



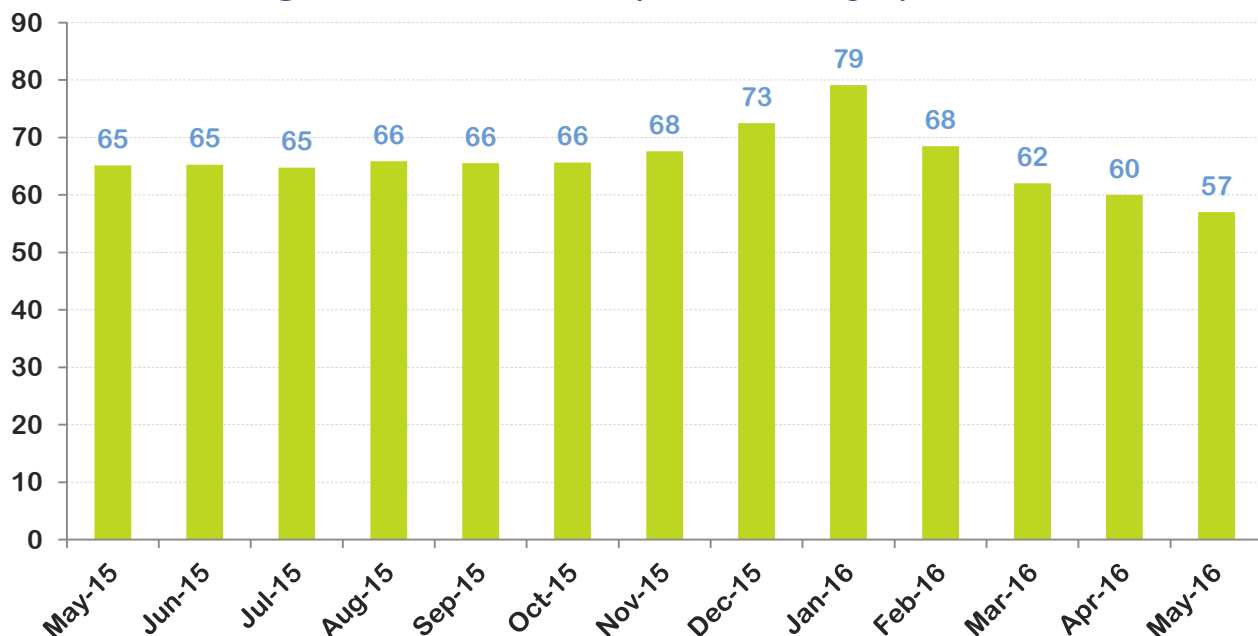
**Under embargo for 00:01 hours, Monday 20<sup>th</sup> June 2016**

## Asking prices hit record high despite looming EU vote

- Housing market momentum pushes price of property coming to market up by 0.8% (+£2,320) to new high of £310,471
- Desire to buy and lack of supply lead to fall in time to sell to 57 days, the fastest ever measured by Rightmove
- Some signs of referendum-associated uncertainty with fewer new sellers coming to market:
  - newly-marketed property numbers down 5.3% compared to average at this time of year
  - most reluctant are owners of larger homes (four or more bedrooms), down 6.6% on the average

National average asking prices				
Month	Avg. asking price	Monthly change	Annual change	Index
June 2016	£310,471	+0.8%	+5.5%	255.6
May 2016	£308,151	+0.4%	+7.8%	253.7
National average asking prices by market sector (excluding Inner London)				
Sector	June 2016	May 2016	Monthly change	Annual change
First-time buyers	£189,604	£194,224	-2.4%	+8.0%
Second-steppers	£261,661	£256,993	+1.8%	+8.0%
Top of the ladder	£560,762	£556,604	+0.7%	+3.3%

## Average 'time to sell' (no. of days) - National





## Overview

The average price of property coming to market has hit a new high of £310,471 with a monthly rise of 0.8% (+£2,320). There have been price rises every month so far in 2016, showing that the uncertainty associated with the EU referendum has failed to halt this year's upwards price momentum. This is in contrast to the run-up to the May 2015 general election, when the electoral uncertainty resulted in a price fall of 0.1% in the month of the election. This year the first quarter buy-to-let surge has exacerbated the shortage of suitable property for sale, and with ongoing buyer demand fuelled by cheap mortgage money, there appears to be greater resilience. The result is that the average time it takes to sell a property is at its lowest level since Rightmove started monitoring it in 2010.

