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# Housing Report

July 2021



## July 2021 Housing Report

# PROPERTY SUPPLY SHOWS SIGNS OF STABILISING HOUSING MARKET

### Key Findings

- A third of properties sold for more than the asking price in July
- Supply of properties increased slightly with 15 buyers chasing each property during July
- The average number of sales agreed per estate agent branch fell slightly to 10

#### WHAT PROPERTIES SOLD FOR

*31 per cent of properties sold for more than the original asking price in July*



In July, a third (31 per cent) of properties sold for more than the original asking price. This is a sharp fall from June when 40 per cent of properties sold for more than the original asking price, but in line with the previous month's figure of 33 per cent.

This is also the highest figure on record for the month of July, beating the previous July record of 8 per cent in 2020.

#### SALES AGREED

*There were 10 sales agreed per branch in July*



The average number of sales agreed per estate agent branch fell slightly to 10 in July, from June's figure of 11. Year-on-year, this figure is also slightly lower than during July 2020 when there were 13 sales agreed per branch on average.

The number of sales made to FTBs fell to 20 per cent in July from June’s figure of 27 per cent.

### HOUSES AVAILABLE TO BUY

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*There were **28** houses available to buy per member branch in July*



The number of properties available per member branch stood at 28 in July, a slight jump from June’s figure of 23 per branch. Year-on-year this is the lowest figure ever on record for the month of July with the previous lowest July being during 2017 when there were 35 houses available to buy per branch.

This means there is an average of 15 buyers for every available property on the market.

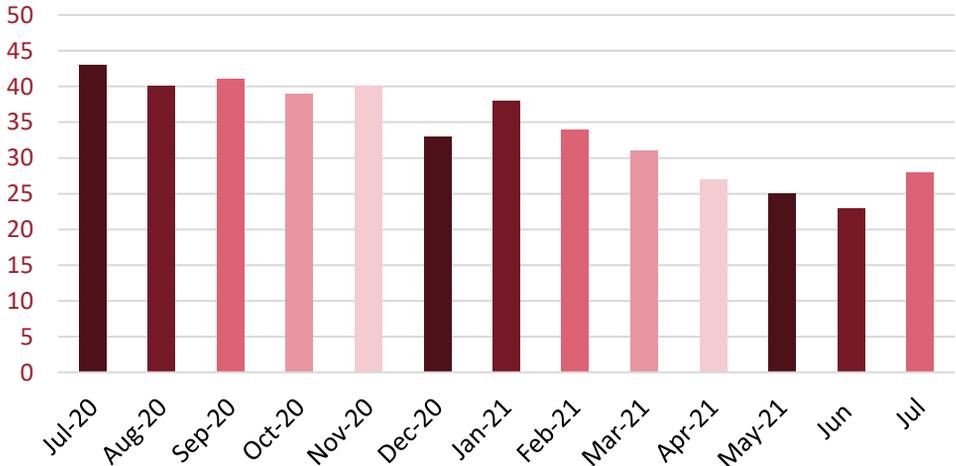


Figure 1: Number of properties available per branch

### DEMAND FROM HOUSE HUNTERS

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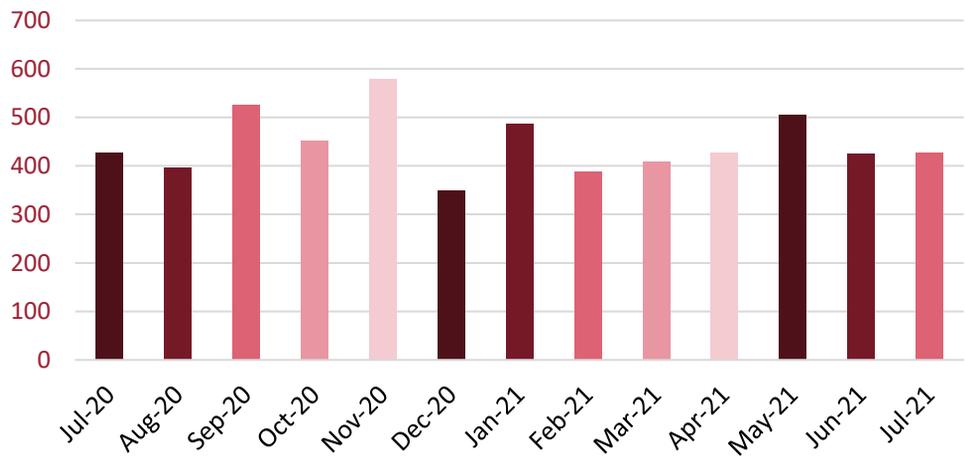
*There were **428** house hunters registered per branch in July*



The average number of house hunters registered per estate agent branch stood at 428 in July, which is a marginal increase from 426 in June.

Year-on-year this is the same as during July 2020 when the figure also stood at 428.

Figure 2: Number of house hunters per branch



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.