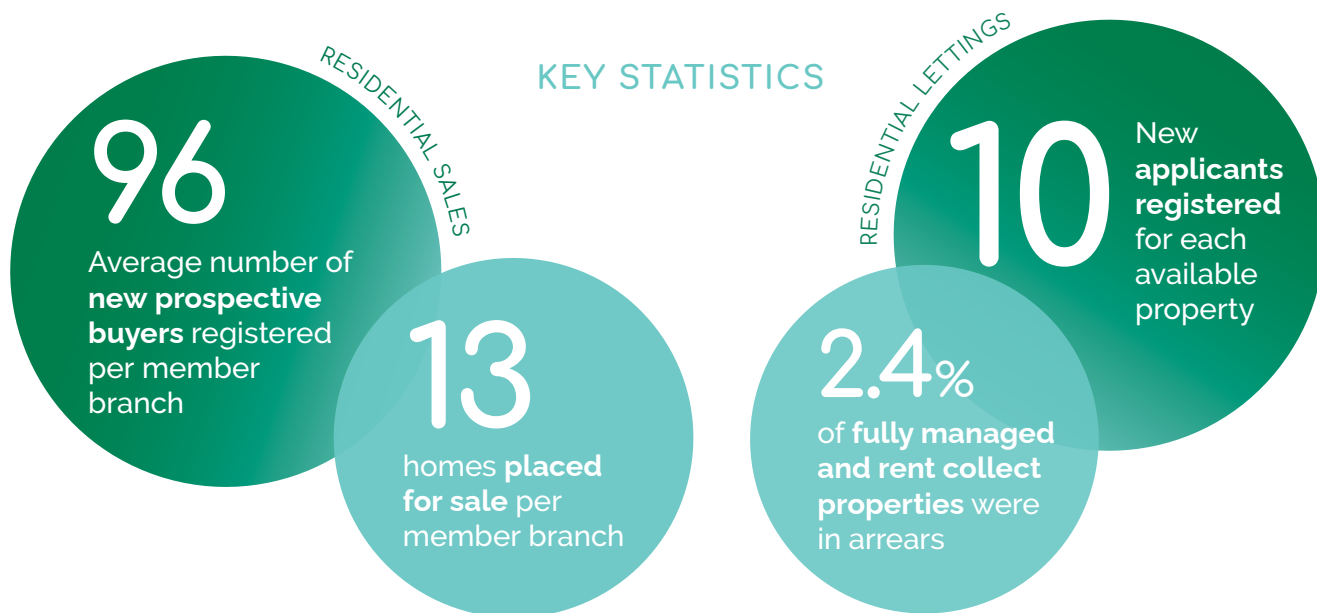


# Housing Insight Report

propertymark

September  
24

## KEY STATISTICS



**With interest rates slightly easing and improved mortgage deals coming to the market, we are seeing more people looking to make their next home move as their financial stability and reassurance improves.**

The announcement of Stamp Duty rises in England and Northern Ireland from April 2025 will likely push more people to the market in hopes of completing to, in some cases, save thousands on their next home purchase. With more appetite from buyers comes more homes coming onto the market, so we expect to see activity accelerate over the coming months moving into 2025.



Nathan Emerson  
Propertymark CEO

Tightened purse strings are being seen across the whole private rented sector. The recurring picture of demand far outstripping supply levels is not drastically worsening; however, levels are not improving and will continue to play a huge role in the continuous unaffordable landscape of the sector.

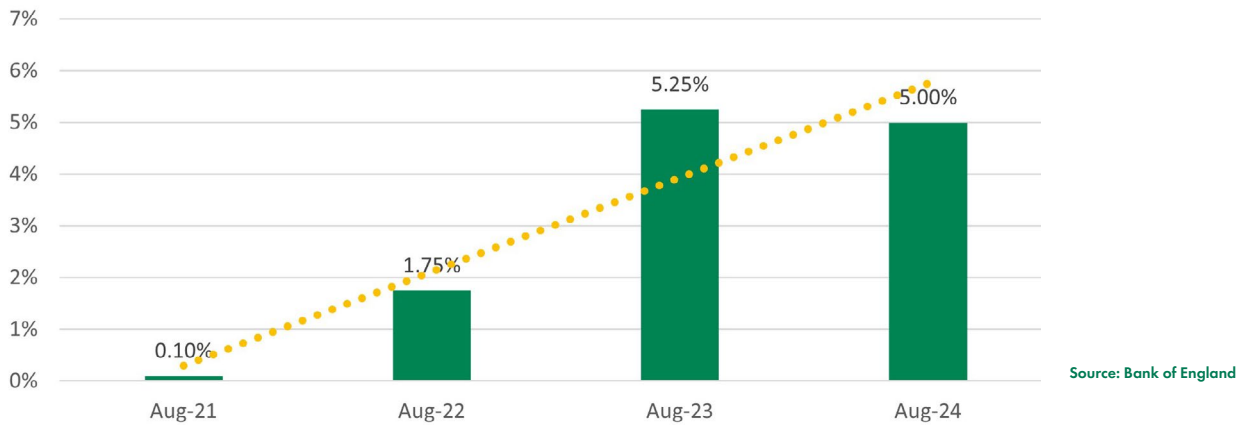
We really, need to see the UK Government provide a clear and supported pathway for the private rented sector to flourish to support current and future landlords.

# Economic outlook

## BASE RATE REMAINS STATIC

The Bank of England base rate remained at 5% in September 2024 (Figure 1).

