

Housing Insight

August 2025

in partnership with

Phil Spencer's
move ^{iq}

RESIDENTIAL SALES

6%

The overall number of properties achieving the asking price in August 2025 stood at 6%, while the number of properties achieving above the asking price sat at 4%.

53

The average number of new prospective buyers registered per member branch fell to an average of 53 per member branch in August.

RESIDENTIAL LETTINGS

2%

Arrears showed a much-welcome drop in August 2025 at a member branch average of 2%.

56%

In August 2025, 56% of member agents reported that rents remained generally static, with 10% reporting they had seen an overall fall, and 38% reporting they felt rents had increased.

“

“The UK housing market has seen a modest recovery in 2025, with sales activity picking up and stock levels rising across most regions. However, affordability remains constrained due to still-elevated mortgage rates and tax uncertainties, particularly in the South. Higher inventory levels, more frequent price reductions, and a widening gap between asking and achieved prices are giving buyers greater leverage.

“In the rental market, the pace of rent growth is slowing, and arrears are starting to fall. In some areas, demand has softened, particularly where more rental stock is returning to the market, giving some tenants a bit more breathing room. However, the general lack of stock against a backdrop of increasing demand is still an ongoing concern, and without a boost, long-term sustainable rent levels will not be achievable.”



Nathan Emerson
Propertymark CEO

“

“In the sales market, unlike the boom years, it’s no longer a seller’s playground. Rising living costs and tighter lending conditions mean buyers are being more cautious, and that’s starting to shift the balance.



Phil Spencer
Founder of Move iQ

“If you’re looking to buy, you might notice that properties are staying on the market longer and sellers are more open to discussion. Many are adjusting their expectations, especially if they’re under pressure to move. In some cases, it’s not just about the price; buyers are successfully negotiating extras like fixtures, flexible move-in dates, or repairs before completion.

“The rental market is easing slightly after a few years of steep increases, and we’re seeing fewer sharp rises, especially for new tenancies.

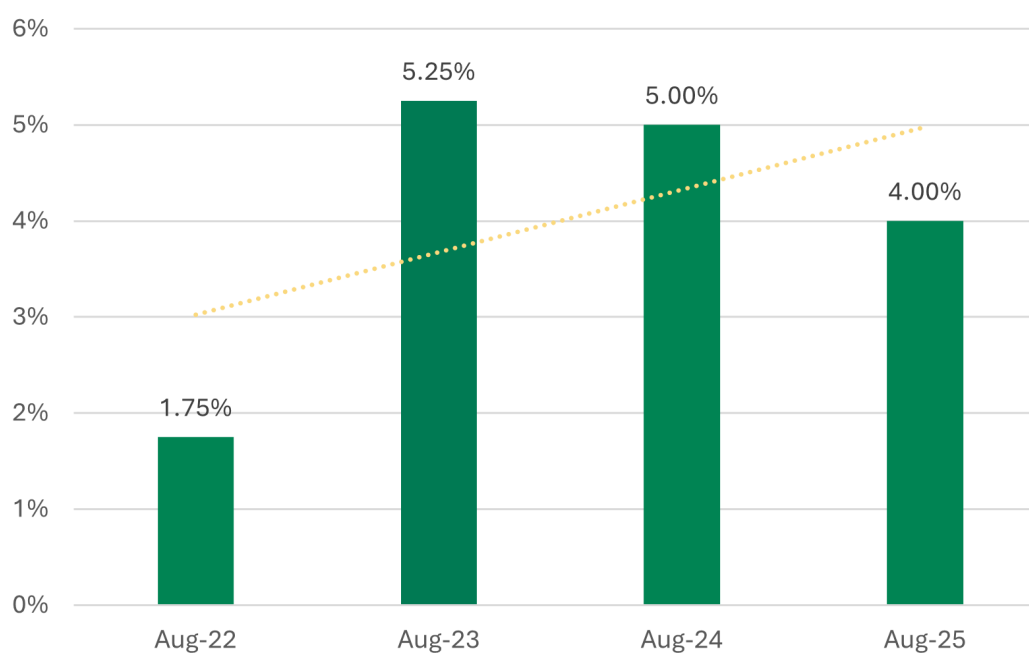
“With the cost of living levelling out a bit and more renters choosing to stay in one place rather than move, household budgets seem to be under a little less pressure. On top of that, there’s been a slow but steady return of available rental properties. This increase is not enough to void the ever-widening gap in supply and demand, but it may be able to give renters more options and slightly more breathing room. It’s still a tough market, but the pressure is starting to shift.”

Economic outlook

BASE RATE SEES A 0.25% DIP

The Bank of England base rate sat at 4% for the majority of August 2025 (Figure 1).

Figure 1: Bank of England base rate



Source: Bank of England

INFLATION REMAINED STATIC IN AUGUST 2025

In August 2025, inflation remained static at 3.8%. This remains significantly above the Bank of England’s targeted figure of 2%.

Figure 2: Inflation percentage change

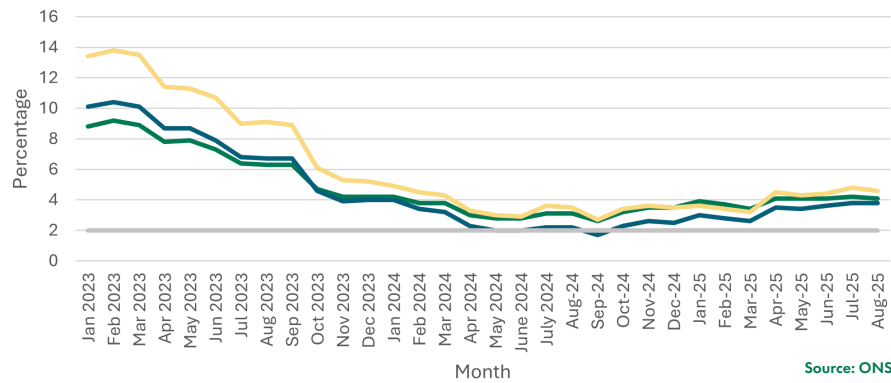
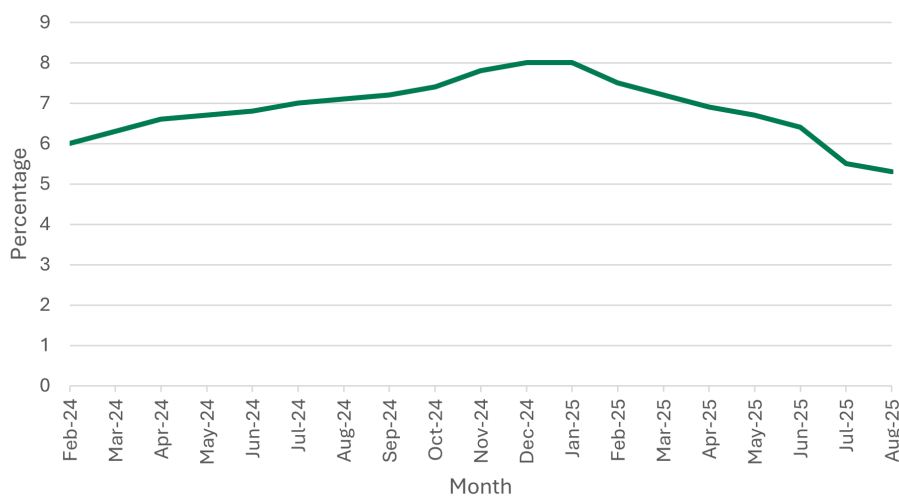


