

Housing Insight Report

propertymark

NOV
24

KEY STATISTICS

108

RESIDENTIAL SALES

The average number of new prospective buyers registered per member branch saw an uplift in November 2024 to 108 per member branch

11.3

On average, there are now around 11.3 homes placed for sale per member branch in November 2024

92

Registrations dropped to 92 in November 2024 when compared to 93 in October 2024

13

RESIDENTIAL LETTINGS

Overall, stock levels and the average number of properties available for rent at each member branch, jumped to a two-year high of 13 in November 2024



“The next few months are likely to prove busy for the sales market, with stock coming to the market and consumers showing they are keen to stay ahead of Stamp Duty threshold changes due in England and Northern Ireland in April 2025. Across the last twelve months, we have witnessed the economy stabilise and a much greater degree of confidence and affordability return. There are still challenges ahead and much will depend on inflation remaining within targeted boundaries and the Bank of England having the confidence to potentially lower the base rate further when conditions permit.



Nathan Emerson
Propertymark CEO

“The entire housing sector is about to embark on some of the biggest changes seen in over thirty years with new planning reform for England and Wales working its way through parliament, which will pave the way for the UK Government to start delivering their ambition of over 1.5m new homes before 2029.”

“Similarly significant legislation that will impact the lettings market across England is also moving at pace through Westminster in the form of the Righters’ Rights Bill. This will fundamentally change key rights for both renters and landlords and it remains imperative that this new Bill strikes a workable and fair balance for all involved.”

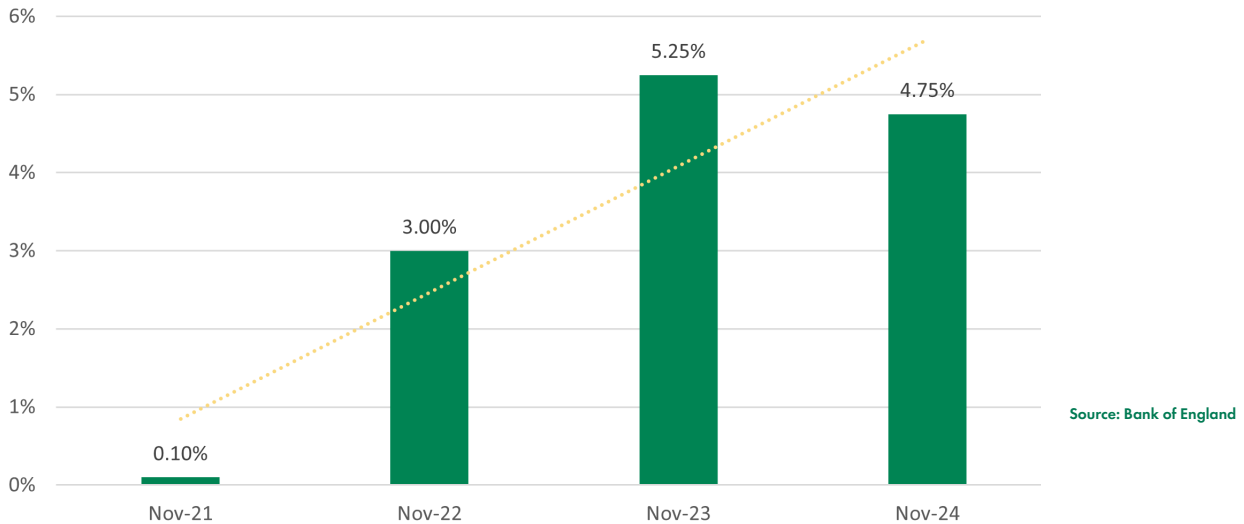
“The lettings market remains extremely challenging, with long-running issues regarding an intense lack of rental stock across the UK. Throughout the last twenty years, we have seen renting more than double in popularity and there needs sensible support that encourages long-term investment within the sector.”

Economic outlook

BASE RATE REMAINS STATIC

The Bank of England base rate was lowered to 4.75% in November 2024 (Figure 1).

Figure 1: Bank of England base rate



INFLATION NUDGED UPWARDS

In November 2024, inflation jumped back upward to 2.6%, which sits above the Bank of England target rate of 2% (Figure 2).

Figure 2: Inflation percentage change

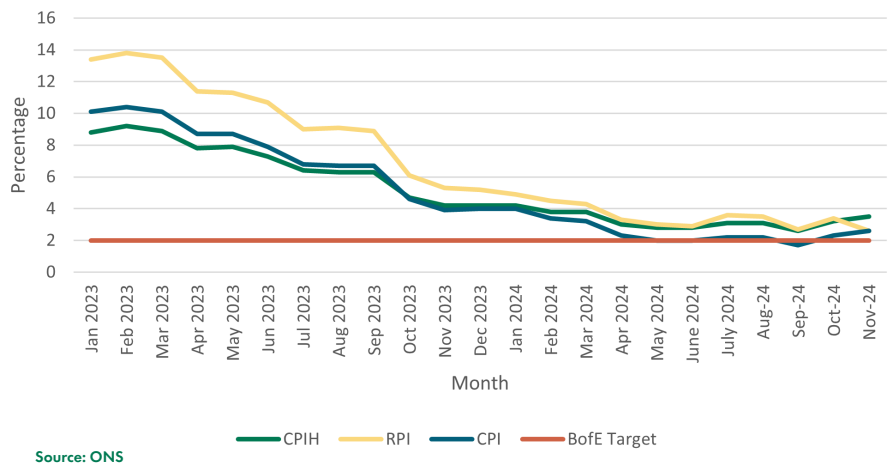
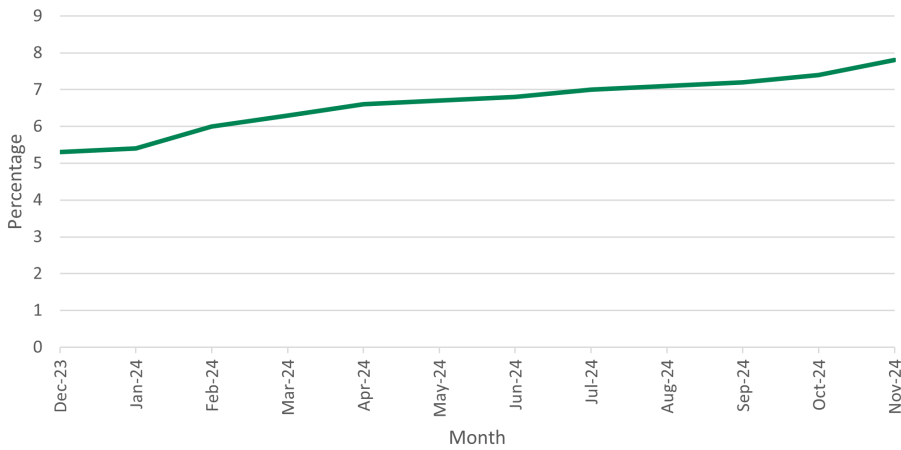


