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Housing Report

December 2021



December 2021 Housing Report

Buyers Registered highest on record for December

Key Findings

- The number of buyers registered per member branch was the highest December on record at 461
- Supply of properties continues to fall to just 19 homes per member branch – the lowest on Propertymark record and 42% less than in December 2020
- The average number of sales agreed per member branch fell to 5 which although 38% less than December 2020, is average for December over a five year period

WHAT PROPERTIES SOLD FOR

50 per cent of properties sold for the original asking price in December



In November, 38% of properties sold by Propertymark members went for over the asking price. However, in December the number reduced and 50% sold for the asking price. Whilst this hints to the usual lull December brings, year on year the figure is still incredibly high. In December 2020 just 28% of properties sold by members were agreed at asking price, with the majority, 67% agreeing sales at under asking price.

SALES AGREED

There were 5 sales agreed per member branch in December



The average number of sales agreed per member branch fell slightly to 5 in December, from 7 in November. Although this is 38% less than December 2020, it is average for December over a five year period, suggesting that the market may be starting to stabilise.

HOMES AVAILABLE TO BUY

There were 19 properties available to buy per member branch in December



The number of properties available per member branch stood at 19 in December, a number which has been in declining for the last 12 months. This is a new record low ever on Propertymark record and year on year is 42% less than December 2020.

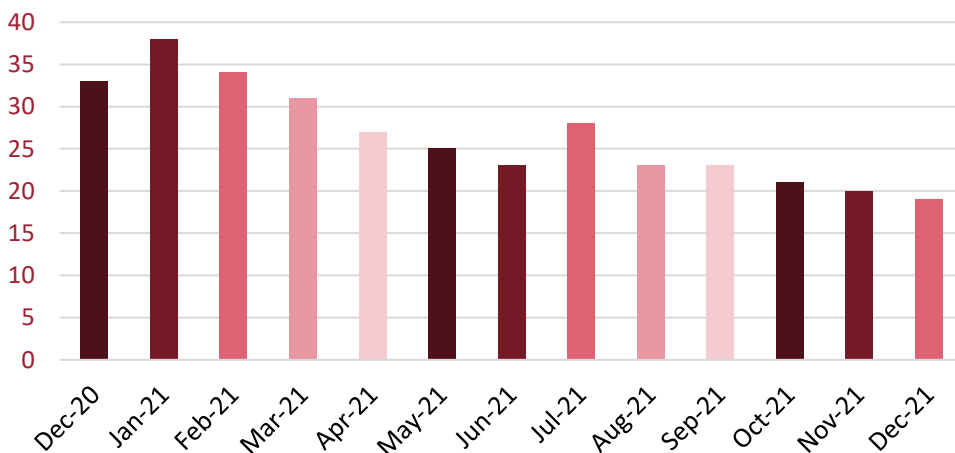


Figure 1: Number of properties available per branch

DEMAND FROM HOUSE HUNTERS

*There were **461** house hunters registered per branch in **December***



The average number of buyers registered per member branch was the highest December on record at 461. Buyer demand is remaining high despite traditional seasonal norms.

With an average of 19 homes per member branch and 461 registered house hunters, an average branch has 24 potential buyers for every available property. This ratio of competition is over double last years figures of 11 potential buyers per home in December 2020.

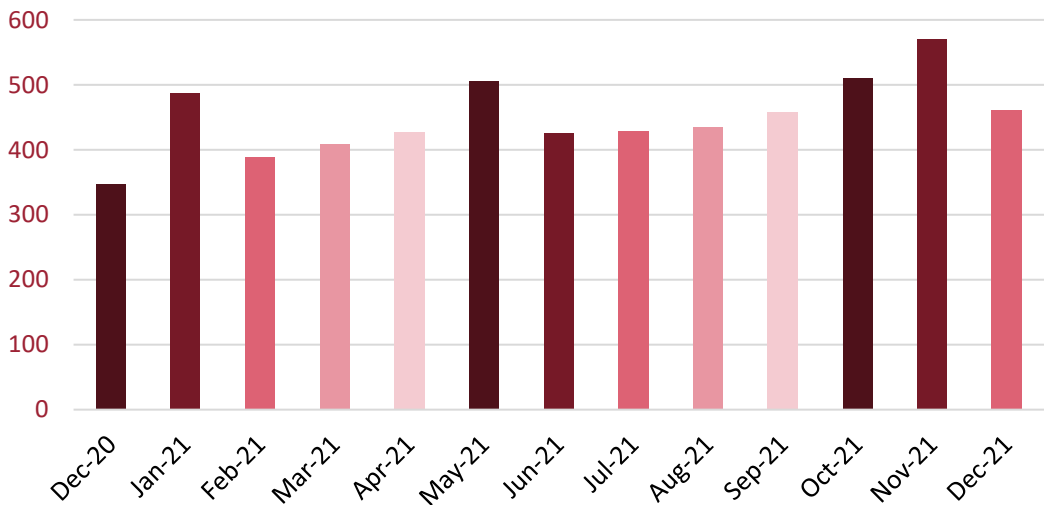


Figure 3: Number of house hunters per branch

ENDS

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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.