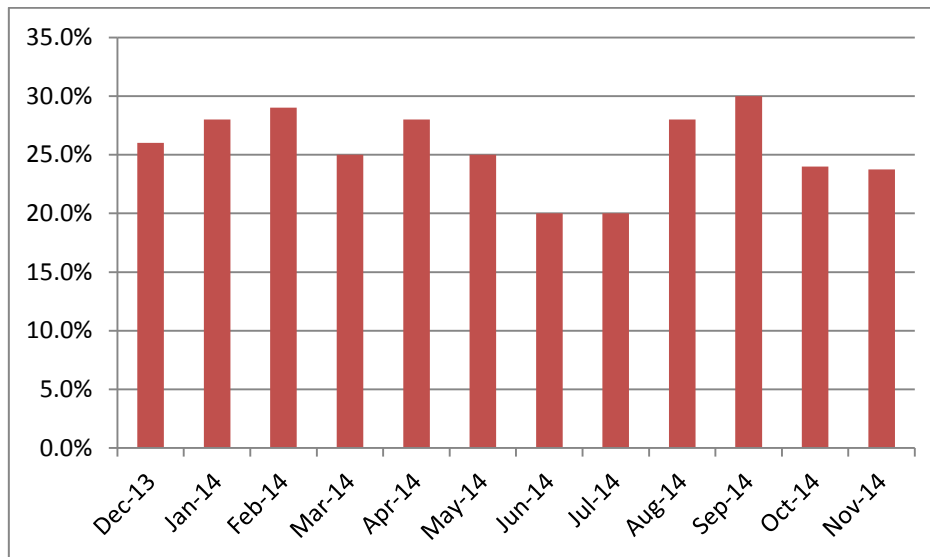


FIRST TIME BUYERS

Average percentage of First Time Buyers (FTBs) remained static in November at **23.8%** from 24% in October



The percentage of sales made to first time buyers (FTBs) remained fairly static from October figures, with the group accounting for 23.8% of sales agreed compared to 24% in October. The typical age of a FTB in November is 31-40 (48%).



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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