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Housing Report

January 2021



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STAMP DUTY HOLIDAY CONTINUES TO ENCOURAGE HOUSE HUNTERS AS DEMAND INCREASES BY TWO FIFTHS

Key Findings

- Number of prospective buyers rose by 40 per cent in January and supply of properties also increased
- Record number of sales taking more than 17 weeks from offer to exchange of contracts
- The average number of sales agreed reached the highest amount for the month of January since 2007

DEMAND FROM HOUSE HUNTERS

There were 487 house hunters registered per branch in January



The average number of house hunters registered per estate agent branch stood at 487 in January, which is an increase of 40 per cent from 348 in December. Year-on-year, this is a 27 per cent increase from 382 in January 2020.

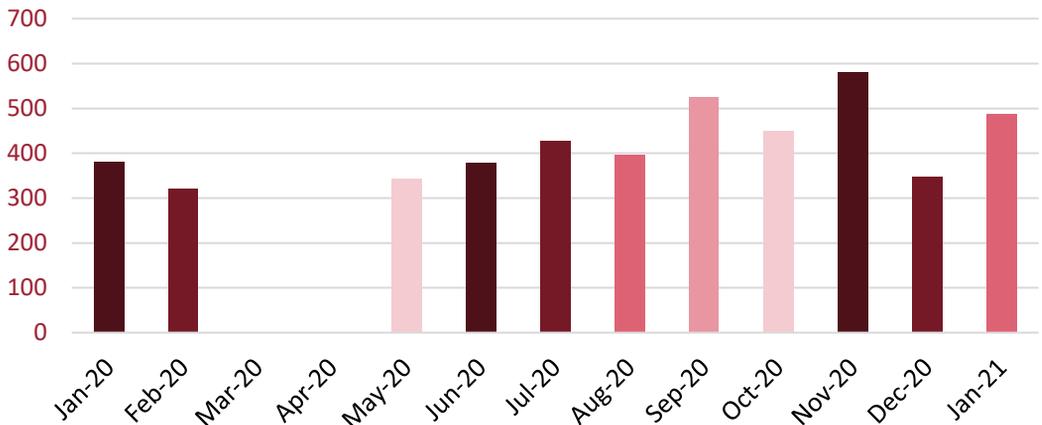


Figure 1: Number of house hunters per branch

SALES AGREED

*There were **10** sales agreed per branch in **January***



The average number of sales agreed per estate agent branch stood at 10 in January which is an increase from eight in December. This is the highest figure recorded for the month of January since 2007, when the number stood at 13.

The number of sales made to FTBs remained the same at 23 per cent in January. Year-on-year this is a decrease of six percentage points from 29 per cent in January 2020.

WHAT PROPERTIES SOLD FOR

Nine per cent** of properties sold for more than the asking price in **January



In January, nine per cent of properties sold for more than the asking price, a rise from December when only five per cent of properties did. The majority (62 per cent) of properties sold for less than the original asking price in January.

HOUSES AVAILABLE TO BUY

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



The number of properties available per member branch stood at 38 in January, rising from 33 in December.

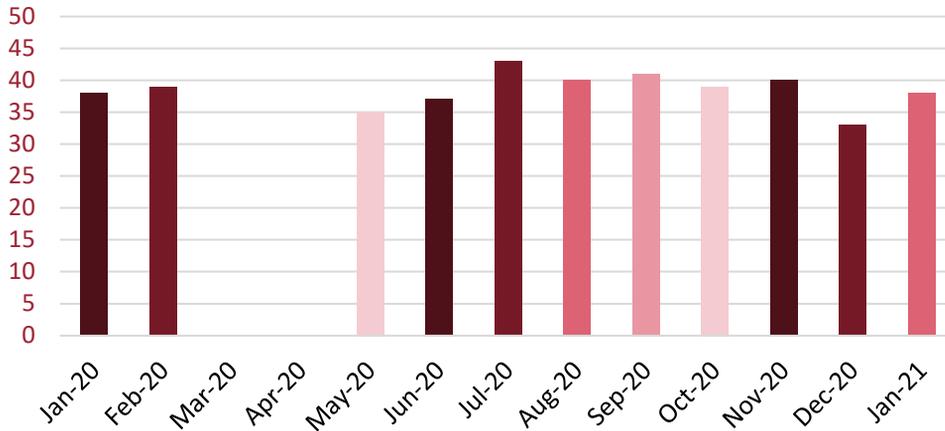


Figure 2: Number of properties available per branch

TIME TAKEN FROM OFFER TO EXCHANGE

26 per cent of transactions took over 17 weeks from offer accepted to exchange



In January, a record number of property transactions (26 per cent) took over 17 weeks from the offer being accepted to exchanging contracts.

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.