Figure 3: CIPH owner-occupiers’ housing costs component percentage change

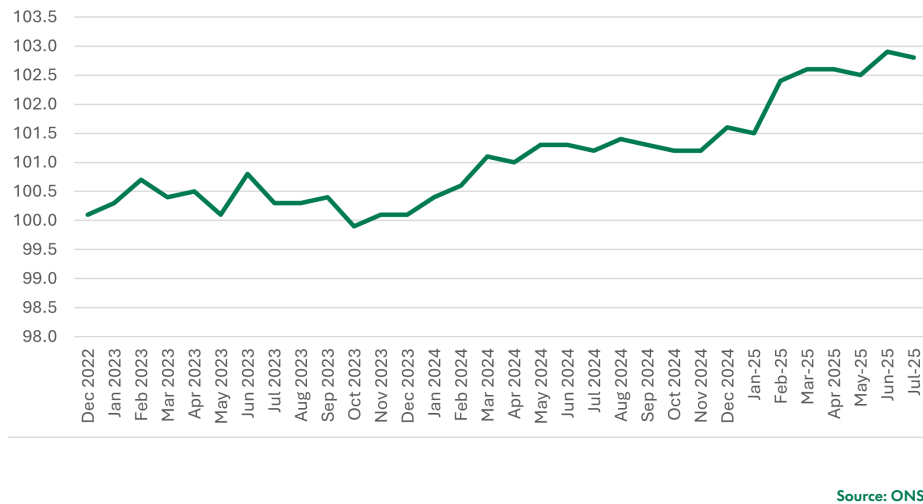


Inflation in the owner-occupiers’ housing costs component of CPIH dipped further to 5.3% in August 2025 (Figure 3).

GDP SEES SLIGHT DROP

GDP is estimated to have seen a drop of 0.1% to 102.8 per cent in July 2025 (using the latest figures available) (Figure 4).

Figure 4: UK GDP



The UK average house price sees progressive climb month on month

The average UK house price stood at £270,000 in August 2025 (Figure 5).

Figure 5: Average house price by country (non-seasonally adjusted)

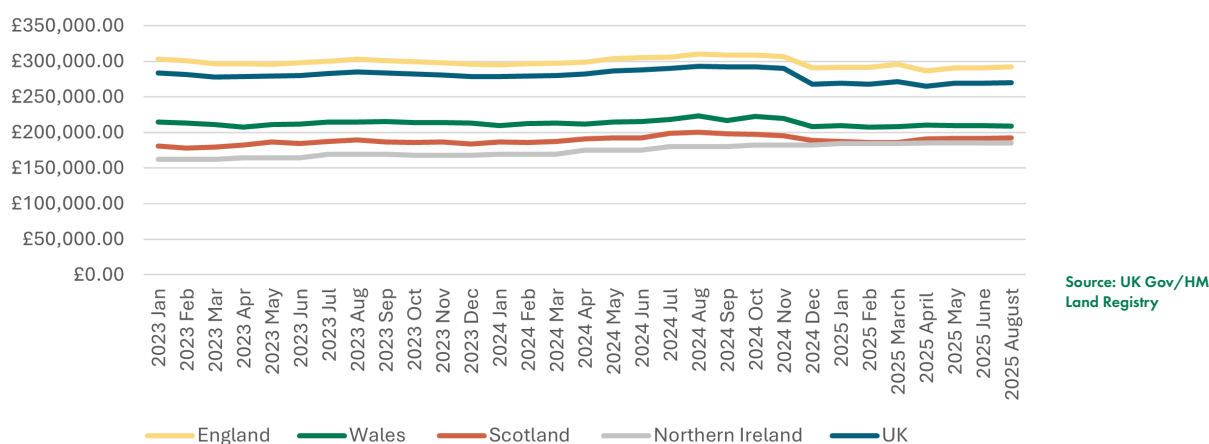
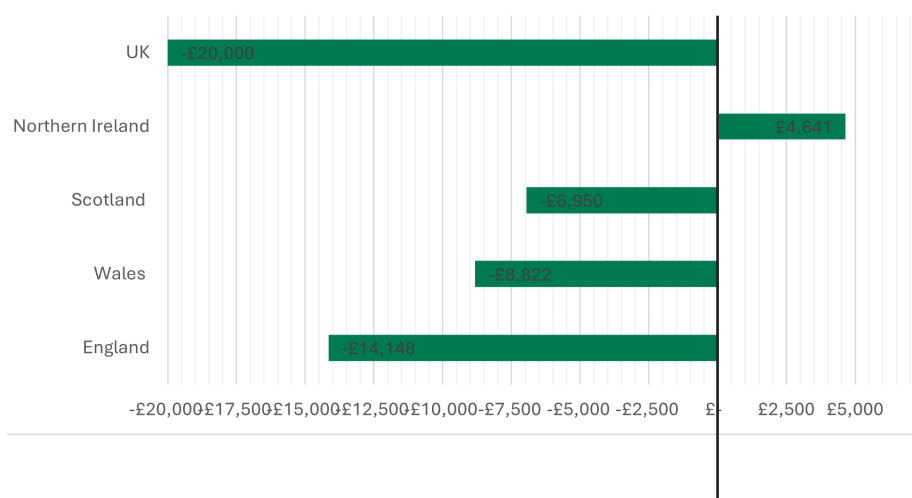


Figure 6: Year on year difference in average house price

Figure 6 highlights the change in the average house price year on year to August 2025 (latest figures available) for each constituent part of the UK. Only Northern Ireland is showing an extremely marginal gain when compared to twelve months previous.



Source: UK Gov/HM Land Registry

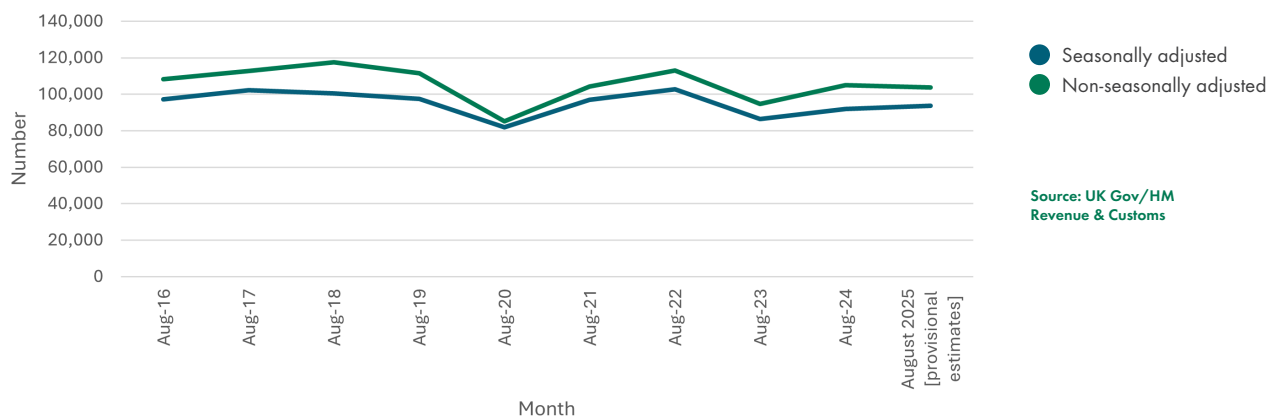
UK sales volumes show a slight decrease in August 2025 when compared year on year

SALES VOLUMES

Sales volume data is a lagging measure that reflects the UK residential sales transactions completed in the month. Provisional data for August 2025

non-seasonally adjusted sales volume shows a slight decline compared to a year earlier in August 2024 (103,610 vs 105,050).

