

propertymark

Auctions Barometer

Q4

2025



Stuart Collar-Brown

(NAVA Propertymark
President)

“The wider economy continues to play an influence in the minds of many consumers; however, key aspects are generally moving in the right direction, especially concerning the current base rate.

“While 2025 has brought challenges, the foundations now feel a little more assured, as we head into the new year. It remains pleasing to see the profession continue to deliver innovative solutions, especially concerning the take-up of online interaction.

“The sector continues to explore and deliver new ideas to best serve both buyers and sellers in a modern-day society. Over the last few years, people have increasingly chosen to take a ‘digital first’ approach to all aspects of their lifestyle, and the foundations are firmly in position to exceed expectations regarding the growth of auctioneering as a robust method to complete on a transaction efficiently and resourcefully.”

“As the wider economy continues to progress forward, it is extremely pleasing to witness the profession remodelling and investing to meet future consumer demand. The uptake of online and digital methodology is nothing short of impressive and sets the profession in good standing for growth right the way across 2026.

“While there were aspects to consider in the Autumn Budget across the final quarter of 2025, details proved evolutionary rather than revolutionary for both buyers and sellers. Now that any uncertainty has mostly subsided, and with the base rate continuing to track more favourably, the groundwork is firmly set for an encouraging start to the new year.”



Nathan Emerson

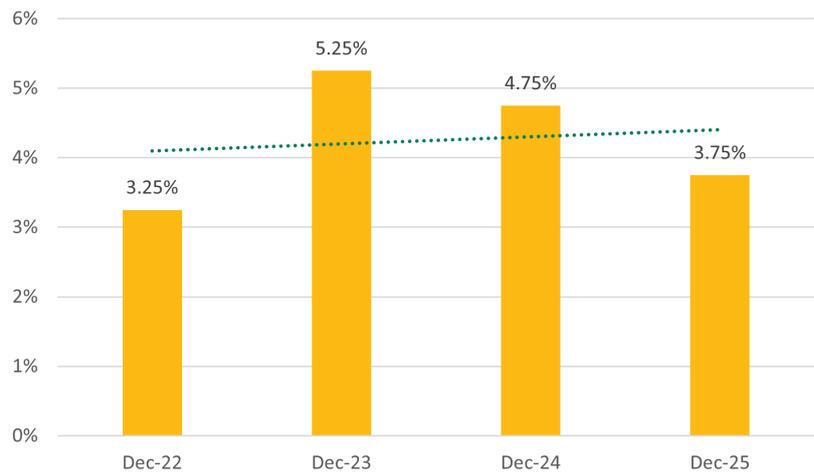
Propertymark CEO

Economic outlook

BASE RATE REMAINS DIPS TO 3.75%

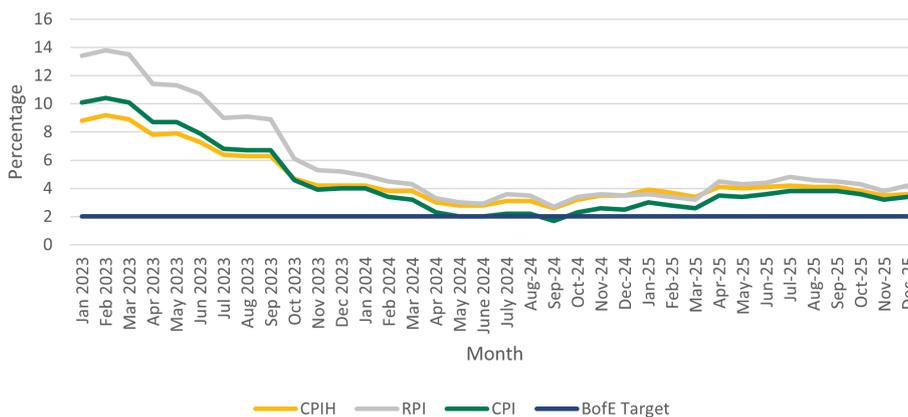
The Bank of England base rate sat at 3.75% for the latter part of December 2025 (Figure 1).

