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# Housing Report

November 2021



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## Buyer Demand increases by 12% as available homes continues to fall

### Key Findings

- The number of buyers registered per branch has increased by 12 per cent from October to November
- Supply of properties continues to fall to just 20 homes per branch – the lowest ever recorded and 50% less than in November 2020
- The average number of sales agreed per estate agent branch fell to 7 which is average for November over a five year period

### WHAT PROPERTIES SOLD FOR

*38 per cent of properties sold for over the original asking price in November*



This is an increase from October when 21 per cent of properties sold for more than the original asking price. Year on year, **this figure is almost 4 times higher last year's figure which stood at just 10%**. These numbers continue to highlight the strong seller's market we are seeing as available properties are thin on the ground.

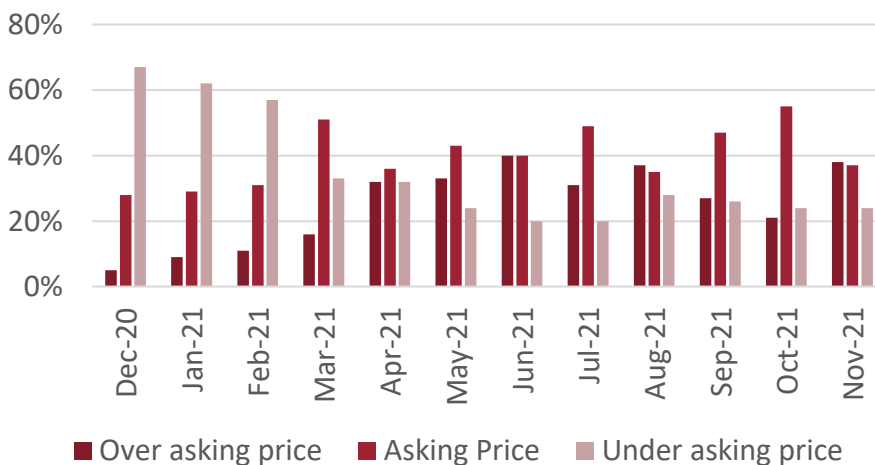


Figure 1: What Properties Sold For

## SALES AGREED

*There were 7 sales agreed per branch in November*



The average number of sales agreed per estate agent branch fell slightly to 7 in November, from October's figure of 8. Year-on-year, this figure is almost half of the number of sales agreed last year, which stood at 13 for November 2020. However, looking back over the past 5 years, 7 is the average number of sales agreed for the month of November with last year being extraordinarily busy. This rebalance could be a sign of the market starting to normalise.

## HOMES AVAILABLE TO BUY

*There were 20 properties available to buy per member branch in November*



The number of properties available per member branch stood at 20 in November a decline from 21 in October. This is the lowest figure ever on PropertyMark record and year on year is 50% less than November 2021.

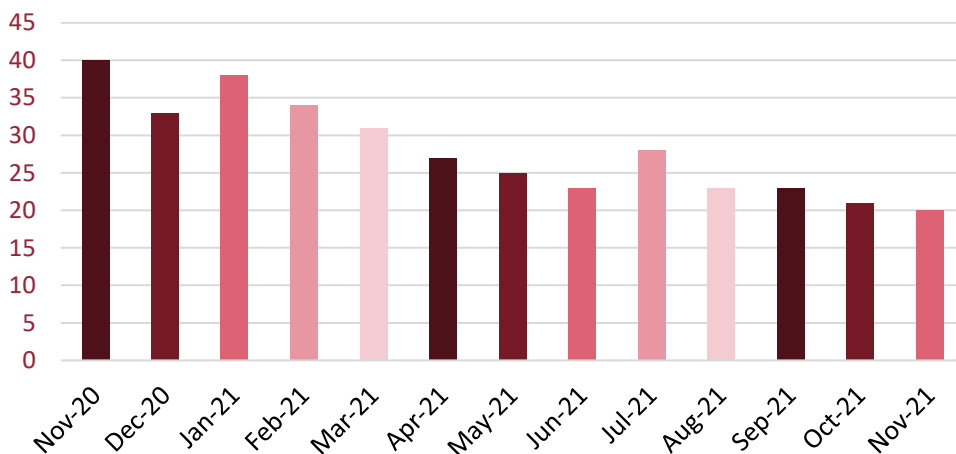


Figure 2: Number of properties available per branch

## DEMAND FROM HOUSE HUNTERS

*There were **571** house hunters registered per branch in **November***



Demand for homes shows no sign of slowing as figures of buyers registered with agents has been steadily increasing since June. The average number of house hunters registered per estate agent branch stood at 571 in November, which is an increase of 12 per cent from 511 in October.

With 20 homes per branch and 571 buyers registered, on average there are now 29 buyers for every available property per branch.

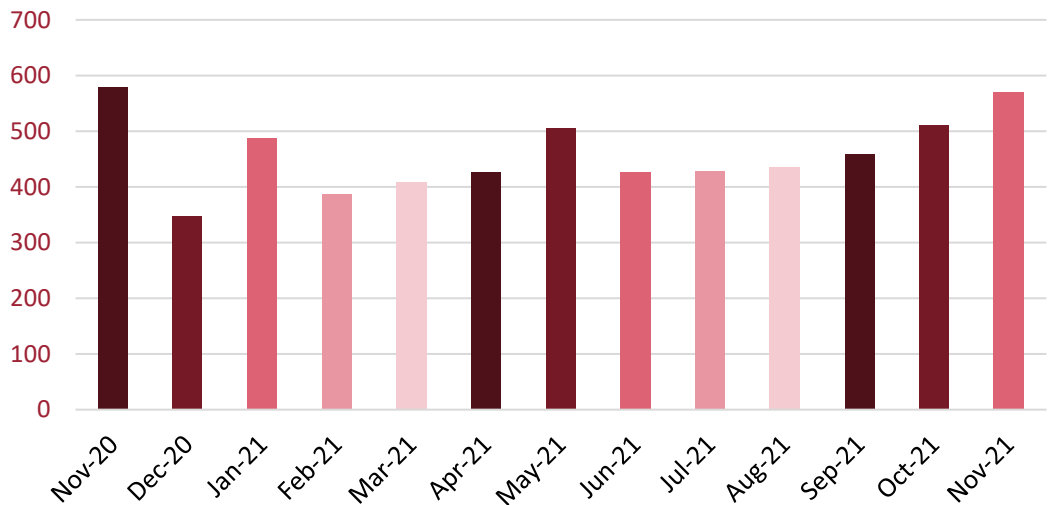


Figure 3: Number of house hunters per branch

**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.