Miles Shipside, Rightmove director and housing market analyst comments: *"In many parts of the country, the overriding factor of supply outstripping demand has so far overcome buyers' usual reluctance to make major financial decisions at times of political uncertainty. Most seem to be getting on with the certainties they can control, namely if you find a suitable property snap it up. Indeed the figures for average time to sell indicate that properties are being snapped up more quickly than ever."*

The average number of days to sell stands at 57 this month, down from 60 the previous month. At this time last year it was 65 days. While some prospective buyers are putting in offers within hours or days, this is an average for all properties and the timescale is from when a property is first marketed on Rightmove to when the estate agent marks it as "sold subject to contract".

Shipside explains: *"With today's tighter lending criteria, marking a property as sold before you're certain that the buyer has the means to pay for it could mean missing out on other more suitable purchasers. It takes time to check that a prospective buyer can get a mortgage, and ensure that all other buyers in the chain are also in a position to proceed. In spite of these extra delays and necessary diligence, the length of time to sell is the lowest we've ever measured. However, this does not mean that sellers can be over-ambitious on their asking prices, as buyers' affordability is increasingly stretched and they're shopping around so their budgets go further. If you set too high a price your property can become stale and be ignored by suspicious buyers even if later reduced to a more sensible figure. Given that housing markets dislike uncertainty, which could become a reality in the event of a Brexit vote, any dampening of buyer activity might mean that more realistic pricing would be an even more critical factor to achieve a sale."*

While most of these headline figures show few signs of pre-referendum distortion, there does appear to be uncertainty among those contemplating putting their properties up for sale. Fewer new sellers are coming to market, with this month's numbers being 5.3% below the monthly average for this time of year since 2010. The most reluctant are owners of larger homes, those with four or more bedrooms, with 6.6% fewer sellers over the same time period. Given the well-documented structural shortages of housing supply any longer-term reluctance of owners to come to market would be a worrying trend.

Shipside observes: *"If you're debating whether to trade up and make a big financial commitment you naturally might hesitate before putting your property on the market just a few weeks before you know the vote outcome. With mere days to go the number of new listings is still about 95% of the norm for this time of year, so the drop-off is relatively small in spite of what many are calling the biggest vote of our generation. This could mean that people are struggling to assess what the impacts might be, or are choosing to ignore them until they become more apparent. A vote to Remain should mean that the housing market quickly returns to its previous norm, but a vote to Leave would create political and economic uncertainty, which historically has had more serious repercussions."*