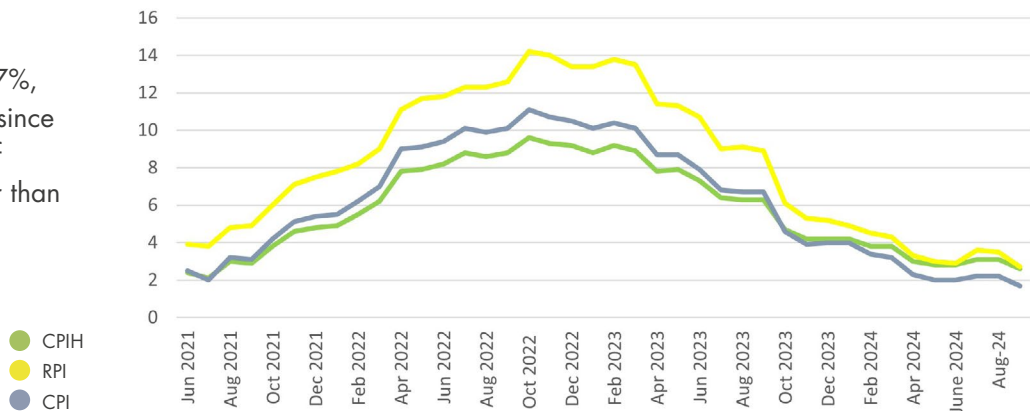
Figure 1: Bank of England base rate



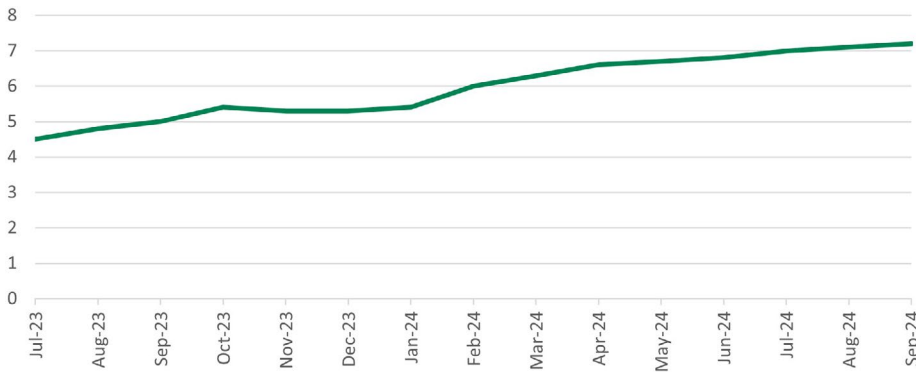
## INFLATION DIPPED

In September 2024, inflation dipped to 1.7%, which is the first time since April 2021 the rate of inflation has sat lower than 2% (Figure 2).

Figure 2: Inflation percentage change over 12-month period



**Figure 3: CIPH Owner occupiers housing costs component percentage change (12-month period)**



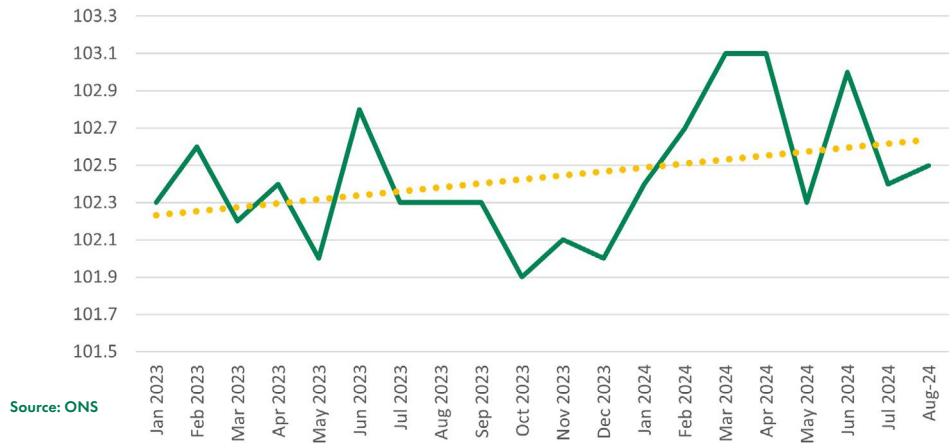
Inflation in the owner-occupiers' housing costs component of CPIH increased by 7.2% in the 12 months to September (Figure 3).

Source: ONS

## GDP SEES A SLIGHT INCREASE

Using the latest figures available, GDP is estimated to have increased slightly in August 2024 when compared to July 2024 (Figure 4).

**Figure 4: UK GDP (Index, 2019 = 100)**

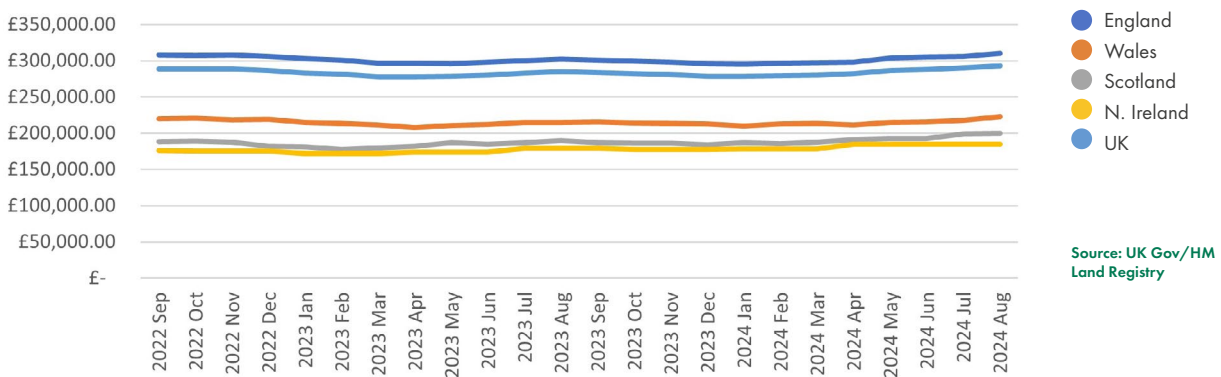


Source: ONS

# UK house prices continued to rise

The average UK house price increased by £2,076 to £290,000 in September 2024 (latest figures available) (Figure 5). This remains at around 8 times the average annual gross earnings.

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



Source: UK Gov/HM Land Registry

Figure 6: Diff in Average House Price between September 23 and September 24

Figure 6 highlights changes in the average house price between September 2023 and September 2024 for each constituent part of the UK, with Scotland again seeing the largest growth.



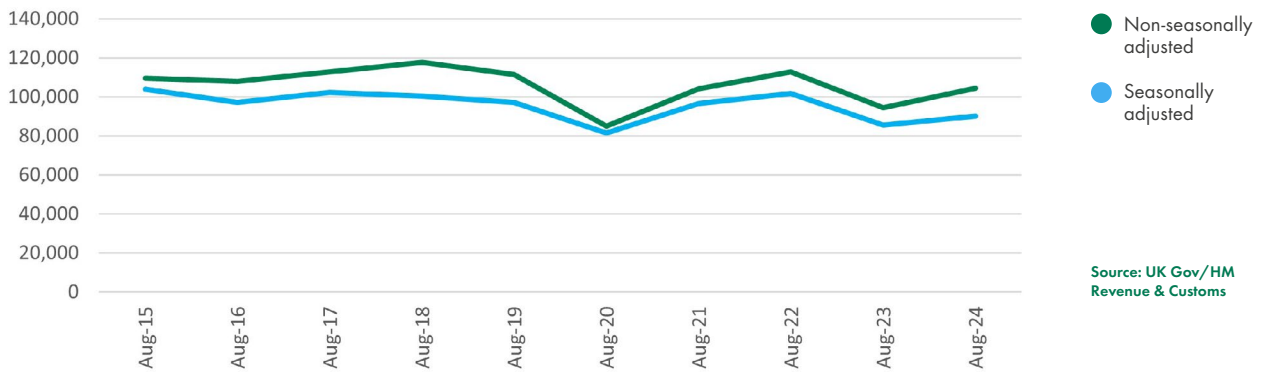
Source: UK Gov/HM Land Registry

# UK sales volumes increased

SALES VOLUMES

Sales volume data is a lagging measure which reflects the UK residential sales transactions completed in the month. The provisional August 2024 non-seasonally adjusted sales volume estimate was almost 10% higher than in August 2023 (Figure 7).

