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Housing Report

August 2021



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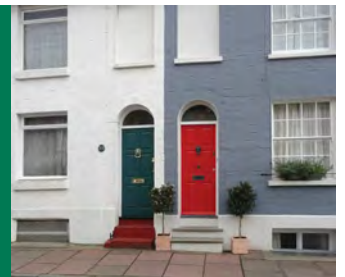
28% OF PROPERTIES SOLD DURING AUGUST WERE TO FIRST-TIME BUYERS

Key Findings

- 28% of sales agreed in August were to First-Time Buyers. The highest since June 2020.
- Supply of properties dropped as demand increased with 19 buyers chasing each property during August
- The average number of sales agreed per estate agent branch fell slightly to 9

WHAT PROPERTIES SOLD FOR

37 per cent of properties sold for more than the original asking price in August



In August, 37 per cent of properties sold for more than the original asking price. This is an increase from July when 31 per cent of properties sold for more than the original asking price, and considering the market seasonally, this is the highest August on record. **The previous highest was 13 per cent of properties selling over the asking price in August 2020, a year on year increase of a staggering 185 per cent.**

SALES AGREED

There were 9 sales agreed per branch in August




The average number of sales agreed per estate agent branch fell slightly to 9 in August. Looking back over the past 6 years, since August 2016 this figure is average.

The number of sales made to FTBs rose to 28%. Seasonally, this is the highest figure for August since August 2016 when it was also 28%.

HOUSES AVAILABLE TO BUY

*There were **23** houses available to buy per member branch in August*



The number of properties available per member branch stood at 23 in August, a decline from July’s figure of 28 per branch. Year-on-year this is the lowest figure ever on record for the month of August with the previous lowest August being during 2017 when there were 37 houses available to buy per branch.

This means there is an average of 19 buyers for every available property on the market.

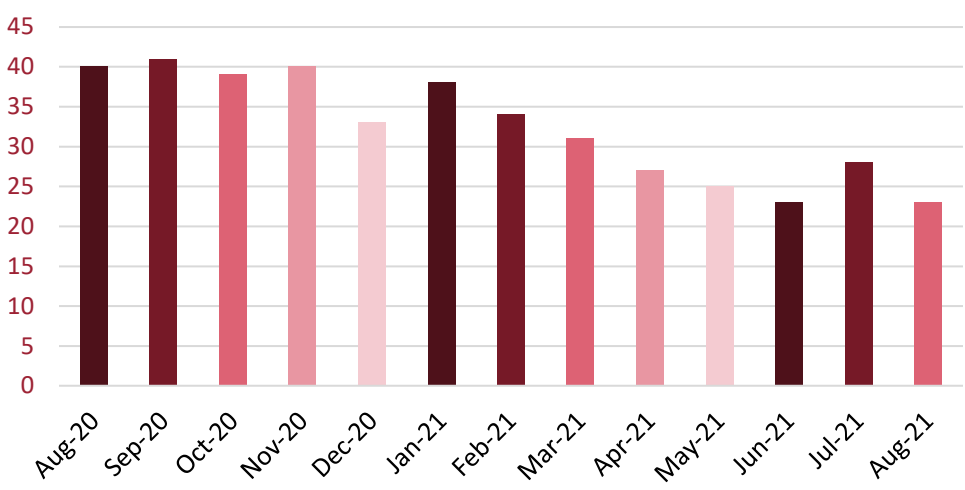


Figure 1: Number of properties available per branch

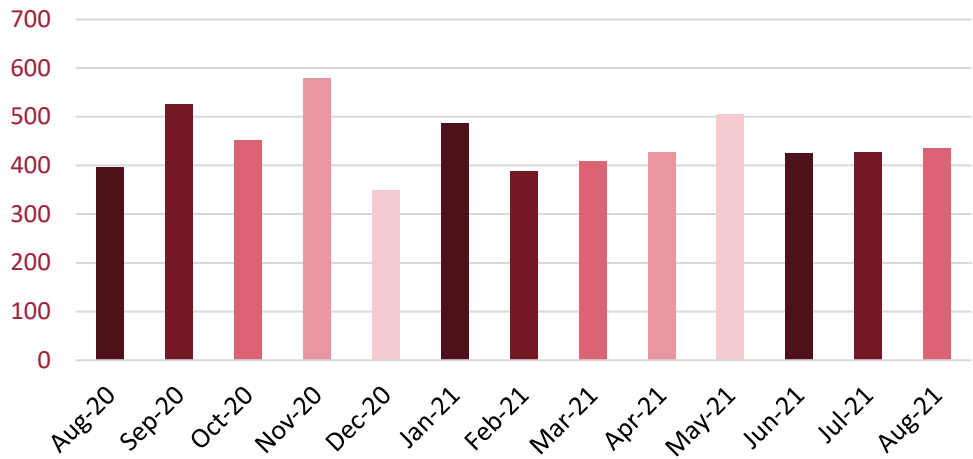
DEMAND FROM HOUSE HUNTERS

*There were **435** house hunters registered per branch in August*



The average number of house hunters registered per estate agent branch stood at 435 in August, which is a marginal increase from 428 in July and a 10% increase from August 2020.

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.