



propertymark

Housing Market Report

January 2022



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Sharp rise in the number of homes on the market

Key findings

- The number of new instructions per member branch rises by 80 per cent, from five to nine, after three months of decline.
- Demand remains high with an average of 100 new house hunters registering per member branch — more than double in December.
- Prices strong with 37 per cent of available properties selling above the asking price in January — up on December's 25 per cent figure and three times more than in January 2021.

WHAT PROPERTIES SOLD FOR

78 per cent of properties sold for or above the original asking price in January



In January, 78 per cent of properties sold by Propertymark member agents went for the asking price or above. This was an increase on December's figure of 75 per cent, but significantly more than January 2021, when most sales, 62 per cent, were agreed at under asking price.

SALES AGREED

*There were **seven** sales agreed per member branch in January*



The average number of sales agreed per member branch rose slightly to seven in January, from five in December. This is 40 per cent more than December 2021 and reverses the trend of decreases in the final three months of last year, although it is down 30 per cent on January 2021's figure of ten.

HOMES AVAILABLE TO BUY

*There were **19** properties available to buy per member branch in January*



The number of properties available per member branch stood at 19 in January, the second month in a row that it has been at the lowest level since PropertyMark records began. This number has been in decline for the last 12 months and is 50 per cent less than January 2021.

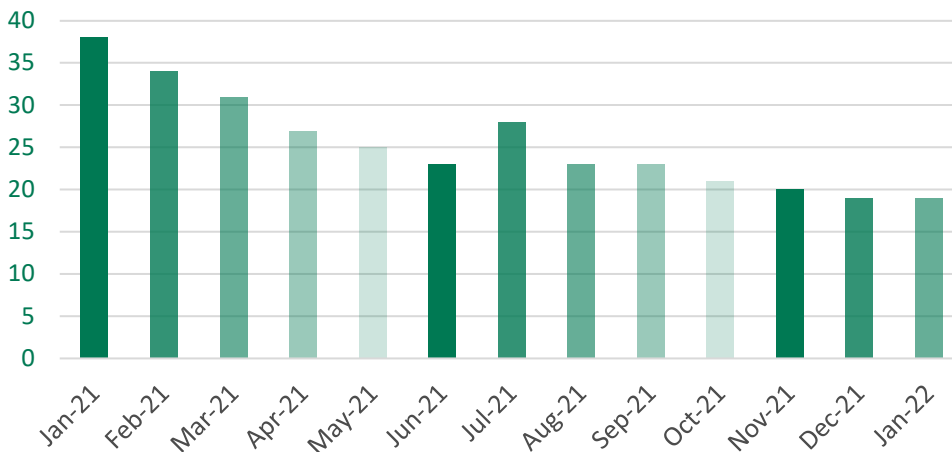


Figure 1: Number of properties available per member branch

DEMAND FROM HOUSE HUNTERS

There were 552 house hunters registered per branch in January



The average number of buyers registered per member branch was 552, the highest January figure on record and 45 per cent more than pre-pandemic in January 2020.

With an average of 19 homes per member branch and 552 registered house hunters, an average branch has 29 potential buyers for every available property.

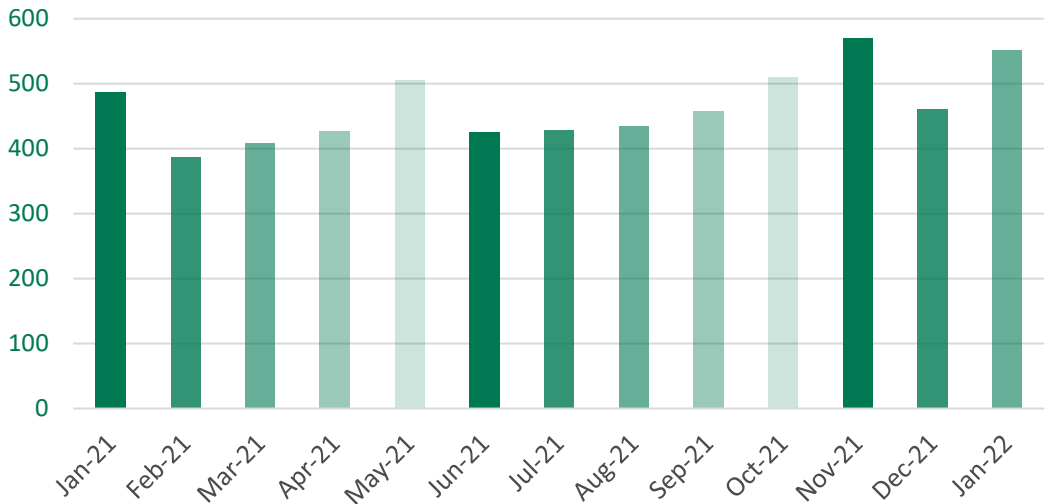


Figure 3: Number of house hunters per member branch

ENDS

Editor notes:

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About Propertymark

Propertymark is the leading professional body for estate and letting agents, commercial agents, auctioneers, valuers, and inventory providers comprising nearly 17,500 members. We are member-led with a Board which is made up of practicing agents and 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.

The sales division of Propertymark represents members who practice from over 12,000 offices and aim is to reassure the public that by appointing a Propertymark Protected agent to represent them, they will be safeguarded and receive the highest level of integrity and service for all property matters.