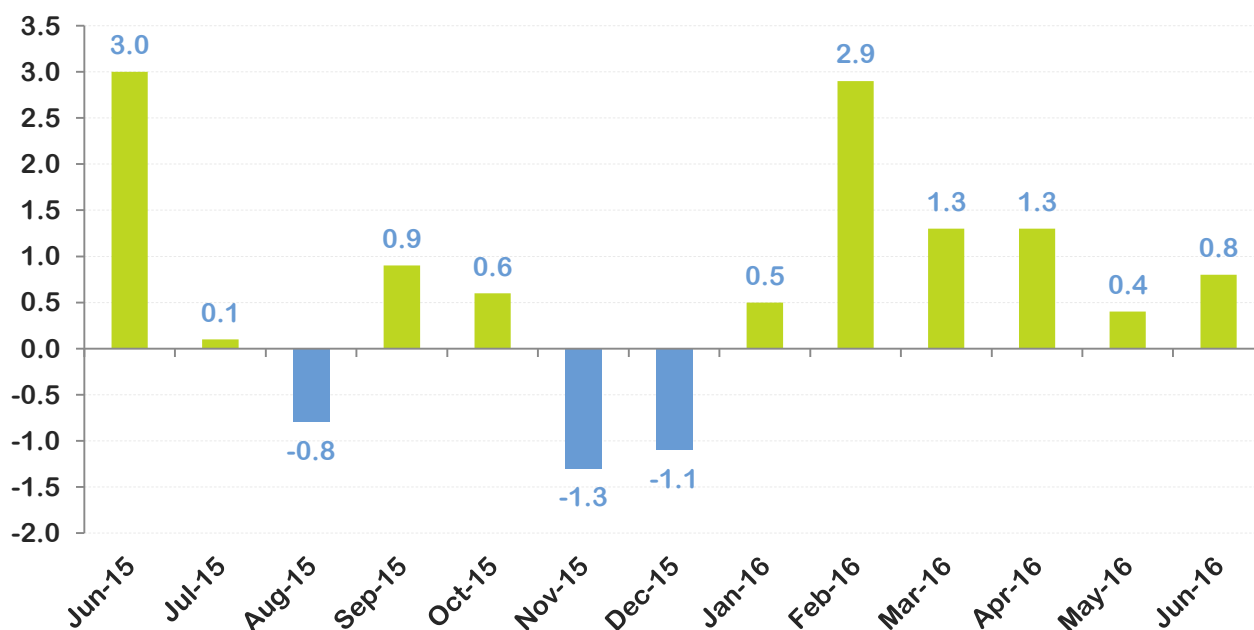
## Agents' Views

Rupert Briggs of The Personal Agent in Surrey says: *"The market is still very strong in our areas and we have more buyers than sellers. The market is definitely a lot more price sensitive, and properties need to be marketed at the correct price to achieve a good level of interest. There is a little uncertainty regarding Brexit but in general it has not affected the market in our areas."*

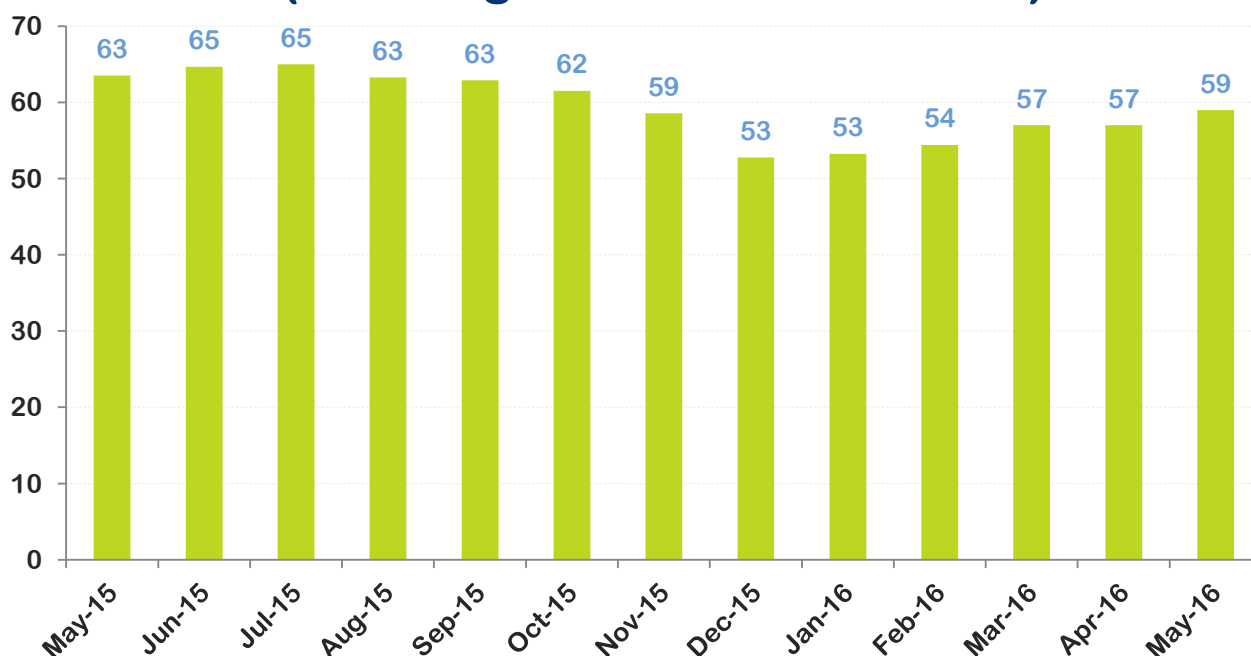
Kai Logan of Bradleys Estate Agents in Somerset, Devon and Cornwall says: *"Activity in the market place remains strong with figures on instructions, viewing and offers all very positive. There appears to be a slight hesitancy with buyers committing to a purchase, particularly on higher priced properties. We expect to see heightened sales activity following the EU referendum when people know the outcome, regardless of the result."*