Figure 1: Bank of England base rate



Source: Bank of England

Figure 2: Inflation percentage change (12-month period)



INFLATION STOOD AT 3.6% IN DECEMBER 2025

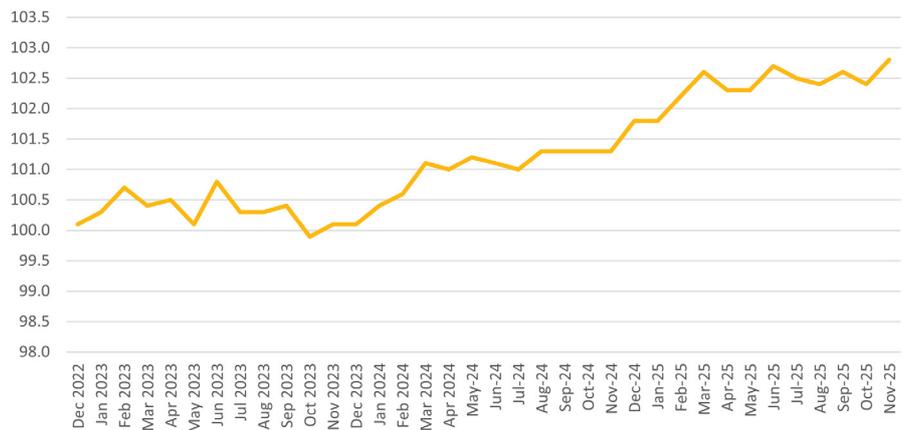
In December 2025, inflation stood at 3.6%. However, this remains significantly above the Bank of England's targeted figure of 2%.

Source: Office of National Statistics

GDP SEES FURTHER GROWTH

GDP is estimated to have climbed marginally to 102.8% in November 2025 (using the latest figures available) (Figure 3).

Figure 3: UK GDP



Source: Office for National Statistics

Location of survey participants

This quarter's survey responses came from across the country. Respondent locations are denoted on the Propertymark regional map below (Figure 4).

Figure 4: Location of Survey Responders



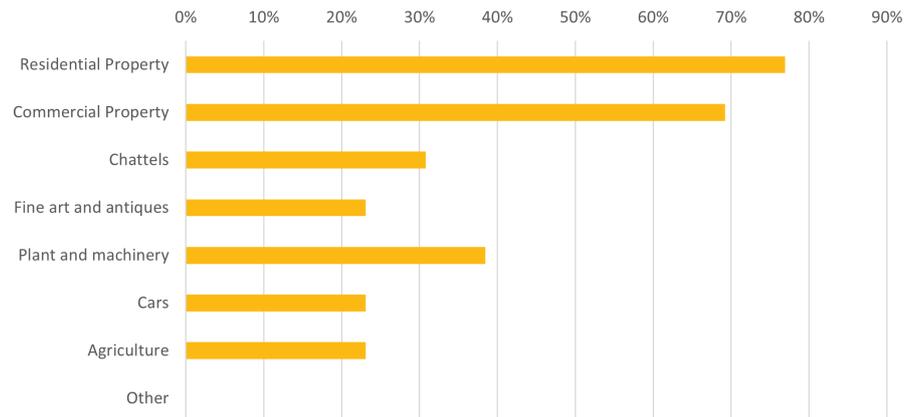
Source: Propertymark

Our Members' activities

SECTORS

Members with a variety of auction expertise responded to our survey across the final quarter of 2025. Figure 5 shows the breadth of member activities and highlights that many operate in multiple sectors.

Figure 5: Respondent auction market sector participation



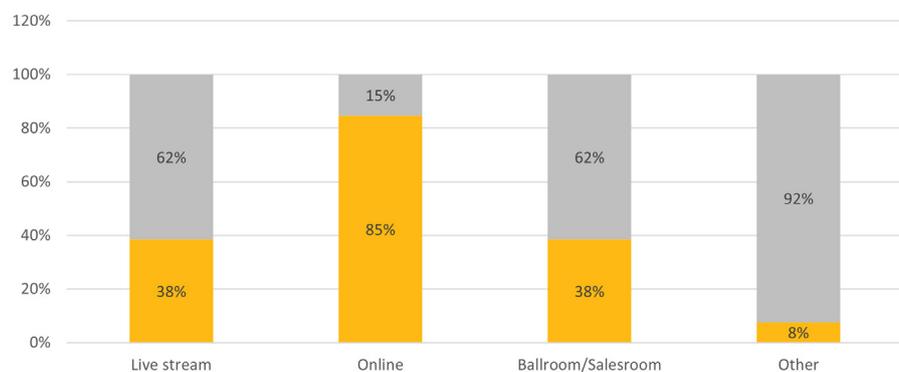
Source: Propertymark

Operational overview

AUCTION FORMATS UTILISED

We asked our members how they conduct their auctions. Figure 6 demonstrates that this quarter has shown online activity remains by some distance the most popular, with traditional in-the-room auctions now being equalled by Live Stream during the final quarter of 2025.