Figure 7: Number of December UK residential transactions (seasonally adjusted and non-seasonally adjusted)

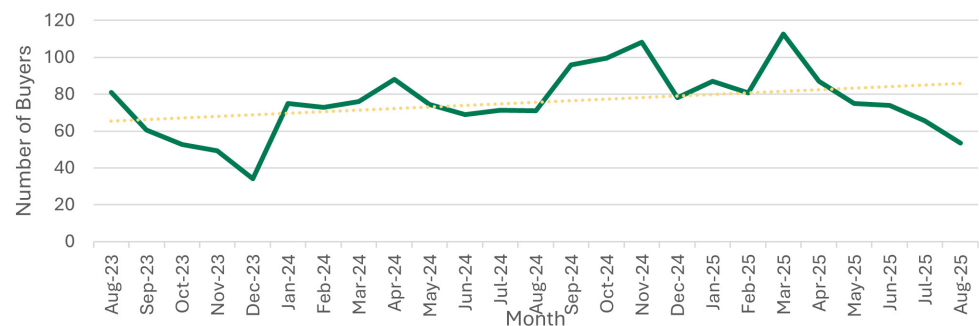


Prospective buyer registrations dropped further in August 2025

DEMAND

The average number of new prospective buyers registered per member branch fell to an average of 53 per member branch in August. (Figure 8).

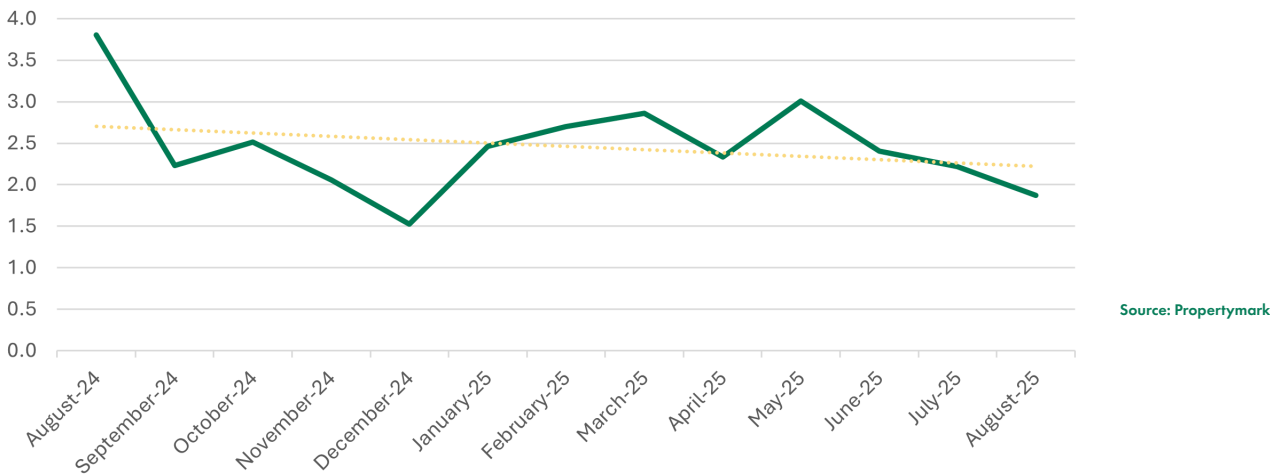
Figure 8: Average no of prospective buyers registered per member branch



VIEWING NUMBERS DROPPED COMPARED TO THE MONTH PREVIOUS ACROSS AUGUST 2025

The average number of viewings per available property in August 2025 declined to an average of 1.9 viewings per available property. (see Figure 9).

Figure 9: The average number of viewings per available property per member branch

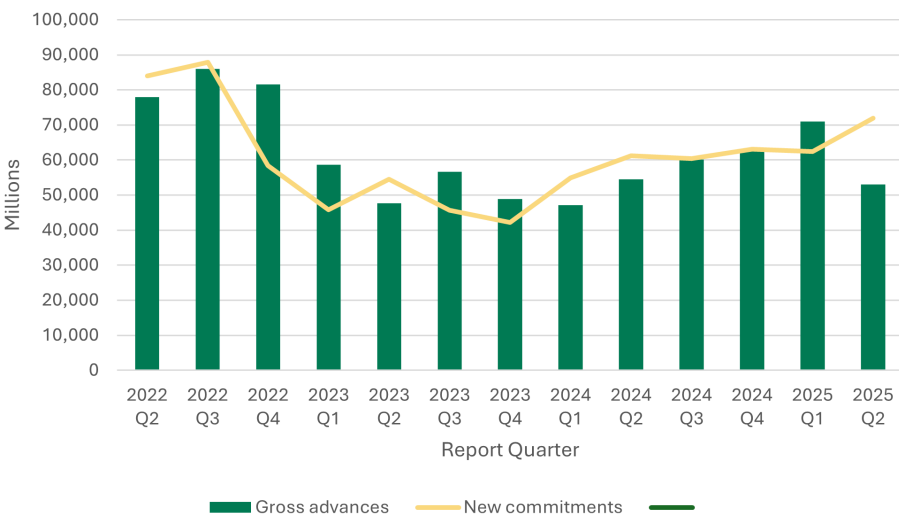


Gross mortgage advances show decline

MORTGAGE INDICATORS

Looking at the latest data (Q2 2025) mortgage statistics indicate a decrease in gross mortgage advances and a jump in the value of new mortgage commitments.