Figure 3: CIPH Owner occupiers' housing costs component percentage change



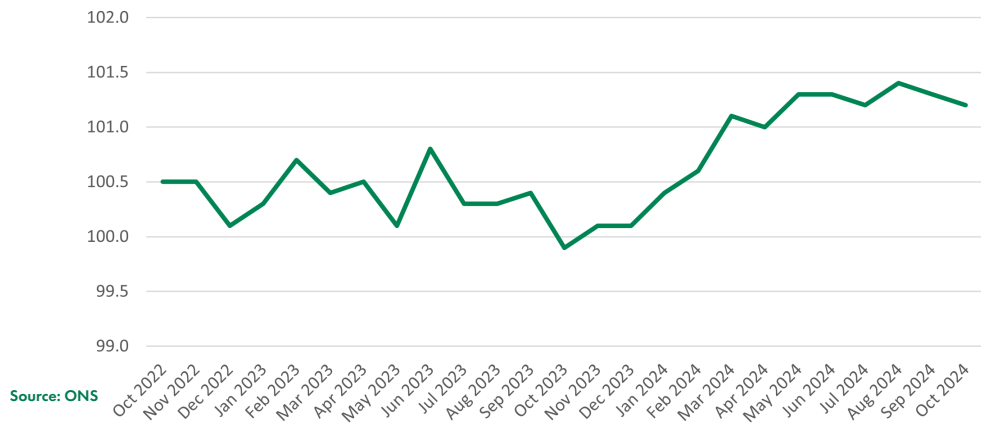
Inflation in the owner-occupiers' housing costs component of CIPH increased by 7.8% during 12 months to November (Figure 3).

Source: ONS

GDP SEES A SLIGHT DECREASE

Using the latest figures available, GDP is estimated to have decreased slightly further in October 2024 when compared to September 2024 (Figure 4).

Figure 4: UK GDP



Source: ONS

UK house prices remain broadly static

The average UK house price remained static at £292,000 in October 2024 (latest figures available) (Figure 5). This remains over 8 times the average individual annual gross earnings.

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

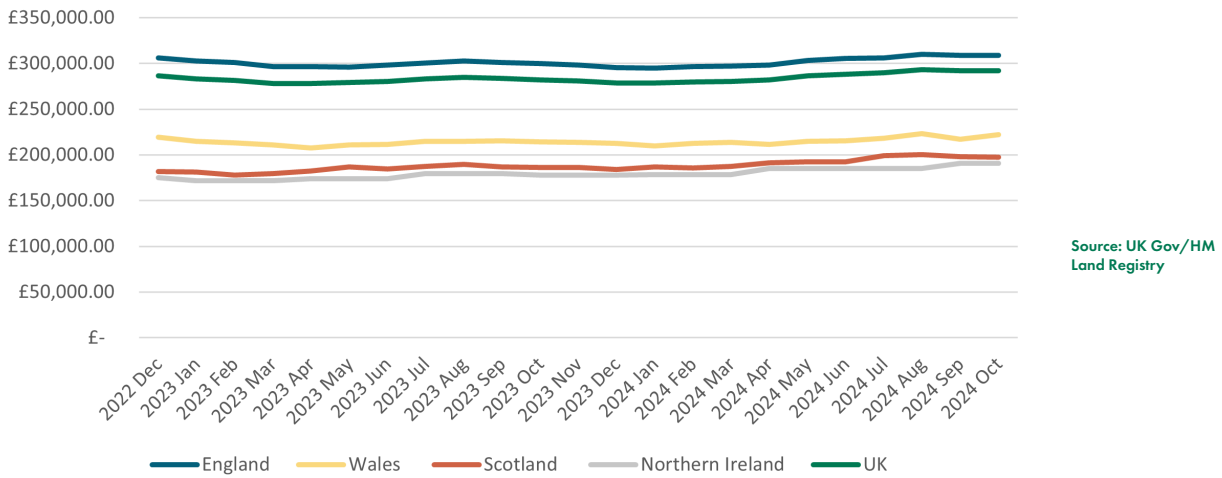
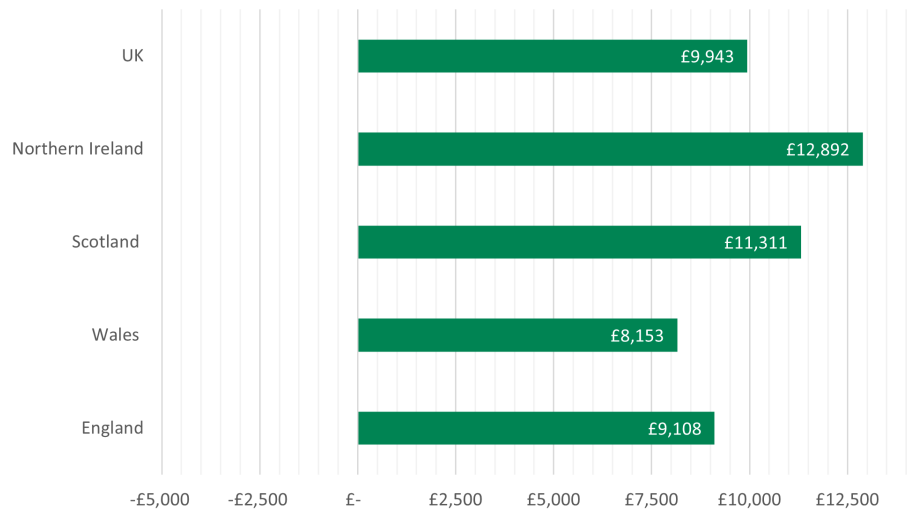


Figure 6: Diff in Average House Price between November 23 and November 24

Figure 6 highlights the average house price from November 2023 to November 2024 for each constituent part of the UK in 2024, with Northern Ireland having the largest growth in the period.