Figure 6: Respondent auction formats

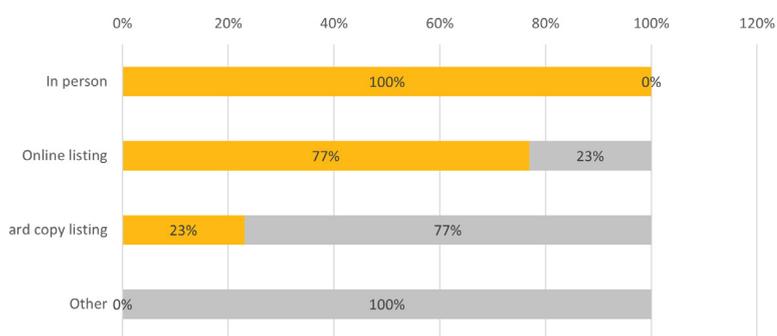


Source: Propertymark

HOW ARE LOTS FOR SALE VIEWED?

Despite the growing popularity of online activity within the profession, in-person viewings continue to dominate. 100% of members who responded noted in-person viewings in something they witnessed during the final quarter of 2025. (Figure 7).

Figure 7: How many lots for sale are viewed

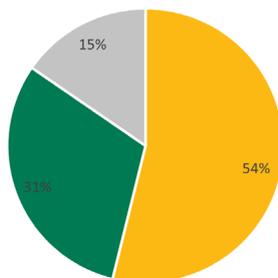


Source: Propertymark

Performance overview

NUMBER OF LOTS

The highest percentage of those surveyed (54%) said that the number of lots available (for all auction types) had increased in Q4 2025 in comparison to Q3 2025 (Figure 8).



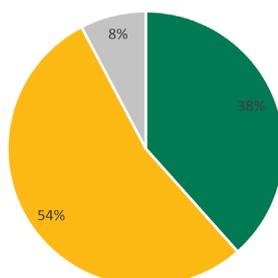
■ Increased ■ Stayed the Same ■ Decreased

Figure 8: The number of auction lots in Q3 2025 compared to Q2 2025

Source: Propertymark

NUMBER OF LOTS ACHIEVING THEIR RESERVE PRICE

92% of members said that the number of lots achieving their reserve price stayed the same or increased in Q4 2025 in comparison to the previous quarter (Figure 9).



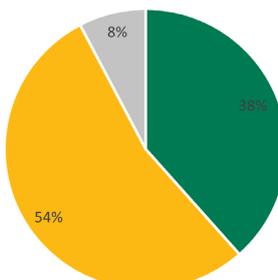
■ Increased ■ Stayed the Same ■ Decreased

Figure 9: The number of auction lots achieving their reserve price in Q3 2025 compared to Q2 2025

Source: Propertymark

NUMBER OF LOTS EXCEEDING THEIR RESERVE PRICE

Only 8% of members said that the number of lots exceeding their reserve decreased price in Q4 2025 in comparison to the previous quarter, with 54% reporting an increase (Figure 10).



■ Increased ■ Stayed the Same ■ Decreased

Figure 10: The number of auction lots exceeding their reserve price in Q3 2025 compared to Q2 2025

Source: Propertymark

Biggest issues

facing Auctioneers and Valuers

We asked our members what issues they faced in Q4 2025. Several concerns were discussed, including subjects such as the forthcoming Autumn Budget, seller expectations regarding price, and legal reforms.

The barrier to entry is being lowered by technology providers, facilitating questionable operators.

The lack of stock, and the market generally, with potential buyers being more selective in terms of location and price.

Flooding of the market of certain assets, especially in hospitality, where we are currently holding more regular sales of catering and related equipment.

ABOUT THIS REPORT

This report is based on responses to a survey of Propertymark member agents conducted in Q1 2024. The analysis is based on data provided by around 30 agents across the UK. The report also contains a variety of third-party data including data from the Bank of England, the Office for National Statistics and HM Land Registry. Where relevant the data is used under the Open Government Licence v3.0 and is referenced at the point of use. Each of these sources has its strengths, limitations and caveats and we would recommend visiting the sources directly to evaluate these further. Where the data includes estimates that are subsequently updated, we reflect these updates in subsequent reports. Rounding errors are due to computation methods. Figure 10 Photos and descriptions were obtained from member agent websites.

EDITOR NOTES

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ABOUT PROPERTYMARK



Propertymark is the leading professional body for estate and letting agents, commercial agents, auctioneers, valuers, and inventory providers comprising over 17,500 members. We are member-led with a board which is made up of practising agents and we work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry-leading training programme and mandatory Continuing Professional Development.

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