Figure 7: Number of June UK residential transactions 2015-2024 (seasonally adjusted and non-seasonally adjusted)

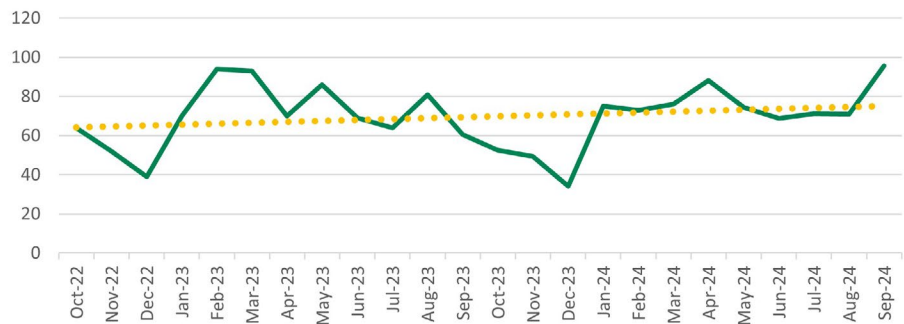


# Prospective buyer registrations see a two-year high

DEMAND

The average number of new prospective buyers registered per member branch saw an uplift in September 2024 to 96 per member branch, representing a two-year high (Figure 8).

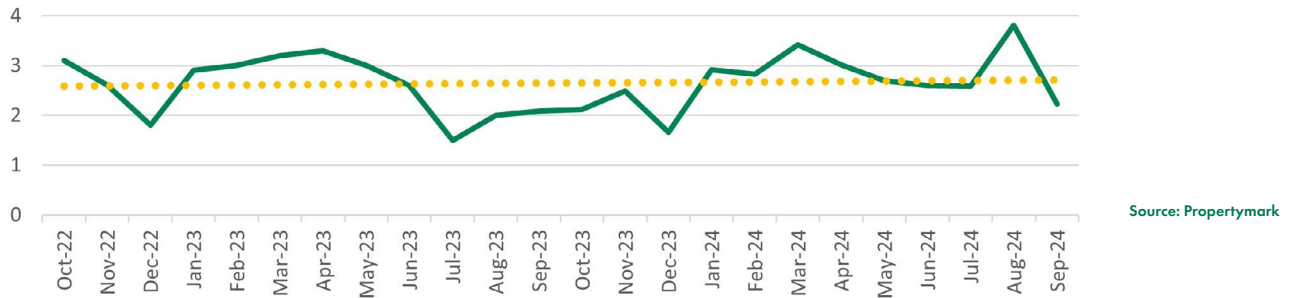
Figure 8: Average no of prospective buyers registered per member branch



## VIEWING NUMBERS PER AVAILABLE PROPERTY DIP SLIGHTLY

There was a slight dip in the average number of viewings per available property, which was down to an average of 2.2 for September 2024 when compared to the month beforehand (see Figure 9).

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

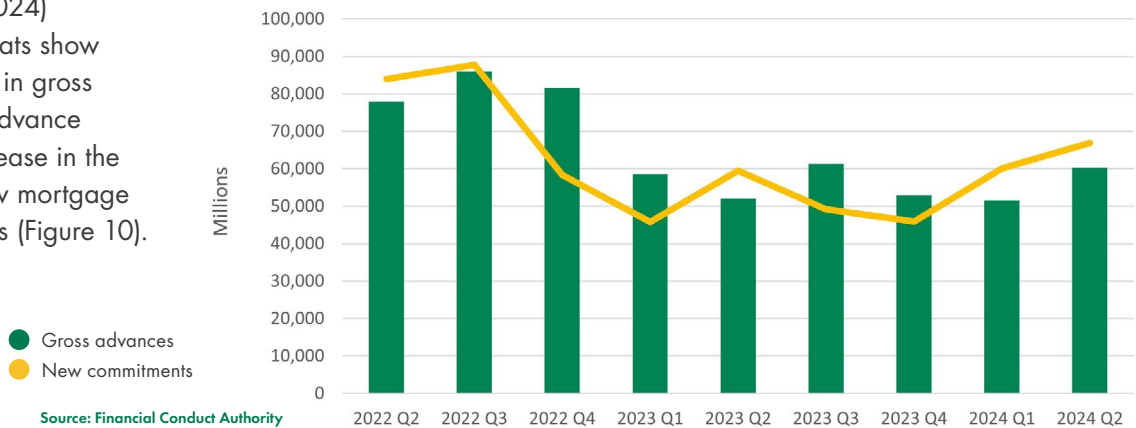


# Gross mortgage advances increase

## MORTGAGE INDICATORS

Looking at the latest date (Q2 2024) mortgage stats show an increase in gross mortgage advance and an increase in the value of new mortgage commitments (Figure 10).