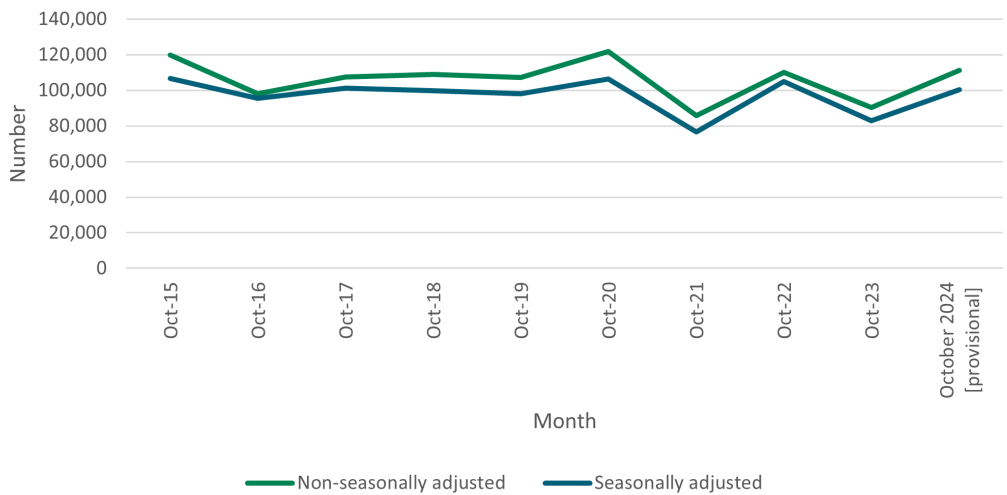


UK sales volumes increased

SALES VOLUMES

Sales volume data is a lagging measure which reflects the UK residential sales transactions completed in the month. The latest provisional data for the October 2024 non-seasonally adjusted sales volume estimate was 23% higher than a year earlier in October 2023 (Figure 7).

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



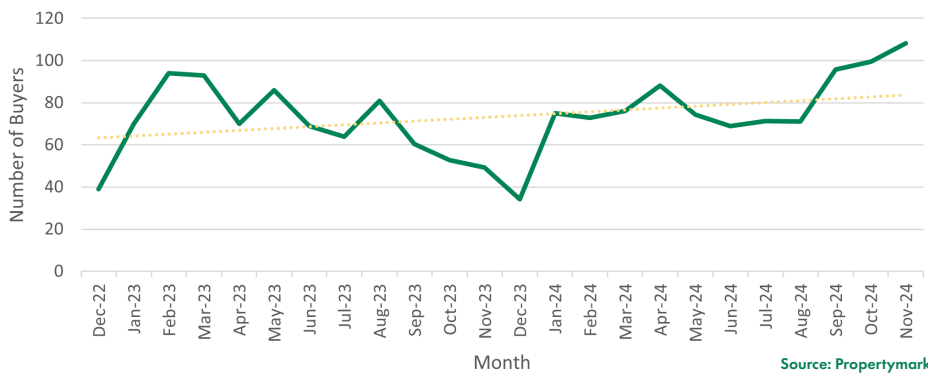
Source: UK Gov/HM Revenue & Customs

Prospective buyer registrations nudge yet further upward

DEMAND

The average number of new prospective buyers registered per member branch saw an uplift in November 2024 to 108 per member branch; this represents a new two-year high (Figure 8).

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

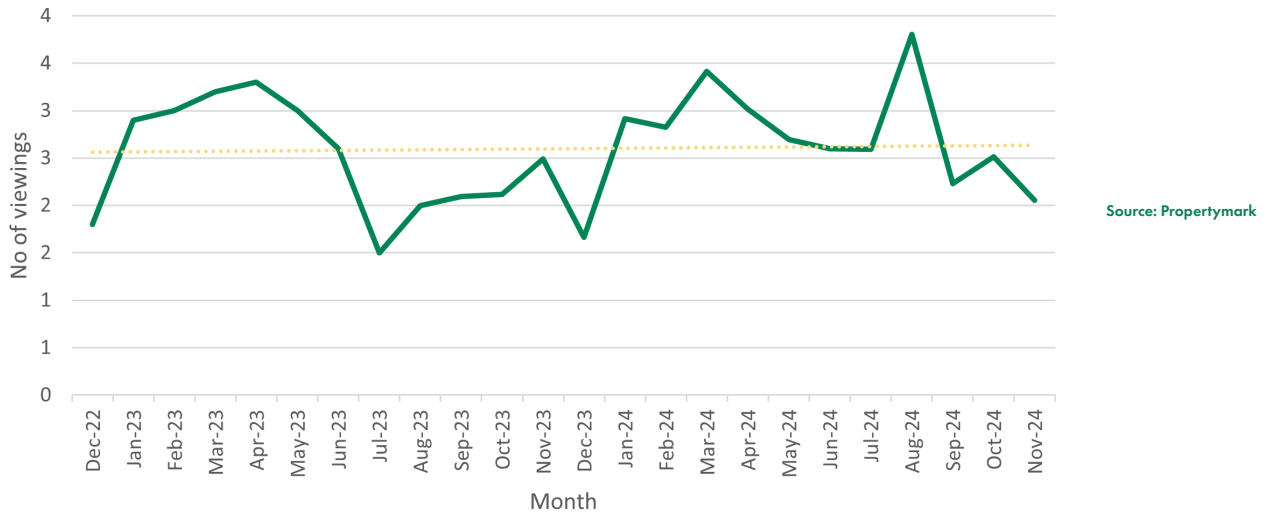


Source: Propertymark

VIEWING NUMBERS SEE A SLIGHT FALL

The average number of viewings per available property fell slightly, which was down to an average of 2.1 for November 2024 when compared to the month beforehand (see Figure 9).

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

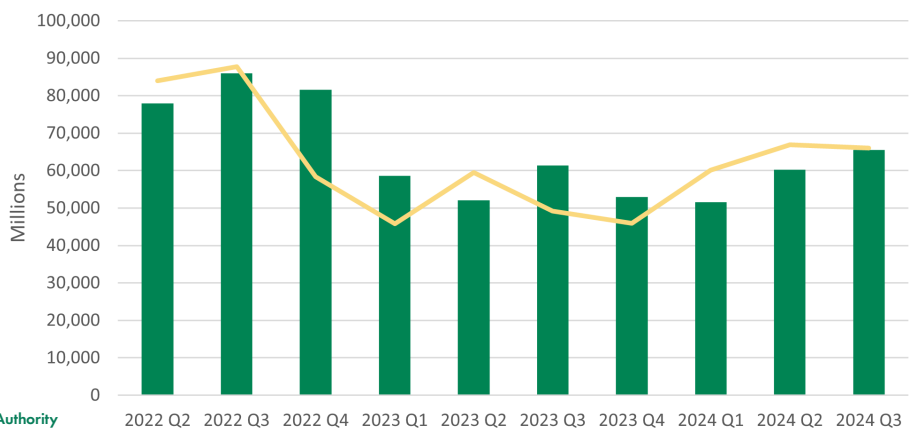


Gross mortgage advances increase

MORTGAGE INDICATORS

Looking at the latest date (Q3 2024) mortgage stats, they show an increase in gross mortgage advances but a slight drop in the value of new mortgage commitments (Figure 10).

