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Housing Report

January 2020



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THE NUMBER OF HOUSE HUNTERS UP 22 PER CENT IN JANUARY

Key Findings

- Year-on-year, the number of house hunters has increased by more than a quarter since January 2019, while the number of properties available decreased
- The number of sales agreed pre branch rose by a third in January
- In January, sales to first-time buyers (FTBs) remained the same
- In January, 82 per cent of properties sold for less than the original asking price

DEMAND FROM HOUSE HUNTERS

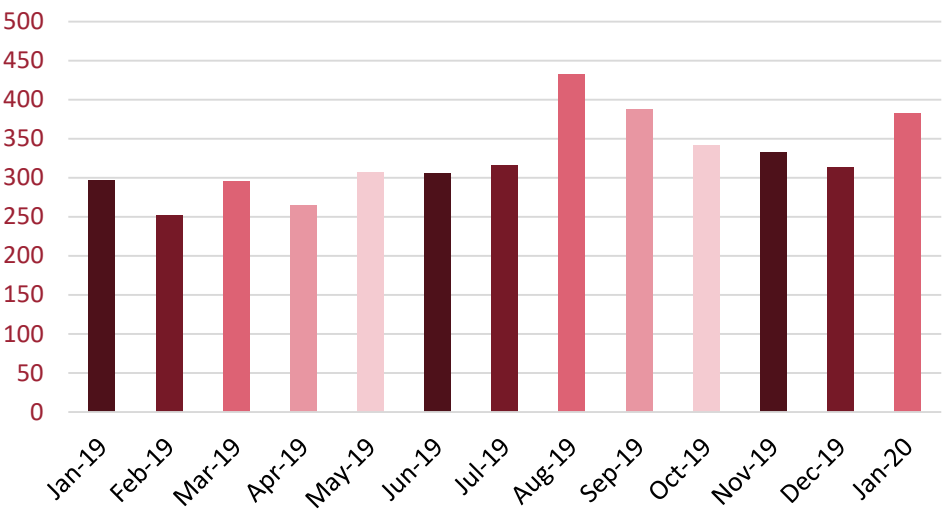
*There were **382** house hunters registered per branch in **January***



The number of house hunters registered per estate agent branch increased by 22 percent in January, rising from 313 to 382. This is the highest figure seen since September 2019 when there were 387 prospective buyers registered.

Year-on-year, housing demand is up by more than a quarter since January 2019, rising from 297 house hunters per branch.

Figure 1: Number of house hunters per branch



HOUSES AVAILABLE TO BUY

*There were **38** houses available to buy per member branch in **January***



The number of properties available per member branch fell from 41 in December, to 38 in January. Year-on-year, the supply of housing is up, rising marginally from 36 in January 2019.

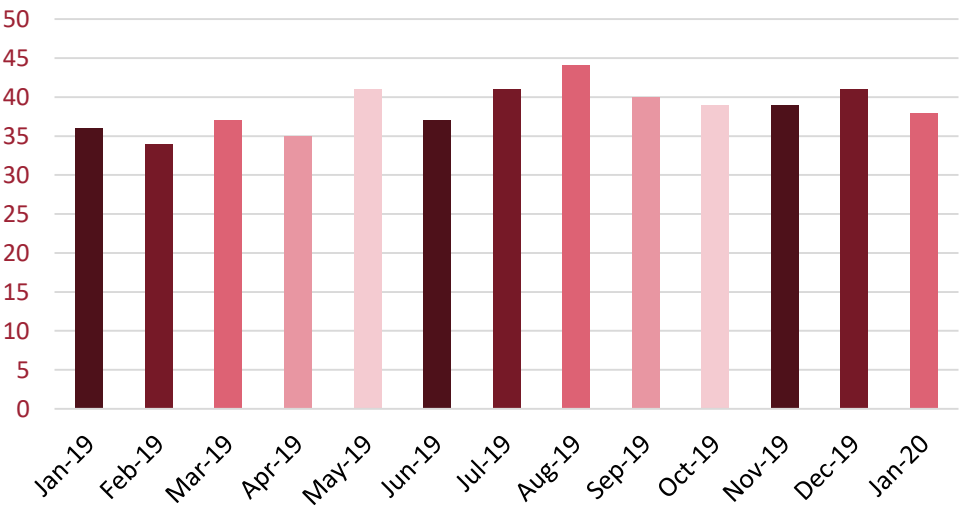


Figure 2: Number of properties available per branch

SALES AGREED

*There were **eight** sales agreed per branch in **January***



The number of sales agreed per branch increased by a third, from an average of six in December to eight in January. Year-on-year, this number has increased, from seven sales agreed in both January 2017 and January 2018.

The number of sales made to FTBs in January remained at 29 per cent.

WHAT PROPERTIES SOLD FOR

82 per cent** of properties sold for less than the asking price in **January



In January, 82 per cent of properties sold for less than the original asking price and six per cent sold for more, the highest it has been since February 2019.

ENDS

Editor Notes:

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About NAEA Propertymark

NAEA Propertymark 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.