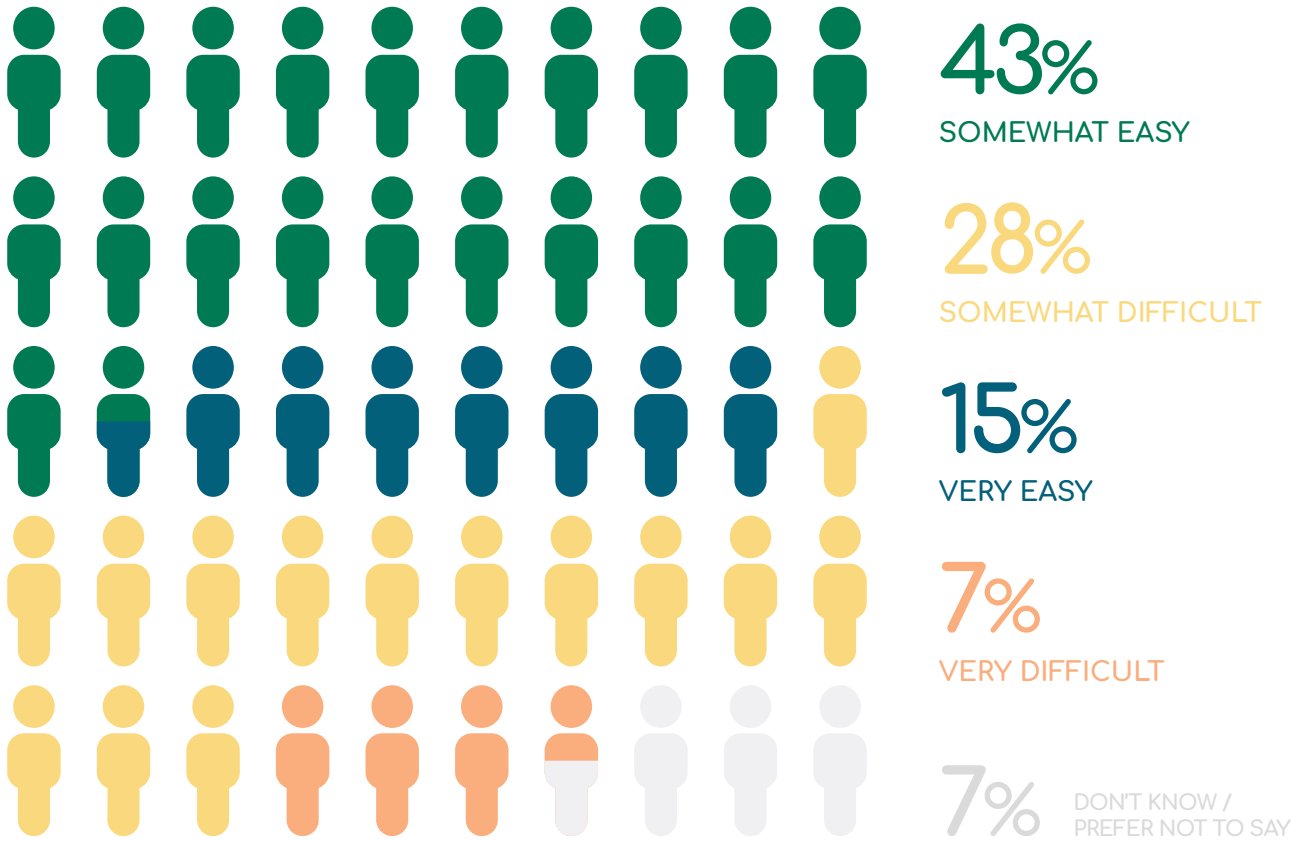
Figure 10: Gross mortgage advances and new mortgage commitments



## AFFORDABILITY CHALLENGES REMAIN AN ONGOING CHALLENGE

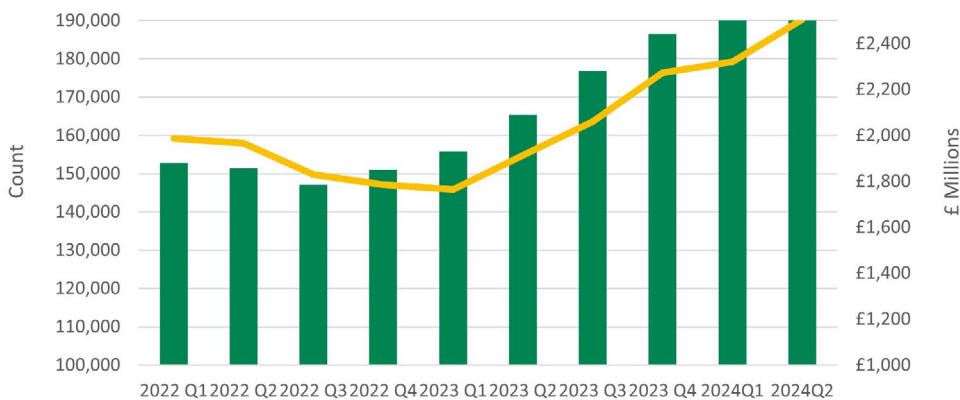
35% of adults reported finding it 'very or somewhat difficult' to afford their rent or mortgage payments between 4 September and 29 September 2024 (Figure 11).

Figure 11: Adults reporting on the difficulty of paying their rent or mortgage



Source: ONS

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



## MORTGAGE ARREARS INCREASED

The number of loan accounts in arrears and the amount of arrears continued to increase in Q2 2024 (latest data available) (Figure 12).

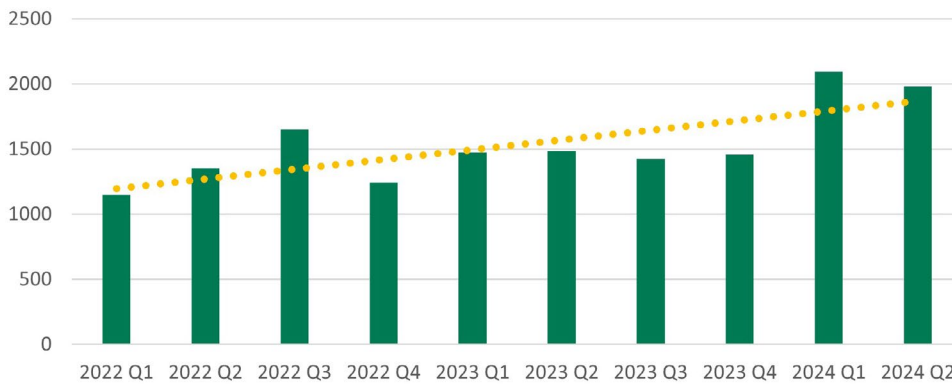
● Number of loan accounts  
● Amount of arrears

Source: Financial Conduct Authority

## NEW POSSESSIONS CASES DECREASE

There was a lowering of new possession cases in Q2 2024 (latest data available) (Figure 13).

