



naea | propertymark

Housing Report

February 2020



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NUMBER OF SALES AGREED REACHES SIX MONTH HIGH

Key Findings

- The number of sales agreed per branch increased in February
- Year-on-year, housing demand is up by almost a quarter since February 2019, rising from 252 house hunters per branch
- The number of sales made to first-time buyers (FTBs) in February fell by seven percentage points
- In February, 70 per cent of properties sold for less than the original asking price

SALES AGREED

*There were **nine** sales agreed per branch in **February***



The number of sales agreed per branch increased from eight sales in January, to nine in February – the highest figure on record since August 2019.

Year-on-year, this number has increased, rising from eight sales agreed per branch in February 2018 and seven sales in February 2019.

The number of sales made to FTBs fell from 29 per cent in January, to 22 per cent in February.

DEMAND FROM HOUSE HUNTERS

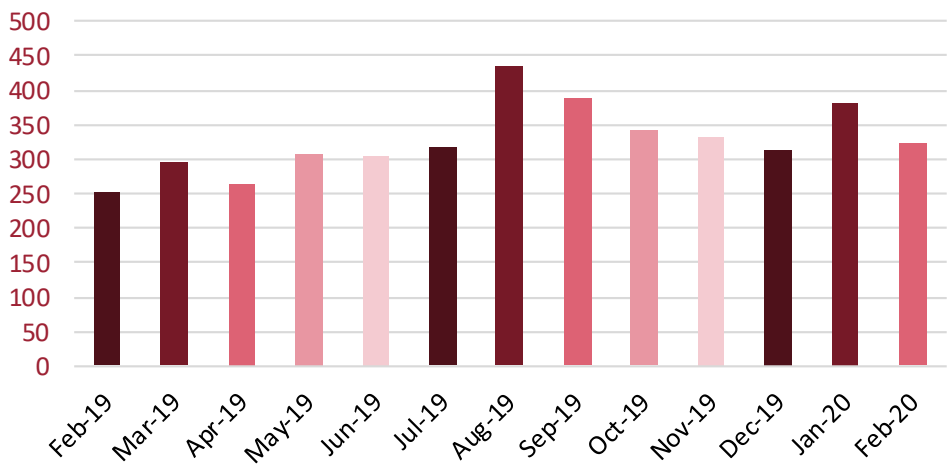
*There were **322** house hunters registered per branch in **February***



The number of house hunters registered per estate agent branch fell by 17 per cent in February, from 382 to 322.

Year-on-year, housing demand is up by over a quarter (28 per cent), rising from 252 house hunters per branch in February 2019.

Figure 1: Number of house hunters per branch



HOUSES AVAILABLE TO BUY

*There were **39** houses available to buy per member branch in **February***



The number of properties available per member branch rose marginally from 38 in January, to 39 in February. Year-on-year, the supply of housing has increased, rising from 34 in February 2019.

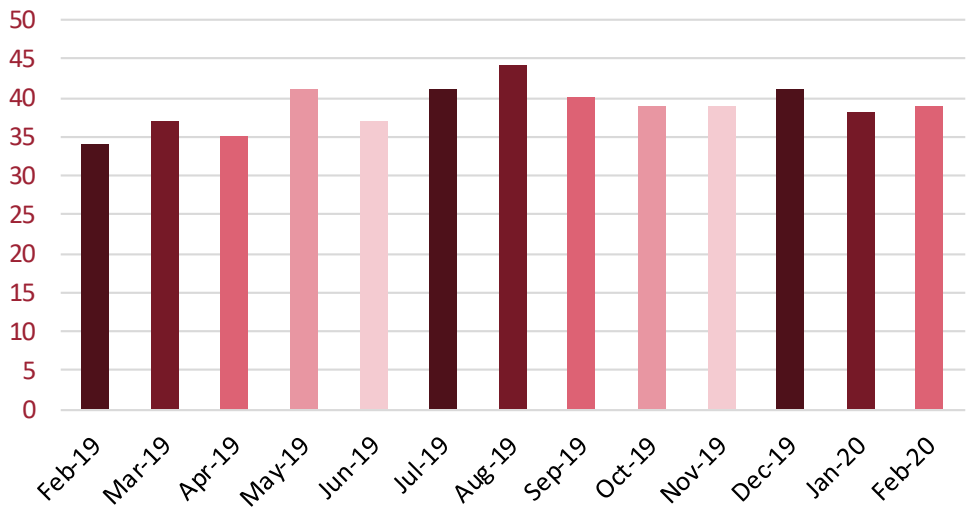


Figure 2: Number of properties available per branch

WHAT PROPERTIES SOLD FOR

70 per cent of properties sold for less than the asking price in February



In February, 70 per cent of properties sold for less than the original asking price. This is the lowest it has been since May 2016, when 69 per cent of properties sold for less than the asking price. Only five per cent sold for more than the original asking price.

ENDS

Please note: This data was gathered prior to the coronavirus outbreak being declared a pandemic.

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.