## % monthly change in average asking prices



## Average stock per agent (including Under Offer/Sold STC)





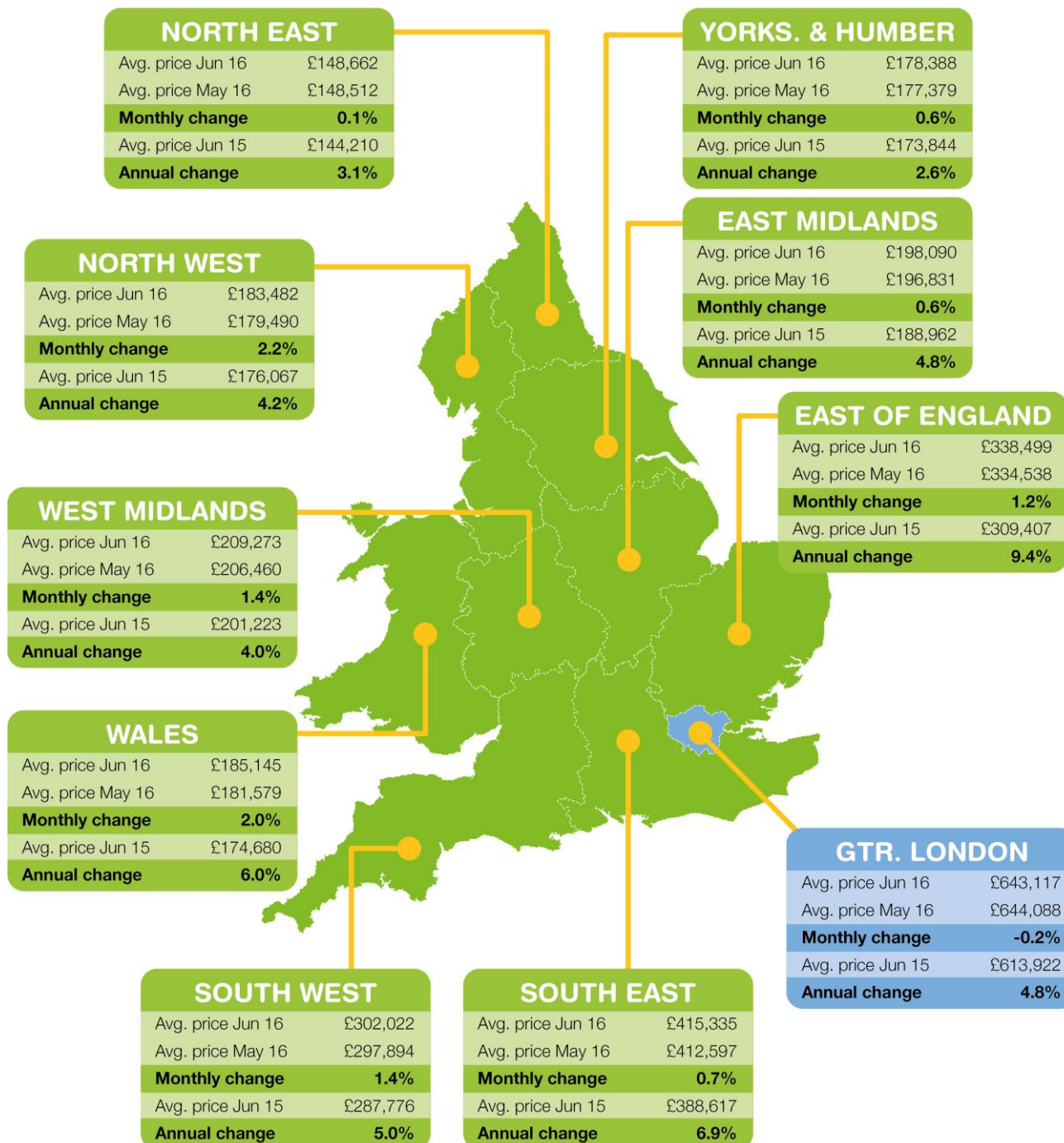
## Regional trends



Increase from previous month

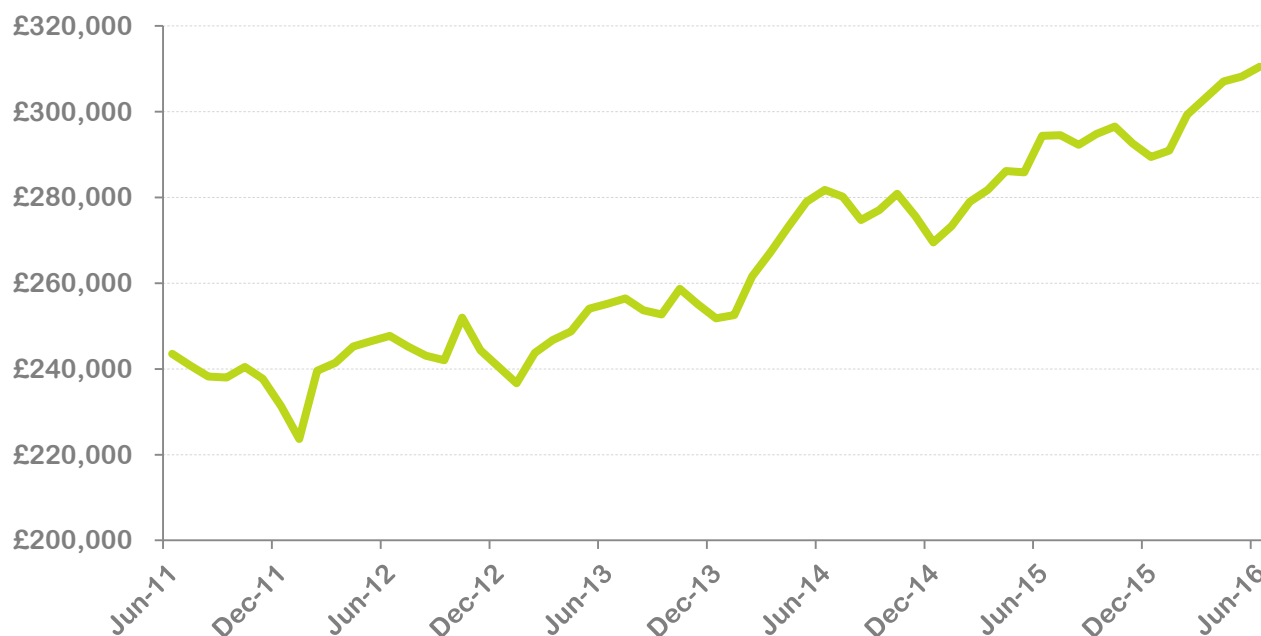


Decrease from previous month





## Monthly asking price trend



## London's best performers: June 2016

Borough	Avg. price Jun 2016	Avg. price May 2016	Monthly change	Avg. price Jun 2015	Annual change
Southwark	£666,199	£628,163	6.1%	£599,080	11.2%
Lambeth	£663,340	£630,350	5.2%	£613,621	8.1%
Hackney	£673,598	£641,775	5.0%	£601,327	12.0%
Camden	£1,153,801	£1,099,702	4.9%	£1,191,409	-3.2%
Redbridge	£465,013	£452,517	2.8%	£410,942	13.2%

## London's worst performers: June 2016

Borough	Avg. price Jun 2016	Avg. price May 2016	Monthly change	Avg. price Jun 2015	Annual change
Richmond upon Thames	£833,595	£927,944	-10.2%	£882,867	-5.6%
Kensington and Chelsea	£2,073,363	£2,287,938	-9.4%	£2,467,876	-16.0%
Merton	£649,002	£713,285	-9.0%	£675,051	-3.9%
Brent	£615,023	£651,267	-5.6%	£618,596	-0.6%
Hammersmith and Fulham	£972,501	£1,020,421	-4.7%	£1,056,971	-8.0%