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



Source: Financial Conduct Authority

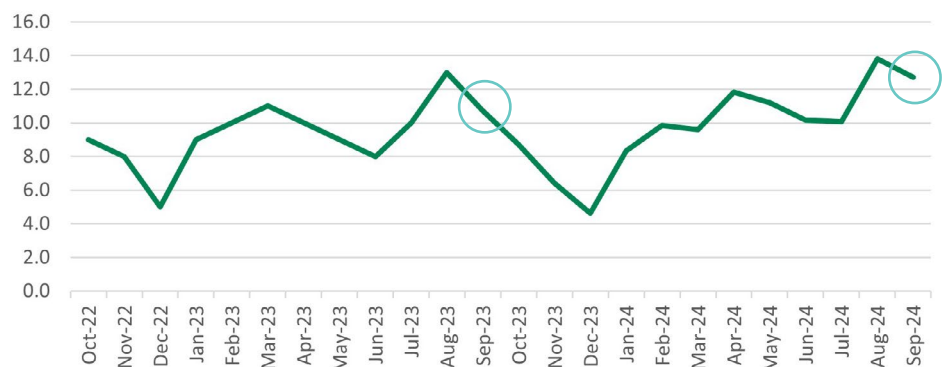
## New supply dips slightly when compared to the previous month

SUPPLY

New supply, as measured by new sales instructions, nudges slightly downward compared to the previous month.

On average, there are now around 13 homes placed for sale per member branch in September 2024 (Figure 14).

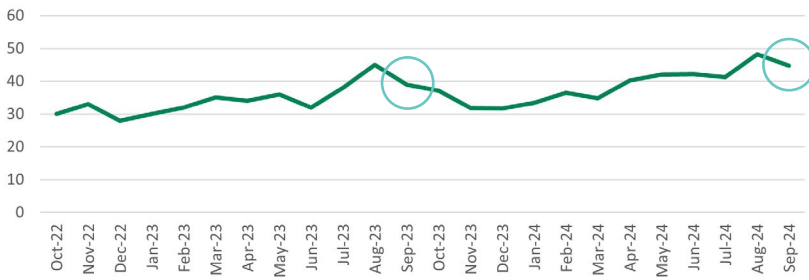
Figure 14: Average number of new sales instructions per member branch



Source: Propertymark



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



Source: Propertymark

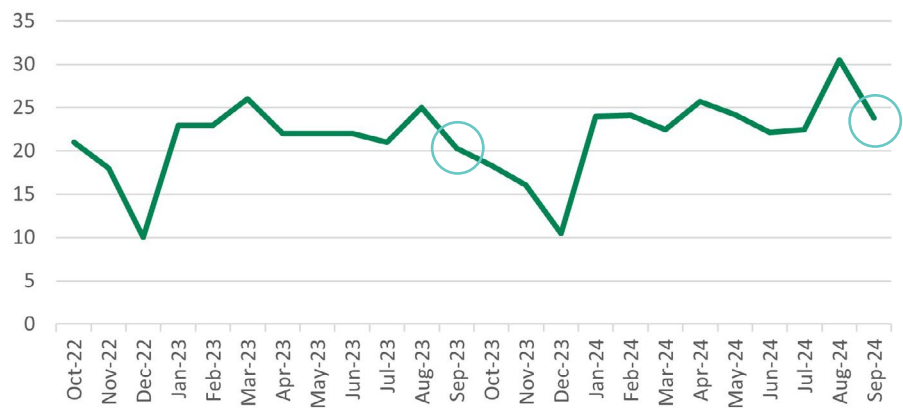
## STOCK LEVELS REMAIN HEALTHY

Stock levels reflect the average number of properties available for sale at each member branch. In September 2024, stock levels dip marginally with an average of 45 properties for sale at each member branch (Figure 15).

## MARKET APPRAISALS DIP SLIGHTLY FOLLOWING THE TRADITIONAL SUMMERTIME PEAK

Market appraisal volumes provide an indicator of future supply. The average number of market appraisals conducted per member branch in September 2024 saw a dip back down following summertime market interest (Figure 16).

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



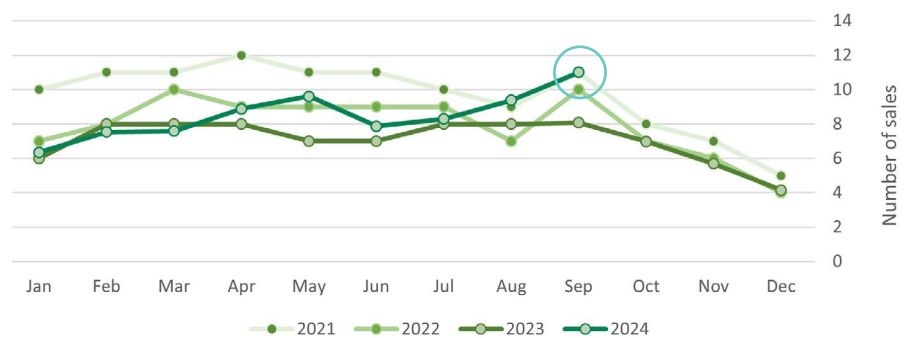
Source: Propertymark

# Number of sales agreed increased

PERFORMANCE

The average number of sales agreed per member branch saw further positive progression in September 2024 (Figure 17).

Figure 17: Average number of sales agreed per member branch



Source: Propertymark

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



## ASKING PRICES CONTINUE TO DIVERGE FROM MARKET EXPECTATIONS

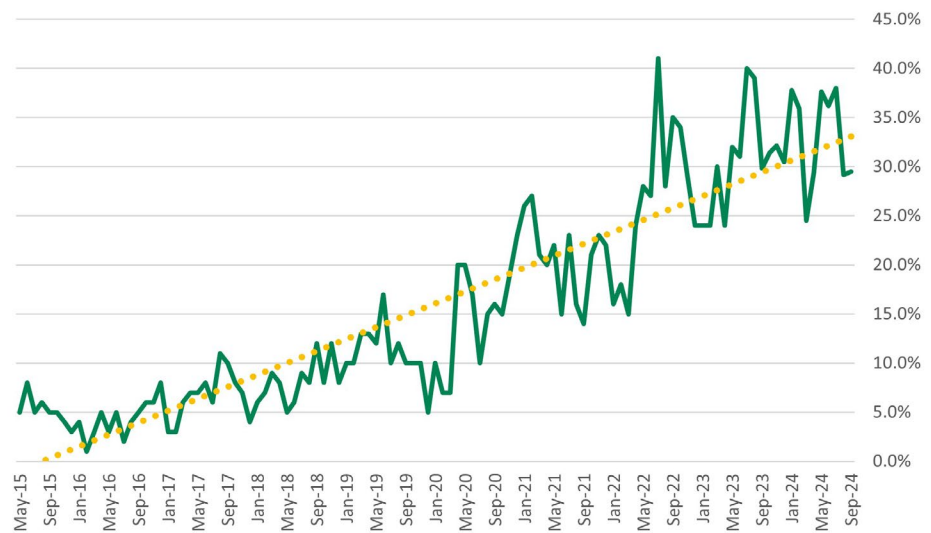
The gap between asking prices and market expectations shrank slightly this month (Figure 18).