Figure 10: Gross mortgage advances and new mortgage commitments

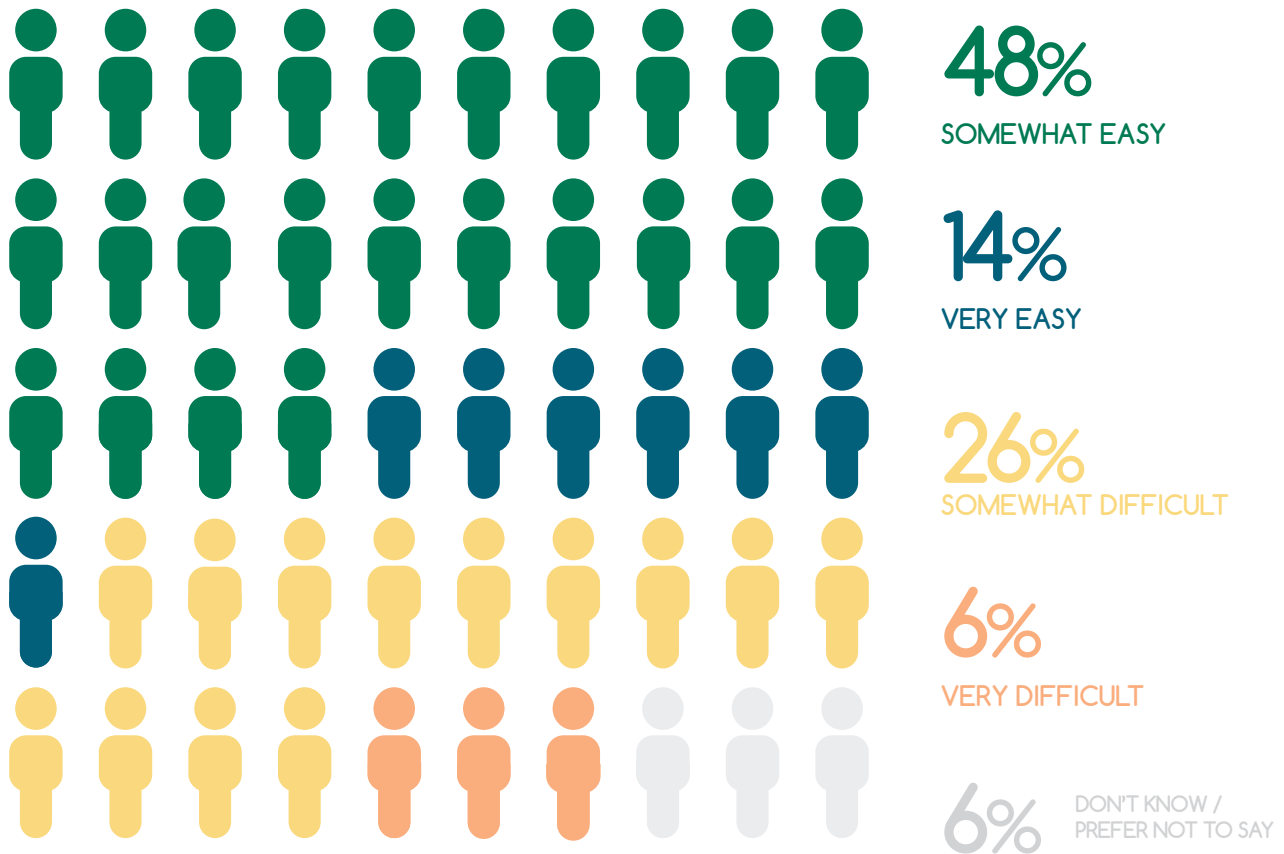


Source: Financial Conduct Authority

OVERALL AFFORDABILITY REMAINS A CHALLENGE FOR ALMOST A THIRD OF PEOPLE

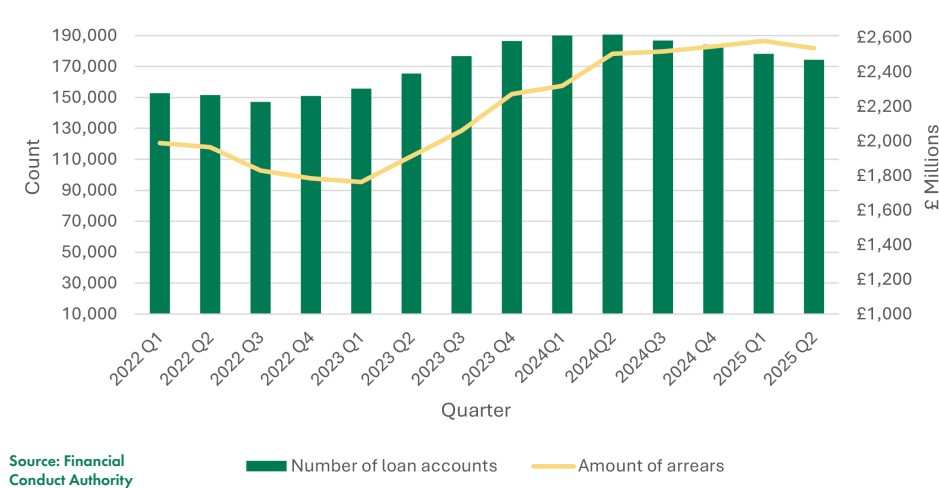
32% of adults reported finding it 'very or somewhat difficult' to afford their rent or mortgage payments between 6 August 2025 and 31 August 2025.

Figure 11: Adults reporting it very or somewhat difficult to pay their rent or mortgage



Source: ONS

Figure 12: Loan arrears at the end of the quarter (Residential loans to individuals (unsecuritised and securitised))



Source: Financial Conduct Authority

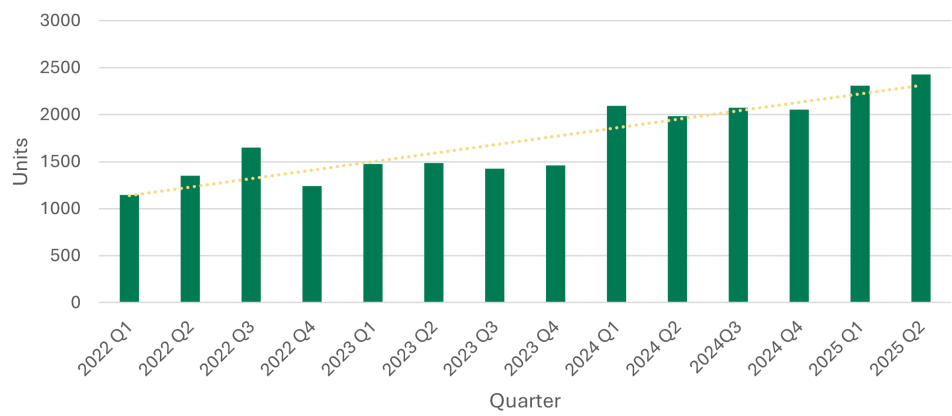
MORTGAGE ARREARS DIP SLIGHTLY

The number of loan accounts in arrears dipped slightly in Q2 2025, while the amount of arrears also dropped slightly (latest data available).

NEW POSSESSIONS
SEE INCREASE

There was a slight climb in possession cases in Q2 2025 (latest data currently available) (Figure 13).