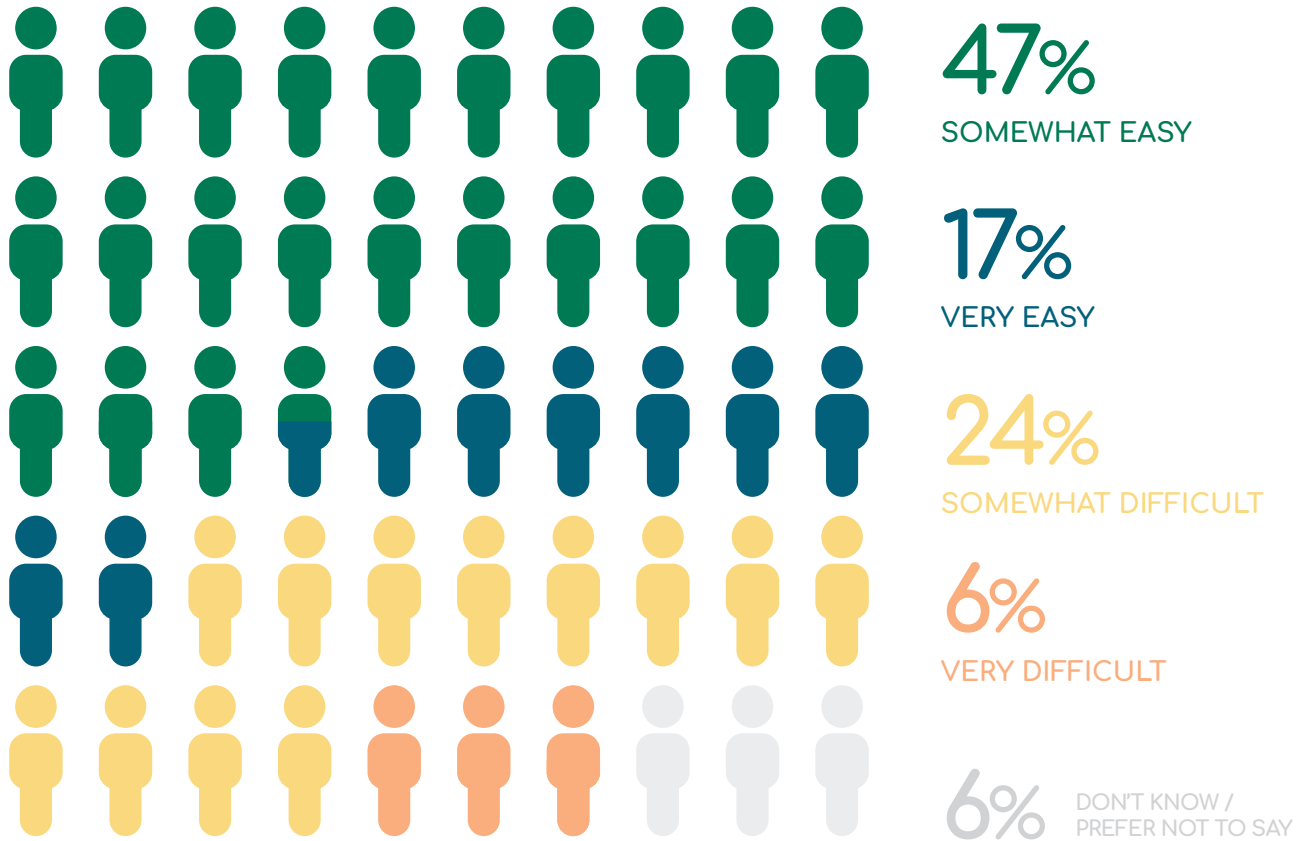
Figure 10: Gross mortgage advances & new mortgage commitments



AFFORDABILITY REMAINS A KEY CHALLENGE

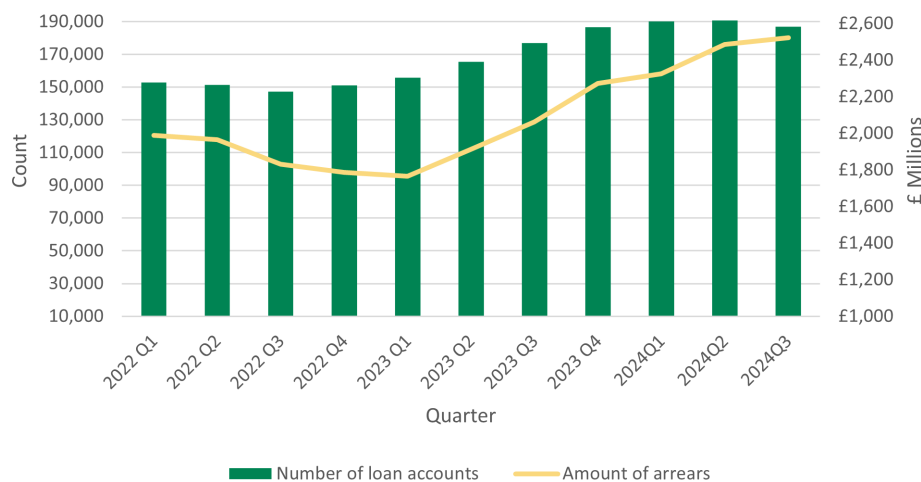
30% of adults reported finding it 'very or somewhat difficult' to afford their rent or mortgage payments between 6 November to 1 December 2024 (Figure 11).

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))



MORTGAGE ARREARS INCREASED

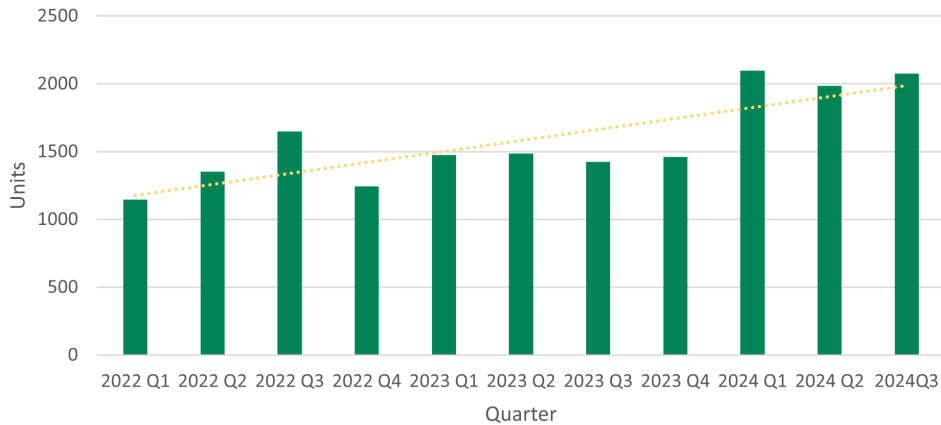
The number of loan accounts in arrears and the amount of arrears remained broadly static in Q3 2024 (latest data available) (Figure 12).