Source: Propertymark

## TIME TAKEN TO EXCHANGE CONTRACTS REMAINS LENGTHY

The proportion of member agents reporting that it takes on average 17 weeks or more to progress from offer acceptance to exchange remained near static in September 2024 (Figure 19).

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**.



## SUSSEX

A relatively busy month and more new instructions than actual sales. The average sale was 97% of the Guide Price. Vendors becoming more flexible (realistic) on guide price—but in many cases still resistant to market reality.

## EAST MIDLANDS

The viewing-to-sales ratio fell steeply this month—a sign of a lack of market confidence. Where price reductions were actioned, activity levels increased dramatically. It appears to be a more price-sensitive period.

## WEST COUNTRY

September was a welcome return to normal activity after a mildly quieter holiday period. Plenty of sales agreed and in many cases with a choice of buyers for our clients. Steady new instructions but still well below average stock levels in our area.

## WEST MIDLANDS

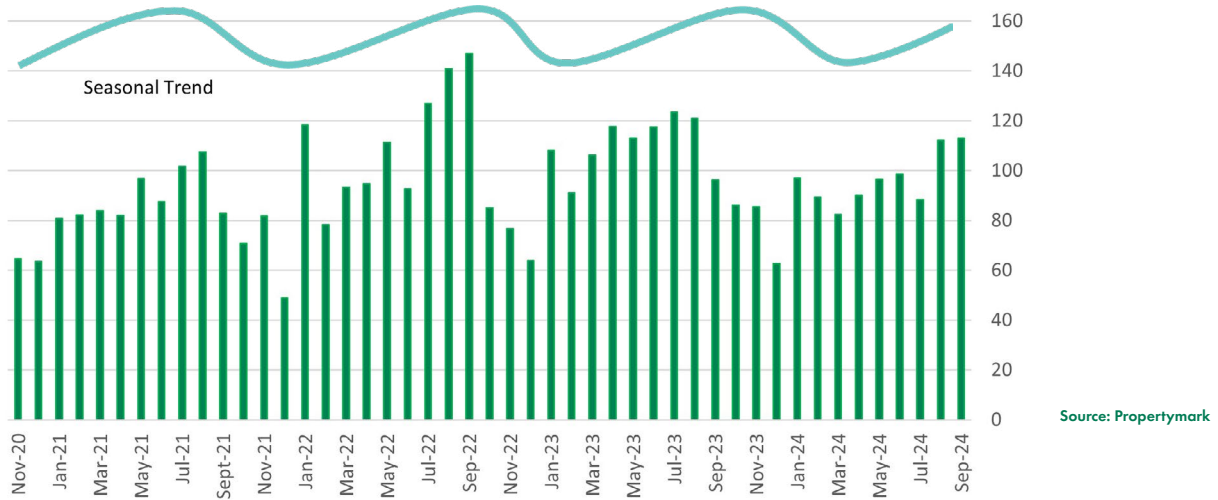
The property market is very price-sensitive here in Hereford, and as we go into the Autumn market, valuation is critical to being realistic if sales are to be maintained. The local market is good with turnover, and the new homes are lead competitively with developers offering incentives to conclude deals.

# Tenant demand remains static

The average number of new prospective tenants registered per member branch indicates market demand. Registrations stayed broadly the same

at 113 in September 2024 when compared to 112 in August 2024 (Figure 20).

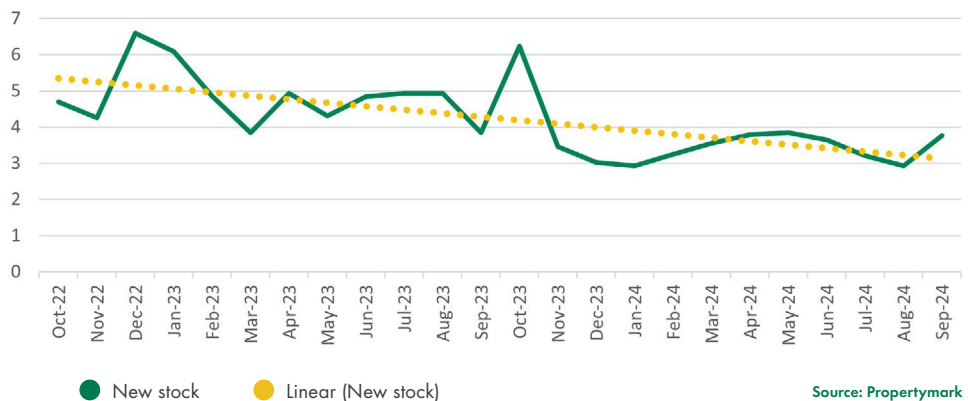
Figure 20: Average number of new applicants registered per member branch



# Overall stock levels saw growth

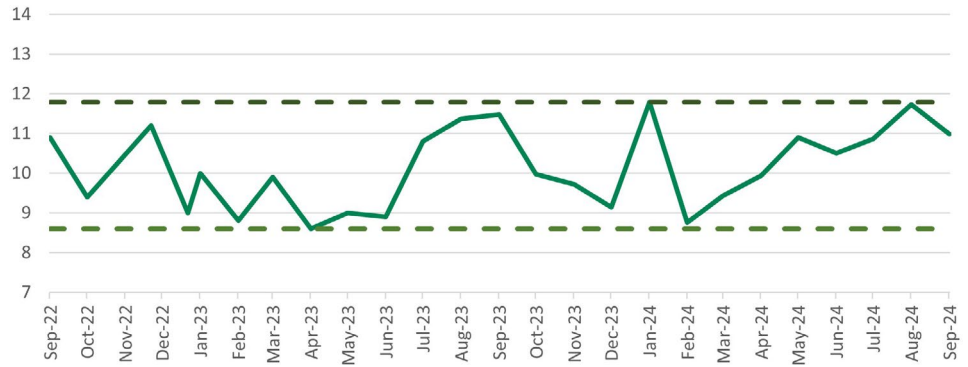
The average number of new property instructions (managed and rent collection only) per branch, saw an uplift in September 2024 (Figure 21).

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



Overall stock levels and the average number of properties available for rent at each member branch, dipped slightly in September 2024 (Figure 22).