Figure 13: New possessions cases by quarter (Residential loans to individuals (unsecuritised and securitised))



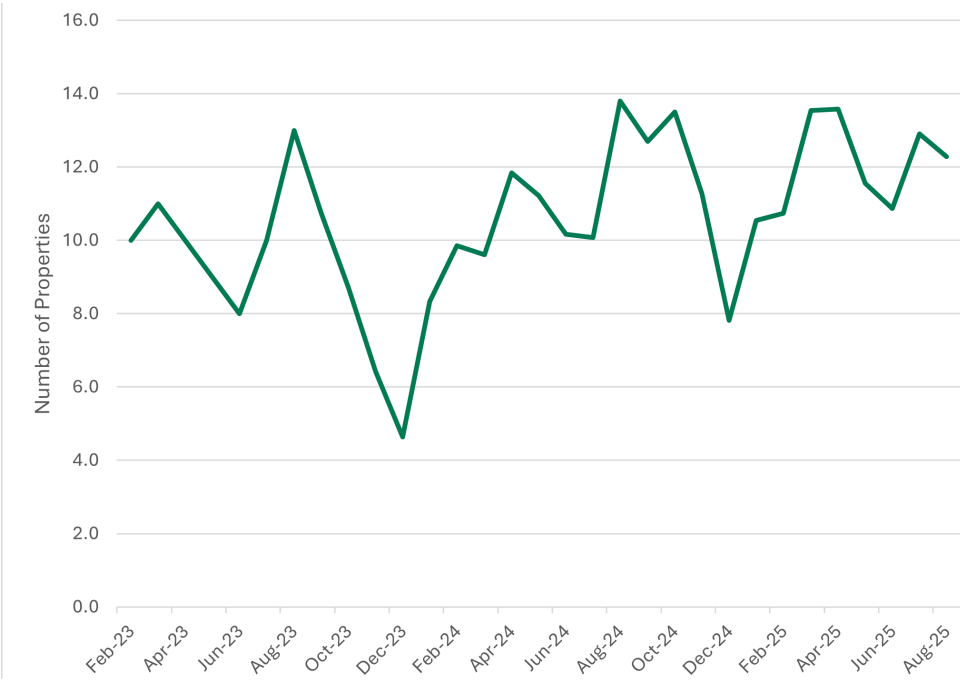
Source: Financial Conduct Authority

New supply sees slight
decline when compared to
the month previous

SUPPLY

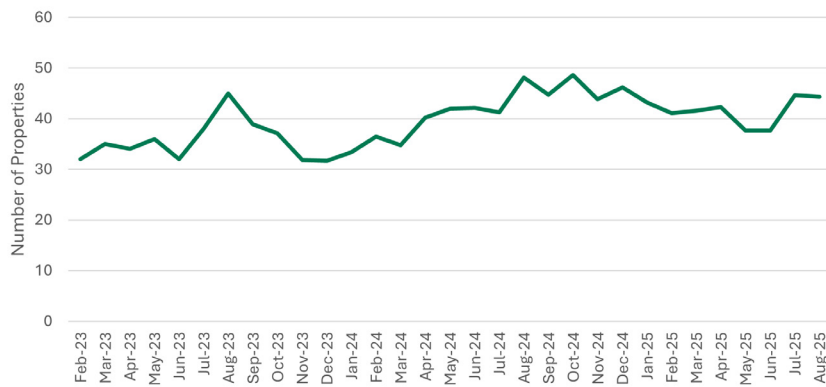
(Figure 14).

Figure 14: Average number of new sales instructions per member branch



Source: Propertymark

Figure 15: Average number of properties available for sale per member branch



Source: Propertymark

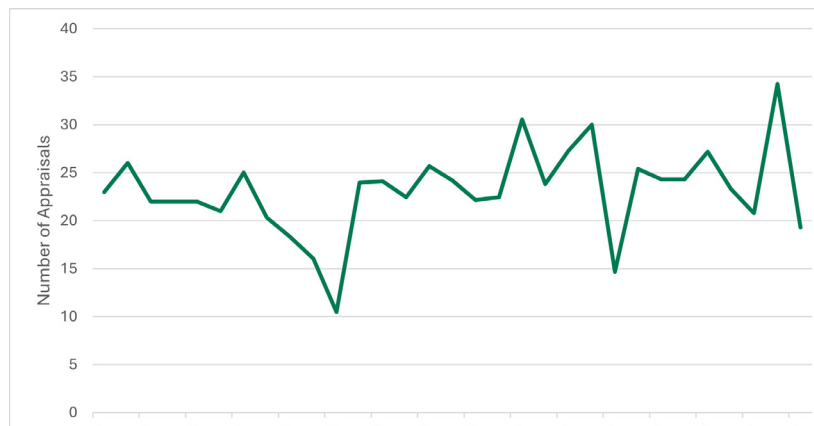
STOCK LEVELS REMAIN LARGELY STATIC

Stock levels reflect the average number of properties available for sale at each member branch. In August 2025, stock levels remained near static month-on-month, with an average of 44 properties for sale at each member branch. (Figure 15).

MARKET APPRAISALS DROP IN AUGUST 2025

Market appraisal volumes provide an indicator of future supply. The average number of market appraisals conducted per member branch in August 2025 stands at an average of 19 (Figure 16).

Figure 16: The average number of appraisals conducted per member branch



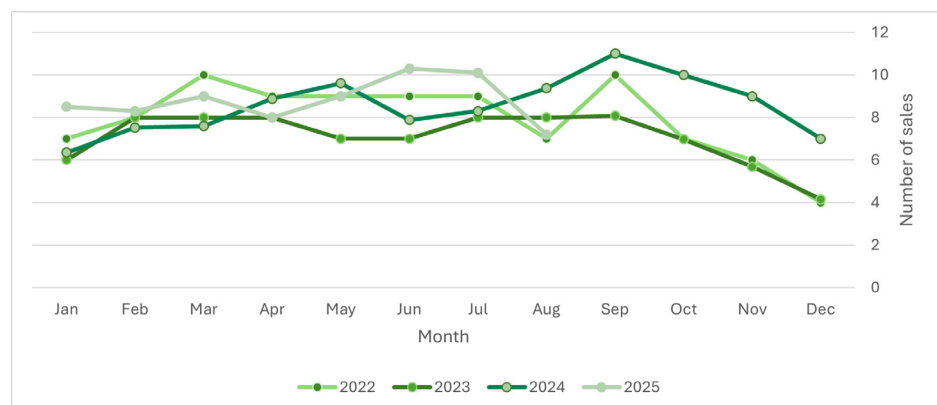
Source: Propertymark

Number of sales agreed drops in August 2025

PERFORMANCE

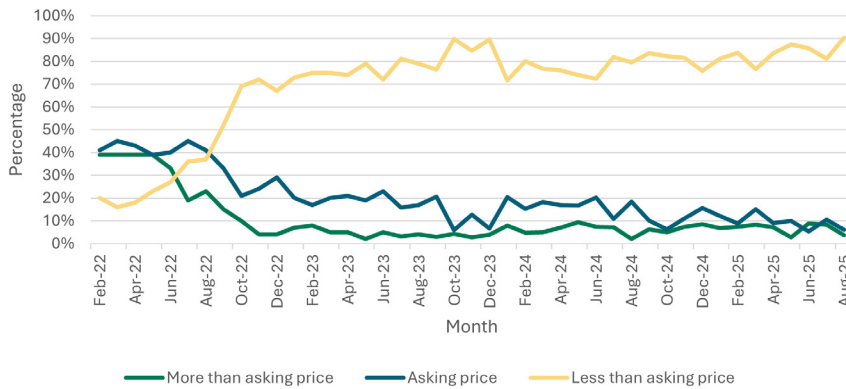
The average number of sales agreed per member branch saw a decline in August 2025 to an average of 7.2.