## London boroughs

Borough	Avg. price Jun 2016	Avg. price May 2016	Monthly change	Avg. price Jun 2015	Annual change
Kensington and Chelsea	£2,073,363	£2,287,938	-9.4%	£2,467,876	-16.0%
City of Westminster	£1,851,636	£1,871,358	-1.1%	£2,036,645	-9.1%
Camden	£1,153,801	£1,099,702	4.9%	£1,191,409	-3.2%
Hammersmith and Fulham	£972,501	£1,020,421	-4.7%	£1,056,971	-8.0%
Richmond upon Thames	£833,595	£927,944	-10.2%	£882,867	-5.6%
Wandsworth	£806,118	£829,151	-2.8%	£810,585	-0.6%
Islington	£780,970	£774,037	0.9%	£742,057	5.2%
Hackney	£673,598	£641,775	5.0%	£601,327	12.0%
Southwark	£666,199	£628,163	6.1%	£599,080	11.2%
Barnet	£665,378	£670,654	-0.8%	£663,247	0.3%
Lambeth	£663,340	£630,350	5.2%	£613,621	8.1%
Merton	£649,002	£713,285	-9.0%	£675,051	-3.9%
Kingston upon Thames	£642,770	£659,122	-2.5%	£599,525	7.2%
Haringey	£627,767	£639,960	-1.9%	£607,601	3.3%
Ealing	£617,060	£635,757	-2.9%	£636,803	-3.1%
Brent	£615,023	£651,267	-5.6%	£618,596	-0.6%
Tower Hamlets	£612,339	£608,789	0.6%	£574,865	6.5%
Hounslow	£569,003	£585,150	-2.8%	£519,419	9.5%
Harrow	£563,941	£573,952	-1.7%	£509,644	10.7%
Bromley	£542,418	£541,856	0.1%	£503,686	7.7%
Waltham Forest	£478,780	£476,363	0.5%	£407,004	17.6%
Lewisham	£473,319	£482,336	-1.9%	£424,602	11.5%
Enfield	£472,435	£476,284	-0.8%	£426,459	10.8%
Hillingdon	£471,790	£485,349	-2.8%	£431,187	9.4%
Redbridge	£465,013	£452,517	2.8%	£410,942	13.2%
Greenwich	£446,748	£460,532	-3.0%	£396,542	12.7%
Sutton	£434,218	£439,176	-1.1%	£387,174	12.2%
Croydon	£427,734	£419,856	1.9%	£371,500	15.1%
Newham	£408,269	£401,295	1.7%	£369,248	10.6%
Havering	£394,123	£385,906	2.1%	£347,652	13.4%
Bexley	£361,737	£359,692	0.6%	£322,237	12.3%
Barking and Dagenham	£299,534	£297,114	0.8%	£252,400	18.7%



### Editors' notes

#### About the Index:

The Rightmove House Price Index methodology has been refined as of January 2015. The Index now uses new mapping technology to define regions at a postcode rather than postcode district or area level, and the mix adjustment has been updated to reflect the current proportion of stock by property type in each area, to provide even more accurate data. All regional breakdowns are now reported in line with ONS regions. For the purpose of historical comparisons, the historical figures have been restated based on the new methodology.

The Index can now include further breakdowns in the housing market to offer trends at three different sectors of the market: first-time buyer, second-stepper and top of the ladder. Inner London prices have been excluded from this categorisation as the normal housing ladder is not really applicable.

Advertising property for over 90% of all UK estate agents, Rightmove is in a unique position to identify any immediate changes in the market. Rightmove's House Price Index is compiled from the asking prices of properties coming onto the market via over 13,000 estate agency branches listing on Rightmove.co.uk. Rather than being a survey of opinions as with some other indices, it is produced from factual data of actual asking prices of properties currently on the market. The sample includes up to 200,000 homes each month – representing circa 90% of the market, the largest and most up-to-date monthly sample of any house price indicator in the UK. 95% of properties are sold via an agent, whilst only 75% are purchased with a mortgage. The Index differs from other house price indicators in that it reflects asking prices when properties first come onto the market, rather than those recorded by lenders during the mortgage application process or final sales prices reported to the Land Registry. In essence, Rightmove's Index measures prices at the very beginning of the home buying and selling process while other indices measure prices at points later in the process. Having a large sample size and being very up-to-date, the Rightmove Index has established itself as a reliable indicator of current and future trends in the housing market.

Rightmove measured 149,560 asking prices – circa 90% of the UK market. The properties were put on sale by estate agents from 8<sup>th</sup> May 2016 to 11<sup>th</sup> June 2016 and advertised on Rightmove.co.uk. This month 7,349 properties have been excluded due to being anomalies.

#### Market sectors explained:

**First-time buyer:** This figure represents the typical property a first-time buyer would purchase, covering all two bed properties and smaller that come to market (houses and flats).

**Second-stepper:** This figure represents the typical property of a person moving from their first home, covering all three and four bed properties that come to market (houses and flats) excluding four bed detached houses.

**Top of the ladder:** This figure represents asking prices at the top end of the market, covering all five bed properties and above (houses and flats), as well as four bed detached houses.

#### About Rightmove.co.uk:

Rightmove.co.uk is the UK's leading property website, displaying details of homes for sale or rent to the largest online audience. It is consistently ranked the number one property website in the UK (source: Experian Hitwise). It has around 90% of all properties for sale and at any time displays a stock of over one million properties to buy or rent, worth around £270 billion. The Rightmove.co.uk site attracts over 110 million visits from home movers each month who view in excess of 1.5 billion pages (Rightmove data, 2015).