Source: Financial Conduct Authority

NEW POSSESSIONS SEE A SLIGHT INCREASE

There was a slight increase in possession cases in Q3 2024 (latest data available) (Figure 13).

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



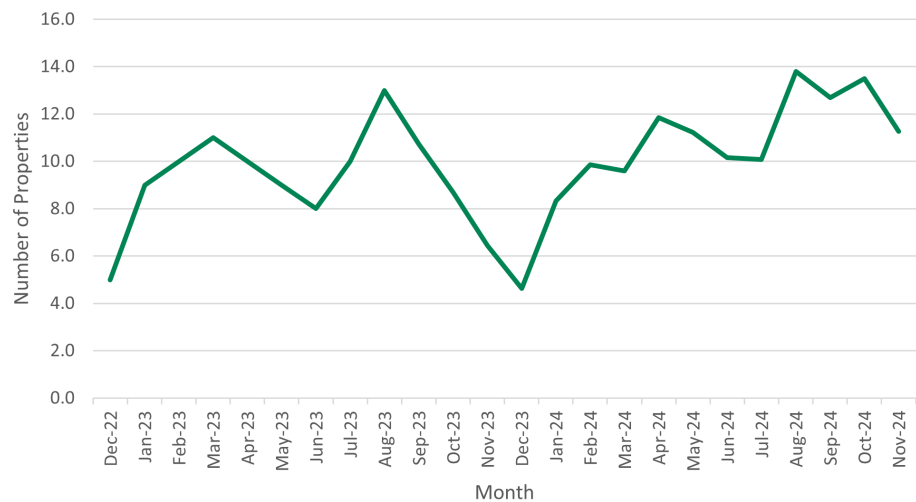
Source: Financial Conduct Authority

New supply drops slightly when compared to the previous month

SUPPLY

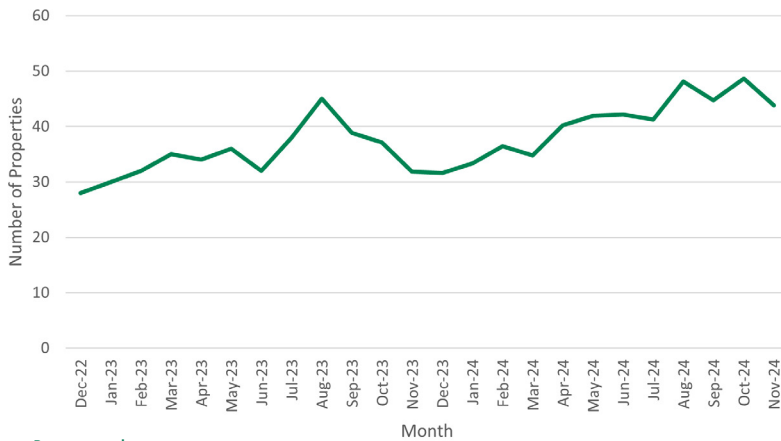
On average, there are now around 11.3 homes placed for sale per member branch in November 2024 (Figure 14).

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

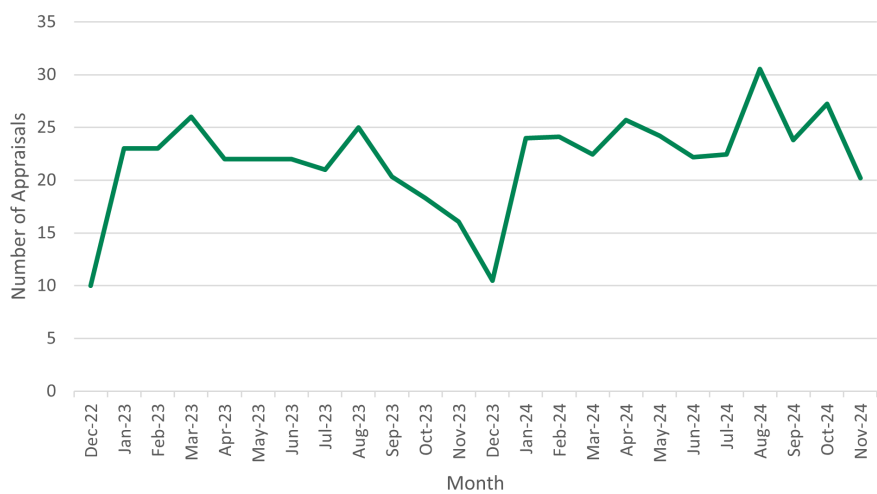
STOCK LEVELS EDGED SLIGHTLY DOWN IN NOVEMBER 2024

Stock levels reflect the average number of properties available for sale at each member branch. In November 2024, stock levels nudged downward marginally with an average of 44 properties for sale at each member branch, compared to 49 the month before (Figure 15).

MARKET APPRAISALS DIP FROM THE PREVIOUS MONTH

Market appraisal volumes provide an indicator of future supply. The average number of market appraisals conducted per member branch in November 2024 stood at 20, which is a dip from the previous month at 27 (Figure 16).

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



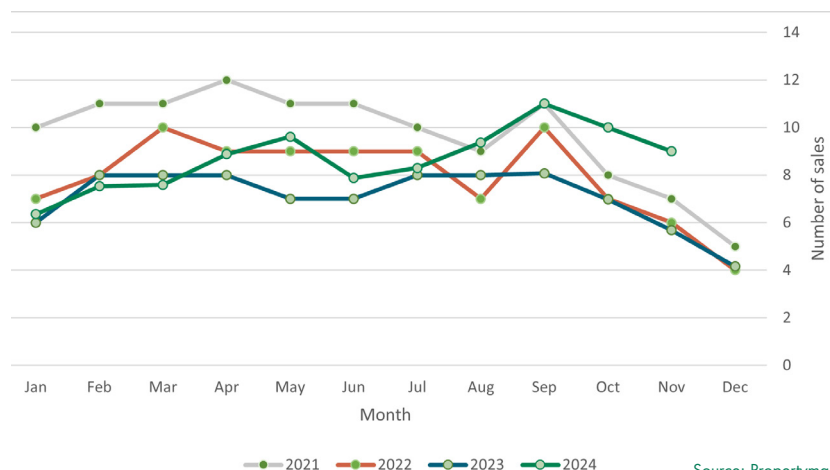
Source: Propertymark

Sales agreed decreases from last month but stays within the bounds of seasonal changes