Figure 17: Average number of sales agreed per member branch



Source: Propertymark

Figure 18: The percentage of agents reporting properties achieving above asking, at or below asking price



PROPERTIES ACHIEVING ASKING PRICE SEES DETERIORATION

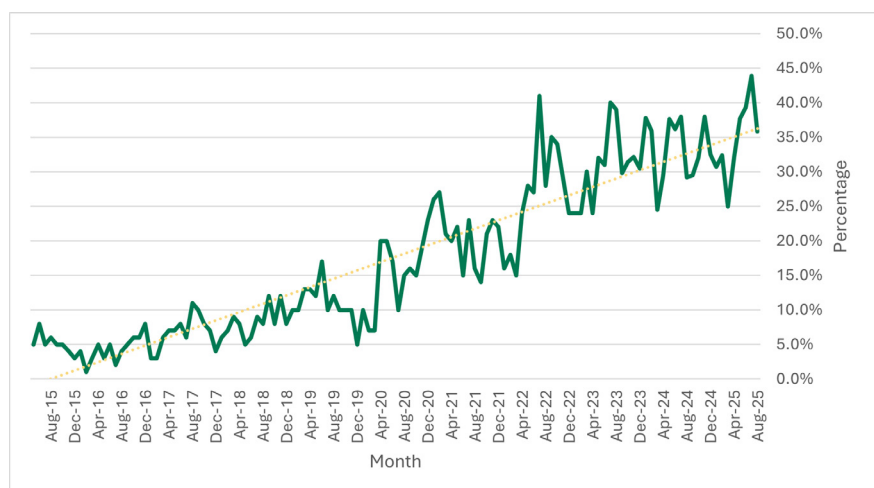
The overall number of properties achieving the asking price in August 2025 stood at 6%, while the number of properties achieving above the asking price sat at 4% (Figure 18).

Source: Propertymark

TIME TAKEN TO EXCHANGE REMAINS HIGH, BUT CONTINUES TO SLOW

In August 2025, on average, we saw around 35.8% of housing transactions taking longer than 17 weeks to complete. This number is overall trending slowly back downwards.

Figure 19: Number of agents reporting that the average time from offer acceptance to exchanging contracts = 17 weeks+



Source: Propertymark

Member comments

Each month, a selection of members provides varying insights and opinions from different parts of the UK.



EAST MIDLANDS

The 'summer bounce' never really happened this year. The market continued to tick over from the spring at just about 'break-even' level, with completions just about enough to cover costs and sales just enough to replace the completions after 20% fall-throughs.

SUSSEX

Too many vendors are still asking for 'unrealistic' prices. Buyers are starting to factor in impending tax increases. The level of activity overall is good, but there are still too many properties for sale, coupled with a shortage of ready, willing, and able buyers. The high level of Stamp Duty is putting people off moving altogether.

EAST OF ENGLAND

August is usually busy with buyer activity, but with agreed sales under the preceding months. This was the case this year too; however, a late flurry in activity made it a decent month and propelled us into a flying start for September.

We deal with significant numbers of downsizers who move to our area from larger properties in cheaper locations. Fears are being expressed about the possibility of CGT on residential properties above £500K in the budget. There are fears this could paralyse the market in the short term and put some hard brakes on the downsizer market if this measure is adopted.

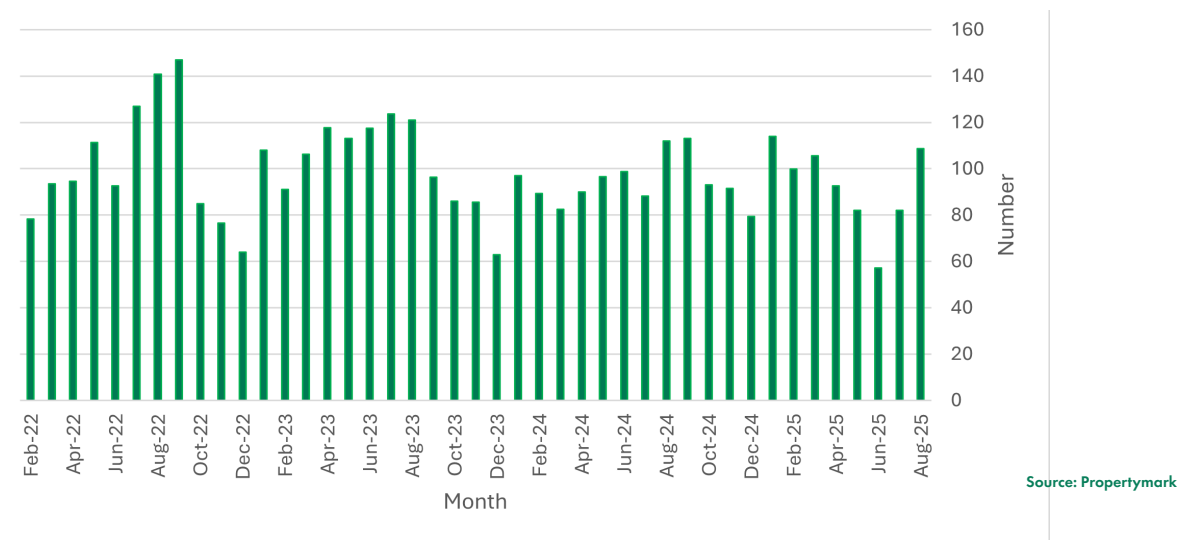
SURREY

Generally, we are seeing stable activity on properties priced correctly, but sadly, with economic uncertainty and potential reform of SDLT, we are seeing appetite decline from both buyers and sellers. The government once again thinks it knows best when it comes to making fundamental tax changes in the property world. Time will tell.

Tenant demand climbs

The average number of new prospective tenants registered per member branch indicates market demand. The average number of registrations per member branch jumped to an average of 109 in August 2025 (Figure 20).

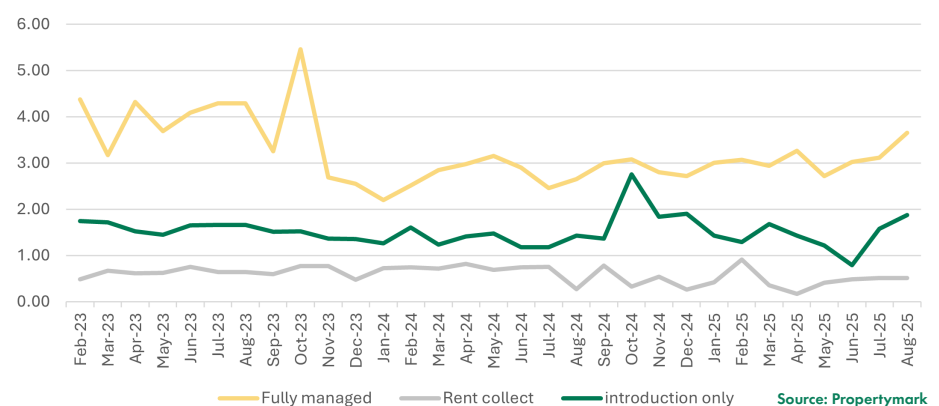
Figure 20: Average number of new applicants registered per member branch