Figure 22: Average number of properties available to rent per member branch



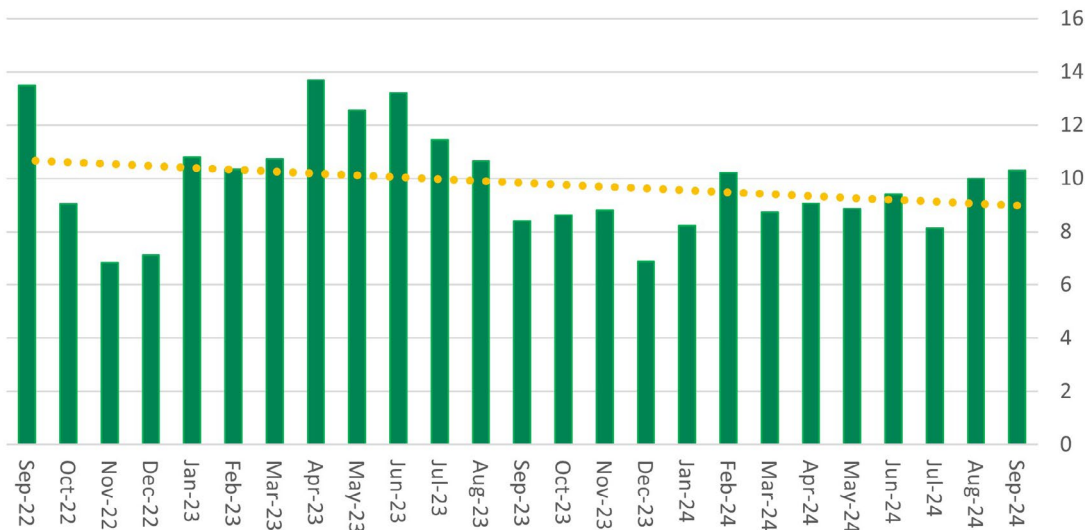
Source: Propertymark

# Demand continued to outpace supply

SUPPLY AND DEMAND

Overall, demand continues to massively outpace supply, with the average number of applicants per member branch still hitting around 10 people for each available property in September 2024 (Figure 23).

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

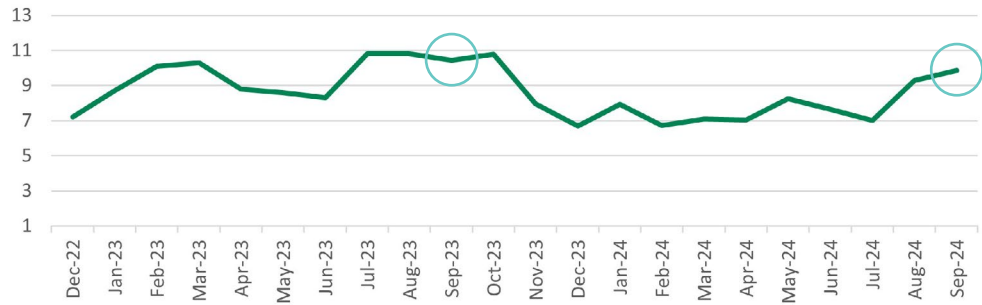


Source: Propertymark

# Number of tenancies agreed increases further

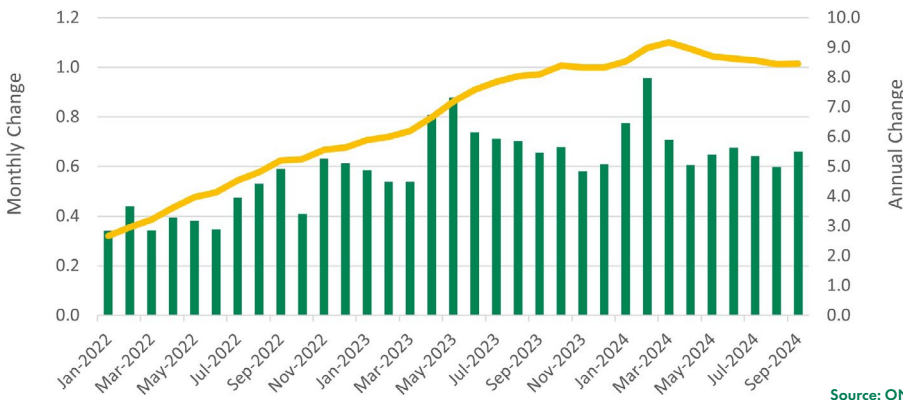
The average number of new tenancies agreed per member branch increased in September 2024 (Figure 24).

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



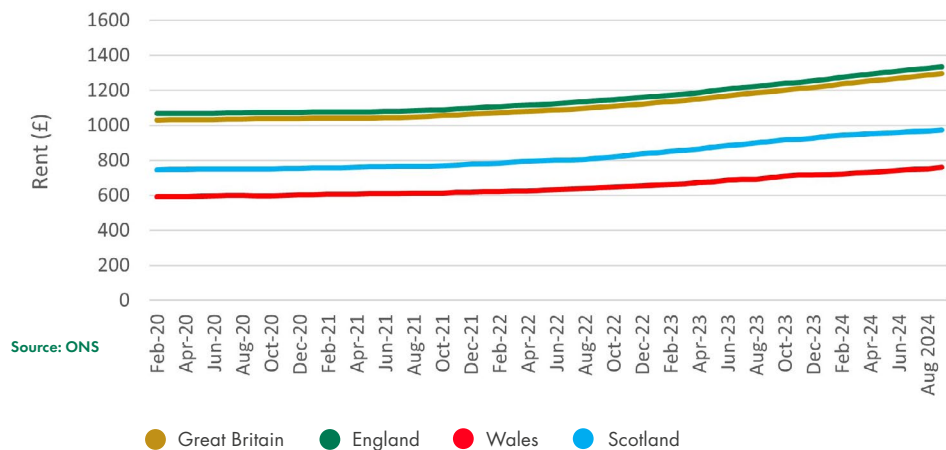
Source: ONS

**OFFICIAL DATA POINTED TO RENTS INCREASING OVERALL**

In September 2024 average UK rents were 8.4% higher than in September 2023 and 0.7% higher than in August 2024 (Figure 25).