PERFORMANCE

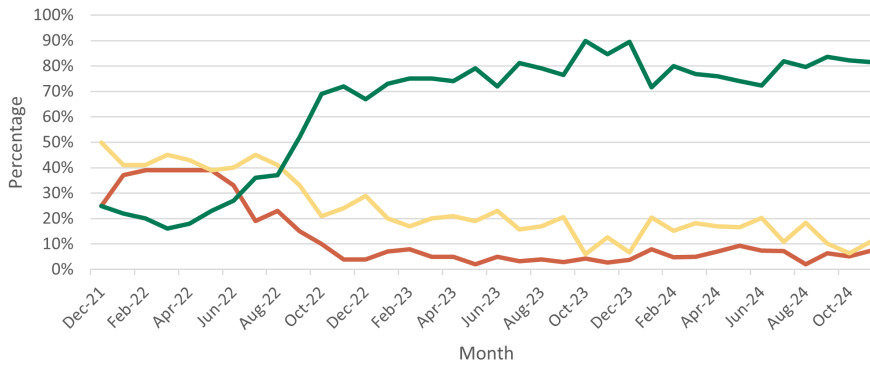
The average number of sales agreed per member branch decreased slightly in November 2024 compared to the previous month. However, it does represent the highest November performance across the last three years (Figure 17).

Figure 17: Average number of sales agreed per member branch



Source: Propertymark

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



Source: Propertymark

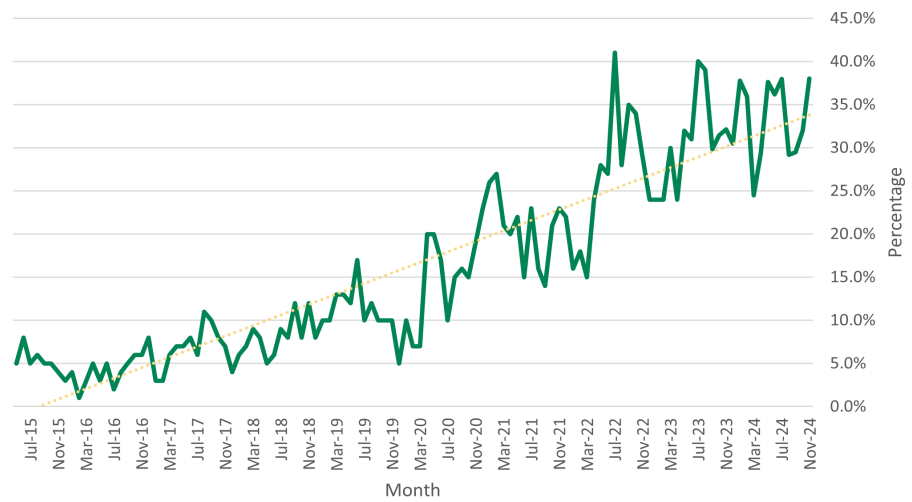
THE NUMBER OF PROPERTIES ACHIEVING ASKING PRICE NEAR DOUBLES WHEN COMPARED TO THE PREVIOUS MONTH

The overall number of properties achieving asking price nearly doubled from 6% in October 2024 to 11% in November 2024 (Figure 18).

TIME TAKEN TO EXCHANGE CONTINUES TO SEE AN OVERALL TREND UPWARDS

The proportion of member agents reporting that it takes on average 17 weeks or more to progress from offer acceptance to exchange continues to trend upward year on year (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**.



NORTH WEST

As we wrap up what has been a strong year for the housing market, it has fared better than expected with inflation under control and the bank rate on a downward trend. The improving outlook has provided increased certainty for buyers, resulting in a rebound in the market activity and more properties becoming available giving choice for those looking to buy.

SUSSEX

We are finding the local market has slowed due to the winter season and risk aversion from buyers due to the uncertainty of interest rates and negative vibes across businesses and employment due to the last UK Budget tax raises.

HOME COUNTIES

The budget proved to be counterproductive to the market, with lenders actually subsequently increasing their rates. Without a significant reduction in interest rates and/or a stamp duty holiday, I cannot see the market improving in 2025.

EAST OF ENGLAND

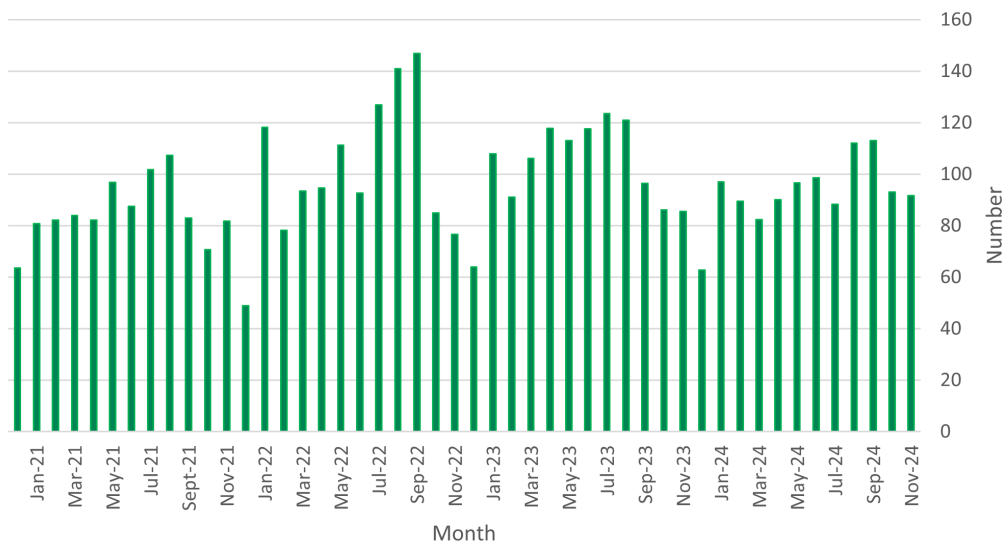
After a year of upheaval, the market really needs a period of stability. The key elements which are now needed are stable household finances, interest rates and taxation.

Tenant demand dropped slightly

The average number of new prospective tenants registered per member branch indicates market demand. Registrations reduced to 92 in November

2024 when compared to 93 in October 2024 (Figure 20).

