



Annual Housing Review

A look back 2021



2021: The highest buyer demand in 17 years

Key findings

- In 2021 May, October and November were the most popular months for house hunters
- 2021 saw the highest number of house hunters in 17 years
- Supply of properties was historically low but January and July both saw peaks of new properties come to the market
- March, April and May were the best performing months for agreeing sales although January through to September were all consistently busy

WHAT PROPERTIES SOLD FOR

March 2021 Signalled a shift from an eight year long buyer's market into a strong seller's market.

Since 2013 PropertyMark's records show sales were predominantly agreed at below asking price, meaning buyers were getting the upper hand. However, a shift in March 2021 when the stamp duty holiday was extended, sees most homes being agreed for sale at asking price or over, making the last year an extraordinarily good time to sell. PropertyMark agents have told of an increase in sealed bids in an attempt to meet the demand fairly.



SALES AGREED

March, April and May were the best performing months for agreeing sales

March, April and May were the best performing months for agreeing sales, at an average of 12 per month per member branch, a figure that has not been seen for those months since 2007. January through to September were all also consistently busy with a dip into November and December.



HOMES AVAILABLE TO BUY

2021 saw levels of stock reach record lows

The number of properties available to buy started healthily with January 2021 seeing a flurry of new properties to the market at an average of 38 homes per member branch. But stock levels have declined dramatically despite a small peak in July, ending the year with just 19 homes per branch, exactly 50 per cent less. This is a record low and the inability to meet buyer demand has meant that those homes for sale have attracted bidding wars, pushing prices high.

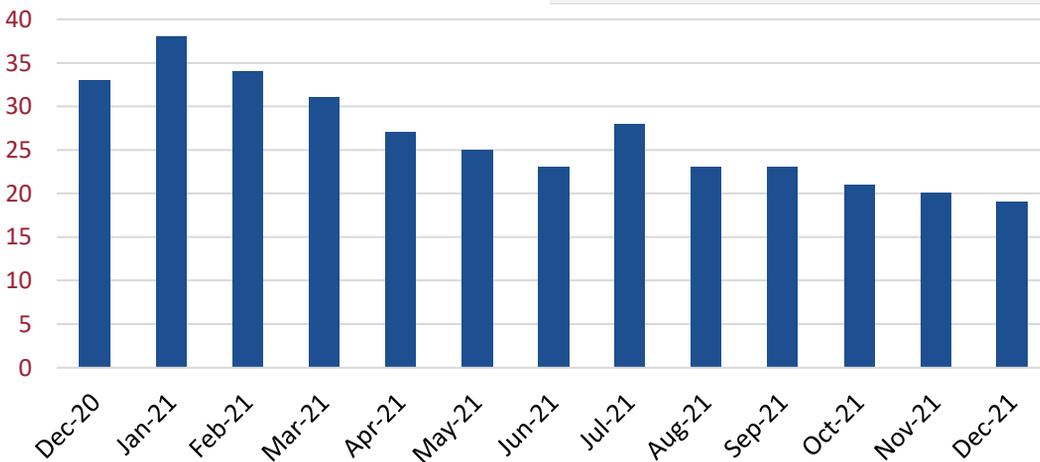


Figure 1: Number of properties available per branch

DEMAND FROM HOUSE HUNTERS

2021 saw the highest number of house hunters in 17 years

January started with a rush of new properties, bringing with it a rush of new house hunters. Throughout the year, January, May, October and November were the busiest months for potential buyers registering with member agents. Over a 12 month period from January to December, 2021 held an average of 459 potential buyers registered per member branch, making 2021 the busiest year for house hunters since 2004 when the 12 month average was 475.

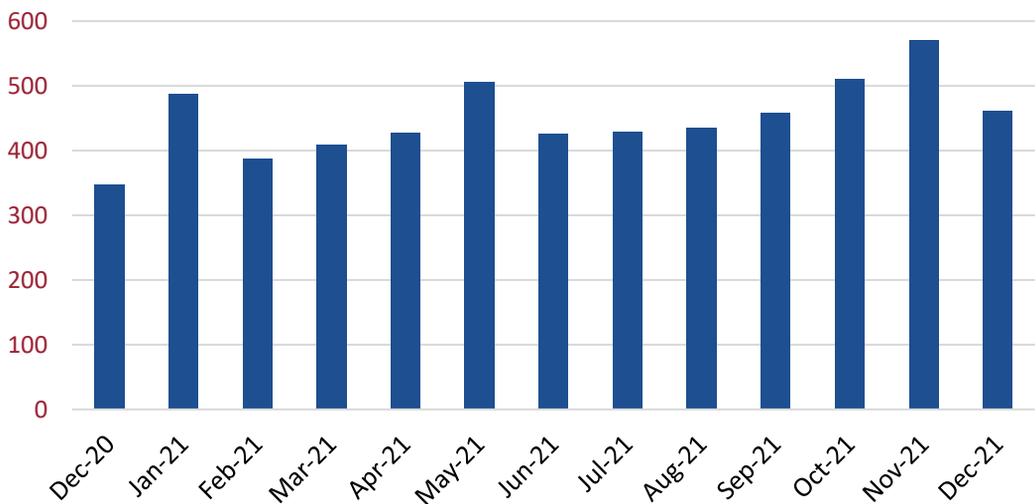


Figure 3: Number of house hunters per branch

ENDS

Editor Notes:

For further information contact:

Propertymark Press Office
Tel: 07595 214 302

Email: mediaenquiries@propertymark.co.uk

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.