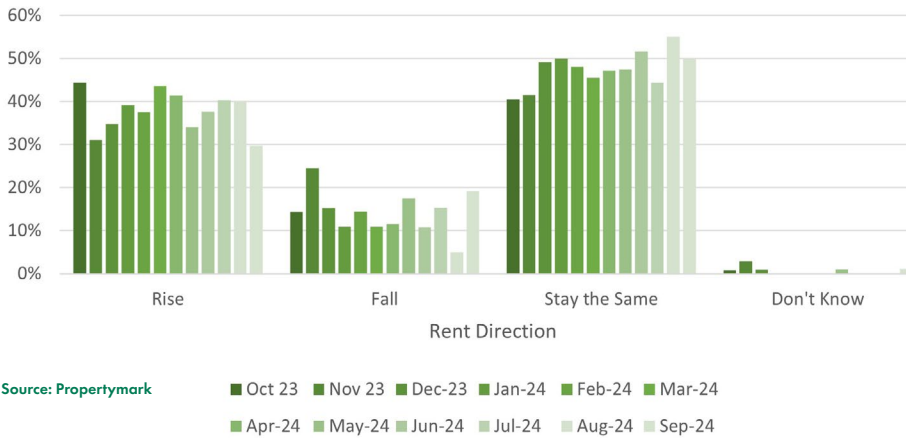
In September 2024, the average rent was £1,336 in England, £973 in Scotland and £760 in Wales (Figure 26).

Figure 26: Average private rent (£), Great Britain, England, Scotland and Wales, January 2020 to July 2024



Source: ONS

Figure 27: Average UK rent levels year on year and month on month



## RENTAL PRICES CONTINUED TO SHOW CHANGE

In September 2024, 50% of member agents reported that rents remained generally static, with 20% reporting that they had seen an overall fall and nearly 30% reporting they felt rents had increased (Figure 27).

## RENTAL ARREARS REMAINED NEAR STATIC

The level of rental arrears indicates the state of consumer finances. Rental arrears remained near static in September 2024 with members reporting that around 2.4% of their fully managed and rent collect/rent management properties were in arrears (Figure 28).

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

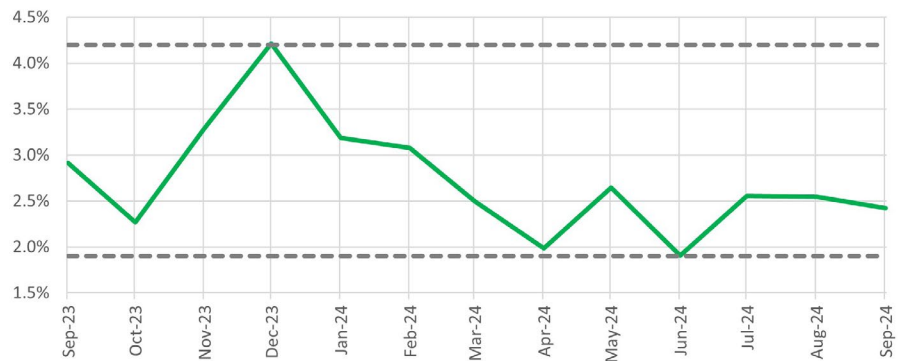
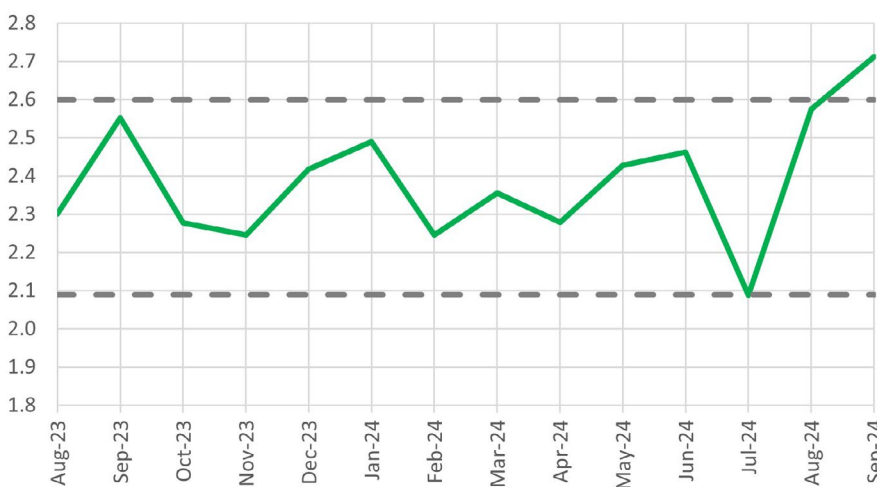


Figure 29: Average void period between tenancies in weeks



## VOID PERIODS INCREASED

The length of void periods is a good indicator of how dynamic the market is. The average void period increased in September 2024 and for the first time in over twelve months dipped slightly outside long-running parameters (Figure 29).

Source: PropertyMark



# Member comments

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



## NORTH WEST

There are not enough properties available to meet the demand and landlords are already considering selling as we get nearer to the Renters' Reform Bill becoming a reality.

The general feeling with landlords is that they are being unfairly penalised, and tenants are being given too many rights to the detriment to landlords.

## KENT

Still, landlords are terrified of the implication of being unable to get their properties back through tenant breaches of having no security of periodic tenancies.

## SOUTH WEST

Landlords are still leaving the sector, and the government is providing no incentives to attract investment hence, we are heading into a housing crisis.

## EAST MIDLANDS

More landlords are asking about increasing their rents or having to sell. However, for some selling is not an option as they are trapped in a poor leasehold situation with high service charges, fire safety works exterior cladding, etc.

Many landlords are in negative equity. It has been over 20 years since I have experienced multiple landlords taking over management themselves to save money (without sufficient knowledge and experience of compliance) or simply handing back their keys to lenders in desperation.

Fear of increasing tax burden, CGT, more legislation, perceived increase in tenant rights, lack of investment in the courts system to ease delays and a continued period of higher interest rates is causing landlords to sell now, or give notice to quit now to sell in the Spring 2025. The pipeline of S21 notices we have served over the last few months is a sorry picture that I fear is reflective of the situation up and down the country.



## ABOUT THIS REPORT

This report is based on responses to a monthly survey of Propertymark member agents. The analysis is generally 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.

## ABOUT PROPERTYMARK



Propertymark is the leading professional body for estate and letting agents, commercial agents, auctioneers, valuers, and inventory providers comprising over 18,000 members. We are member-led with a Board of practising agents and 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 (CPD).




## USE AND REPUBLISHING OF PROPERTYMARK DATA

Propertymark data cited in this report may be used and republished for non-commercial purposes citing its original source. Propertymark shall not be 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**  
**(01926) 496 800 | 07595 214 302**  
**Email: [mediaenquiries@propertymark.co.uk](mailto:mediaenquiries@propertymark.co.uk)**

### Find us on social media

-  @PropertymarkUK
-  @propertymarkuk
-  Propertymark