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

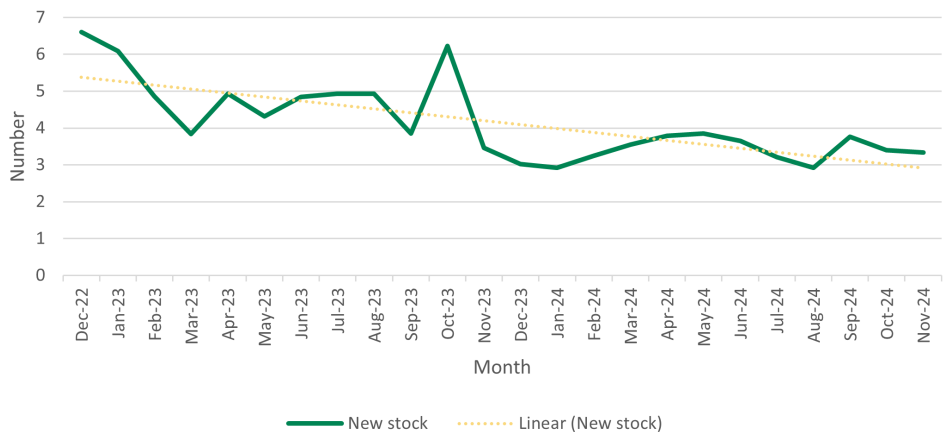


Source: Propertymark

Overall stock continues to slow

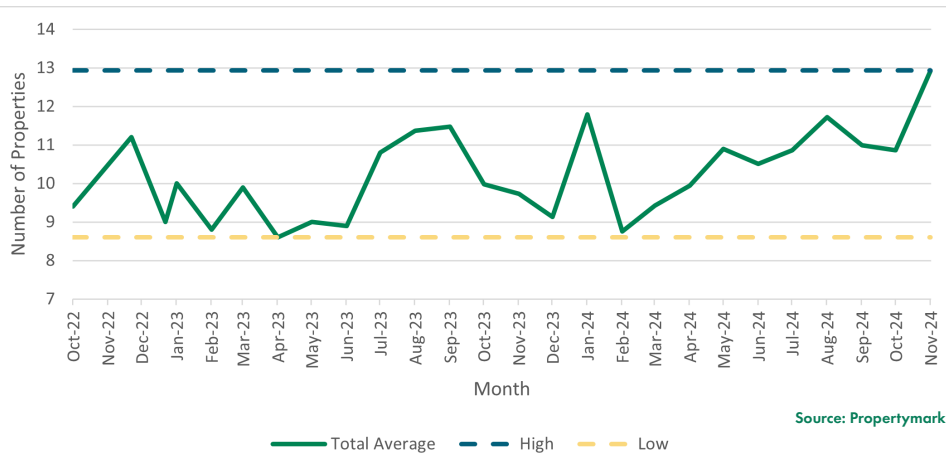
The average number of new property instructions (managed and rent collection only) per branch, saw another slight reduction in November 2024 (Figure 21).

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 jumped to a two-year high of 13 in November 2024 (Figure 22).

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



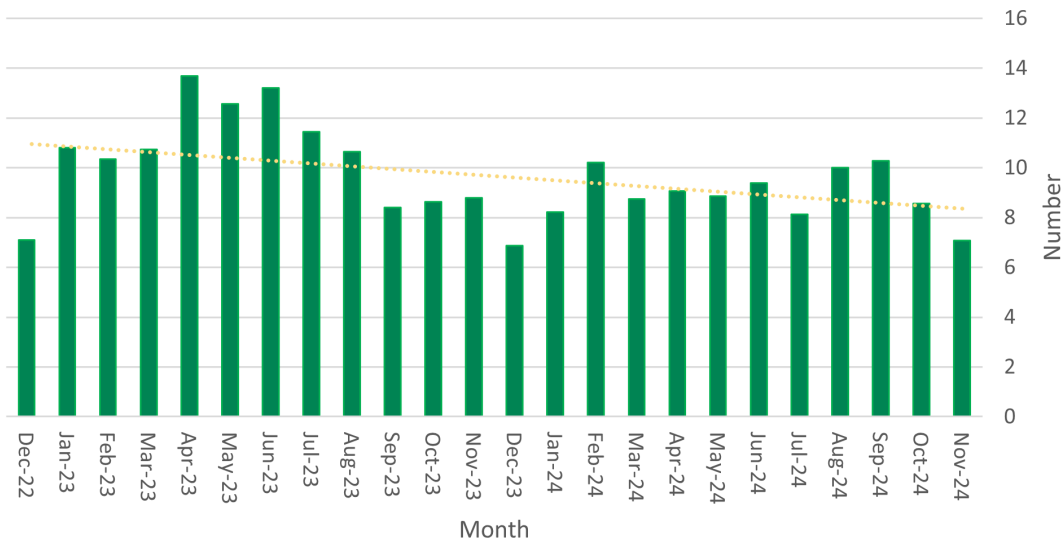
Source: Propertymark

Demand continued to outpace supply

SUPPLY AND DEMAND

Overall, demand continues to outstrip supply, with the average number of applicants per member branch still hitting around 7 people for each available property in November 2024 (Figure 23).

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



Source: Propertymark

The number of tenancies agreed increased remains static

PERFORMANCE

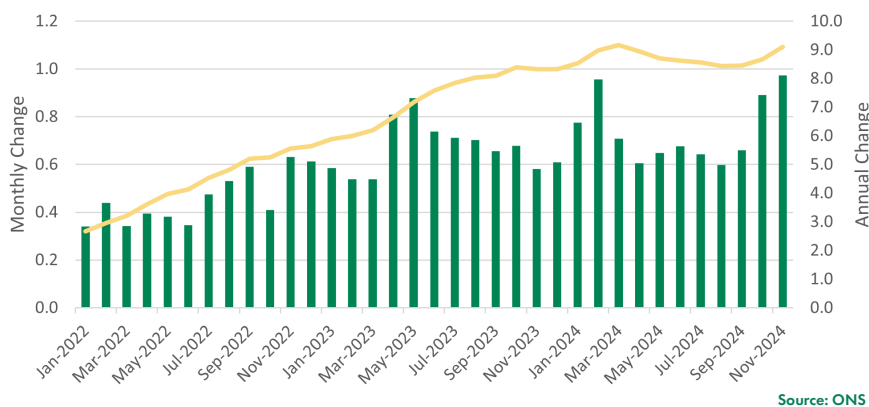
The average number of new tenancies agreed per member branch stayed broadly static at 9 in November 2024 (Figure 24).