Fully managed instructions saw a further jump in August 2025

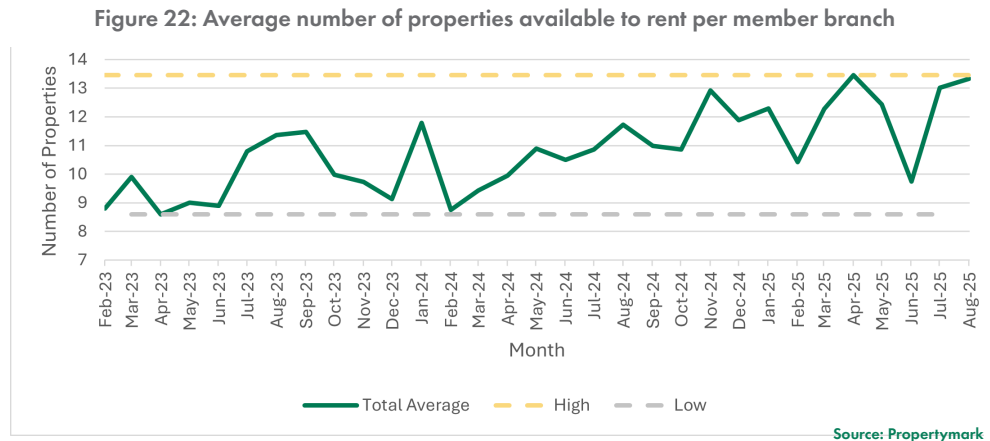
The average number of new property instructions (fully managed) increased in August 2025, standing at an average of just over 3.65 per member branch (Figure 21).

Figure 21: Average number of new property instructions per month per member branch (fully managed/rent collection only)



Overall stock saw a further upward momentum

The average number of properties available for rent grew to 13.34 per member branch in August 2025 (Figure 22).

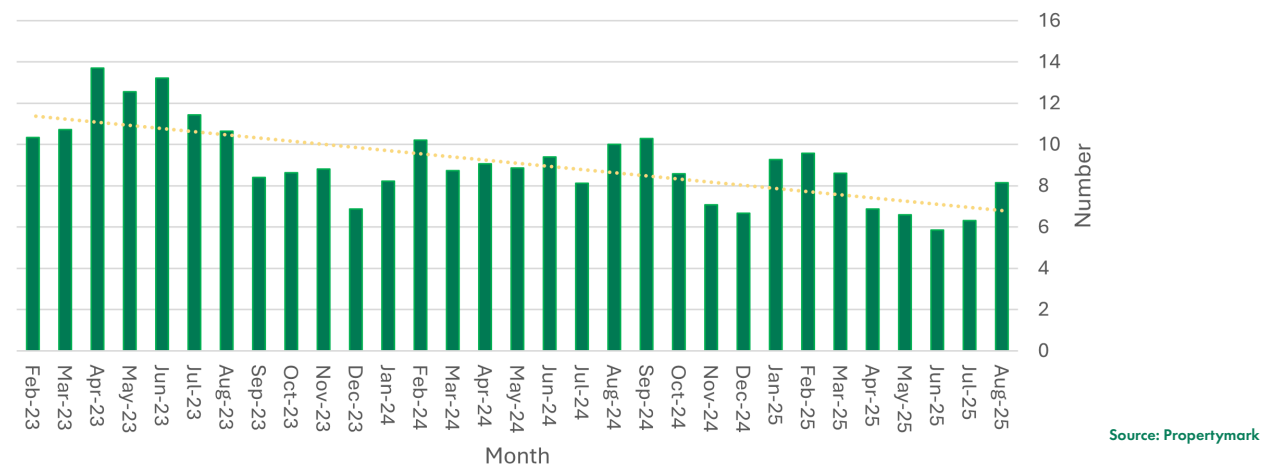


Demand continued to outpace supply significantly

SUPPLY AND DEMAND

Demand continues to outstrip supply, with the average number of applicants per member branch sitting at just over eight people for each available property in August 2025 (Figure 23).

Figure 23: Average number of new prospective tenants registering per the number of properties available

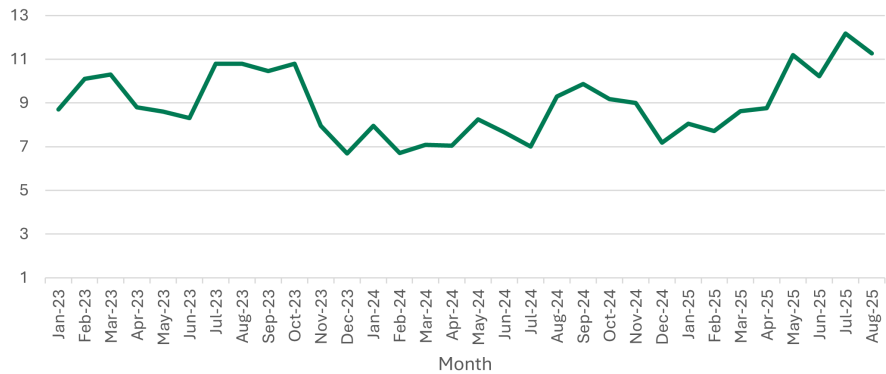


Tenancies agreed sees slight tail off

PERFORMANCE

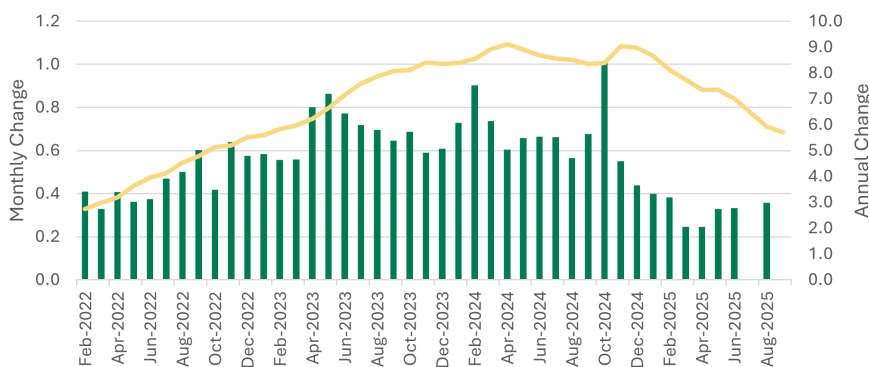
The average number of new tenancies agreed per member branch sits at 11.28 in August 2025 (Figure 24).

Figure 24: Average number of new tenancies agreed in the month per member branch



Source: Propertymark

Figure 25: Average UK rent levels year on year and month on month



Source: ONS

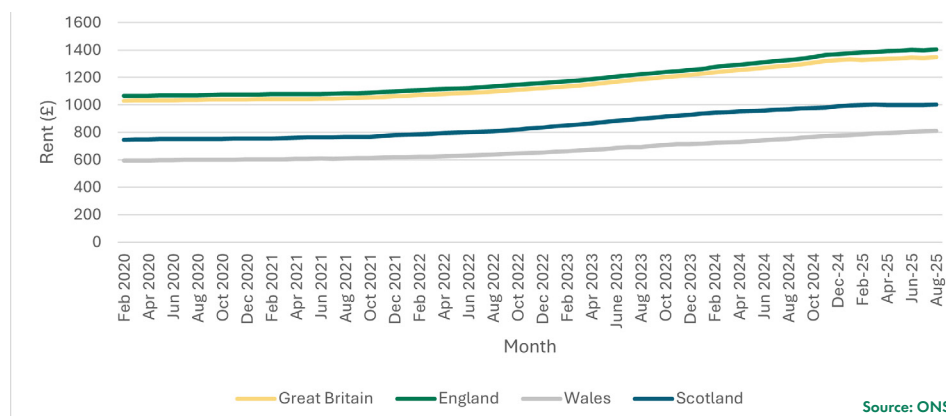
OFFICIAL DATA SHOW RENTS REMAINED STATIC IN AUGUST OVERALL

In August 2025, the average UK rent was 5.7% higher than in August 2024 and 0.4% higher than in July 2025 (Figure 25).