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



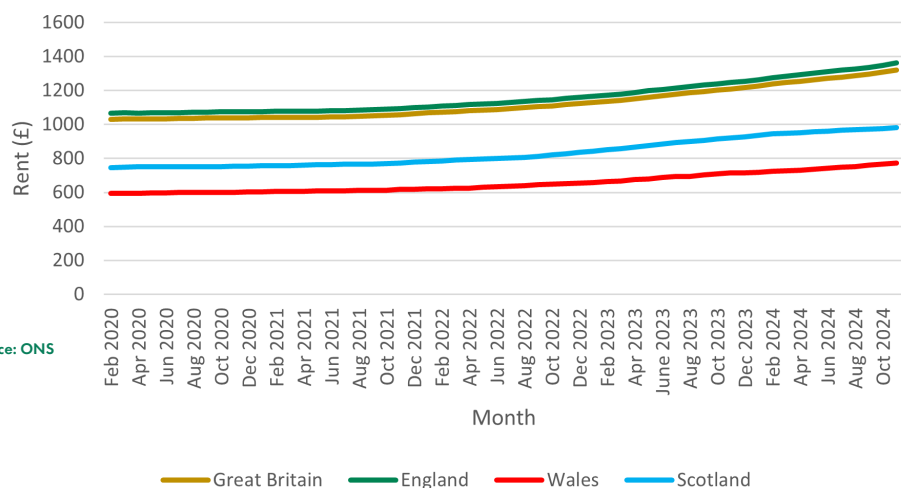
Source: ONS

OFFICIAL DATA POINTED TO RENTS INCREASING OVERALL

In November 2024 average UK rents were 9.1% higher than in November 2023 and 1% higher than in October 2024 (Figure 25).

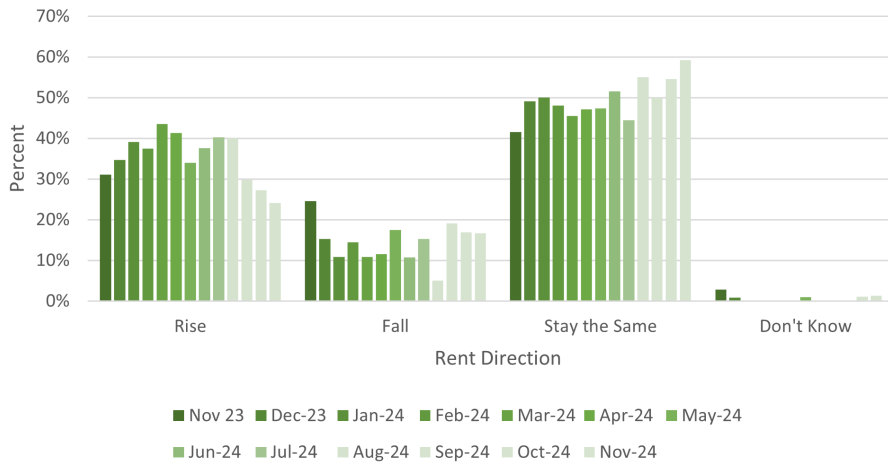
In November 2024, the average rent was £1,362 in England, £990 in Scotland and £772 in Wales (Figure 26).

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



Source: PropertyMark

RENTAL PRICES CONTINUED TO SHOW CHANGE

In November 2024, 59% of member agents reported that rents remained generally static, with 17% reporting they had seen an overall fall and nearly 24% reporting they felt rents had increased (Figure 27).

RENTAL ARREARS INCREASE

The level of rental arrears indicates the state of consumer finances. Rental arrears jumped in November 2024. However, this figure stands in a better position than twelve months earlier (Figure 28).

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

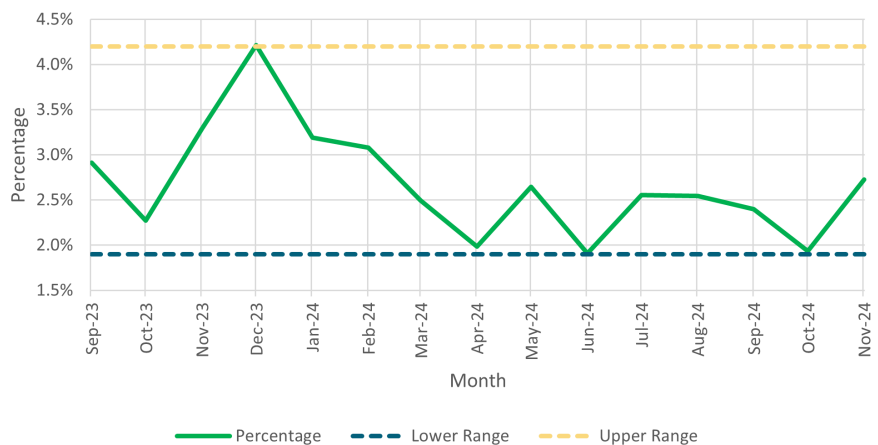
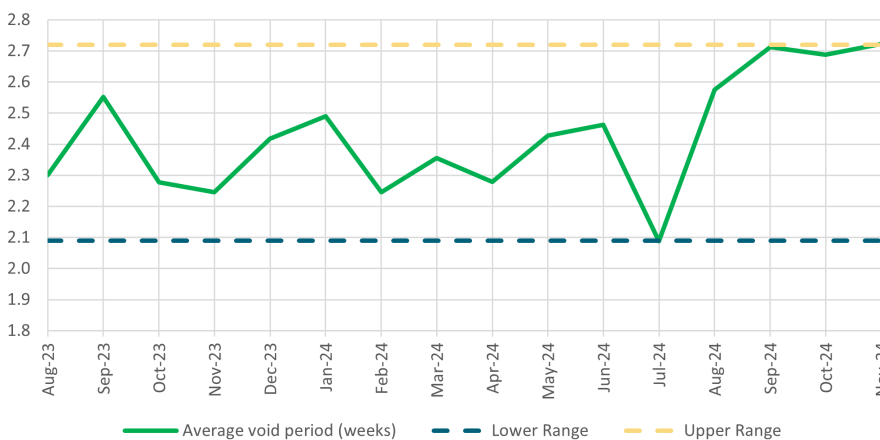


Figure 29: Average void period between tenancies in weeks



Source: PropertyMark

VOID PERIODS REMAIN STATIC

The length of void periods is a good indicator of how dynamic the market is. The average void period remained static in November 2024 compared to the month beforehand (Figure 29).

Member comments

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



SOUTH WEST

Applicants demand steady with student take-up as robust as ever. Landlord consolidation diminishing with stock levels gradually, albeit sluggishly, on the rise.

EAST MIDLANDS

The number of landlords leaving the rental market appears to have stabilised over the last few months. Interesting to see what happens however when a date for the Renters' Rights Bill gets set as this could provide another wave of landlords exiting the market.

WEST MIDLANDS

The private rented sector should be encouraged, not stifled, by legislation but by support and tax breaks. Perhaps the more serious portfolio landlords (with 10 or more) properties could be supported?

NORTH LONDON

We have more clients for letting but still, we do not have enough properties for the clients with most asking 2 bed houses or 1 bed flats.

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 that 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 17,800 members. We are member-led with a Board made up of practising 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.

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