RENTS REMAIN BROADLY STATIC ACROSS THE UK

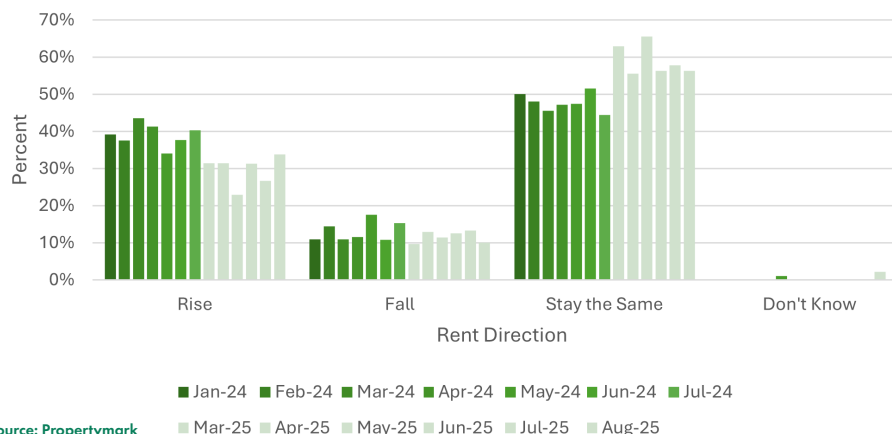
In August 2025, the average rent was £1,403 in England, £1,002 in Scotland, and £811 in Wales.

Figure 26: Average private rent (£), Great Britain, England, Scotland and Wales



Source: ONS

Figure 27: % of members who reported that rents have risen, fallen or stayed the same.



RENTAL PRICES CONTINUED TO SHOW VARIATIONS

In August 2025, 56% of member agents reported that rents remained generally static. 10% reporting they had seen an overall fall, and 38% reporting they felt rents had increased. (Figure 27).

RENTAL ARREARS SHOW WELCOME DROP

The level of rental arrears indicates the state of consumer finances. Arrears showed a much-welcome drop in August 2025 at an average of 2%. (Figure 28).

Figure 28: Average number of properties in rental arrears per member branch

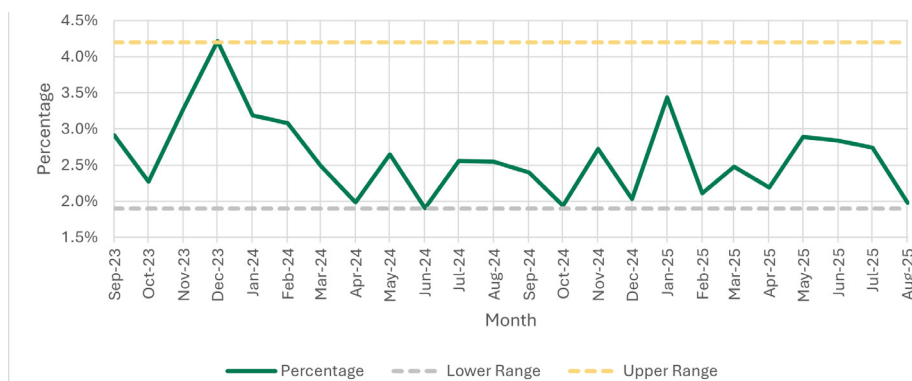
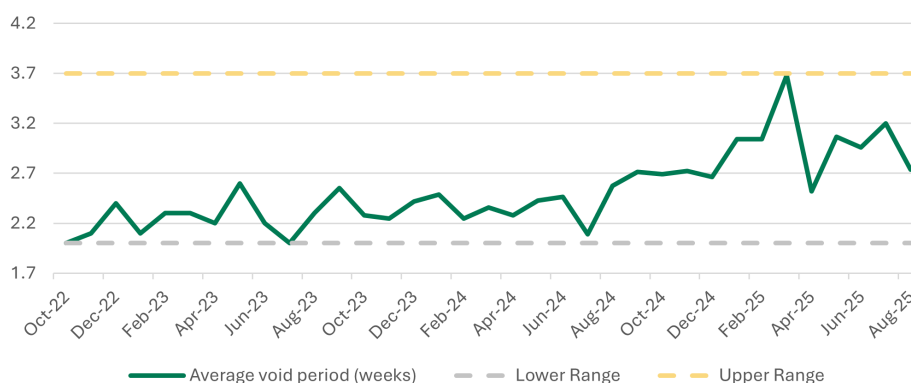


Figure 29: Average void period between tenancies in weeks



VOID PERIODS SHOW DECREASE IN AUGUST 2025

The length of void periods is a good indicator of how dynamic the market is. The average void period reported by member agents was 2.7 weeks in August 2025 (Figure 29).

Member comments

Each month, a selection of members provides varying insights and opinions from across the UK.



SOUTH WEST

Tenants are also worried as the number of properties available is reducing due to the Renters' Rights Bill, as the lack of longer-term tenancy periods is making them feel insecure.

EAST MIDLANDS

We are still finding landlords are selling their properties, usually as and when they become empty, but some are still waiting for Section 21 notices to expire, as they insisted on serving notice before the new Renters' Rights Bill comes in.

MIDLANDS

Landlords are looking at the changes and the uncertainty of the Renters' Rights Bill - lack of detail, and landlords are looking at leaving the market.

HOME COUNTIES

Landlords are running scared of the Renters' Rights Bill and potential implications, and now the threat of National Insurance due on rental receipts is just the last straw for many.

ABOUT THIS REPORT

This report is based on responses to a monthly survey of Propertymark member agents. The analysis is based on data from around 100 sales and 100 letting agents across the UK. The report also contains various third-party data including data from the Bank of England, the Office for National Statistics and HM Land Registry. Where relevant the data is licensed under the Open Government Licence v3.0 and is referenced at the point of use.

Each source has strengths, limitations, and caveats and to evaluate further, we recommend viewing them directly (links are at the bottom of this page). Where data includes estimates which are subsequently updated, we reflect these in subsequent reports.

propertymark

Propertymark is the leading professional body for estate and letting agents, commercial agents, auctioneers, valuers, and inventory providers comprising over 19,000 members. We have a member-led with a Board made up of practicing agents. 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.

USE AND REPUBLISHING OF PROPERTYMARK DATA

Propertymark data cited in this report may be used and republished for non-commercial purposes citing its source. Propertymark is not liable for any loss or damage, direct, indirect, or consequential, arising from any inaccuracy or incompleteness of the data or any decisions made, or action taken in reliance upon the contents of this report.

EDITOR NOTES

For further information contact:

**Propertymark Press Office Tel: 01926 417 788
or Email: mediaenquiries@propertymark.co.uk**

Find us on social media

 @PropertymarkUK

 @propertymarkuk

 Propertymark