



**Under embargo for 00:01 hours: Monday, 20th July 2015**

## Smaller properties buck the summer slowdown

- Marginal 0.2% (+£1,193) rise in London's new seller asking prices
- The only property size in the capital showing an increase (+£4,809, 1.1%) is homes with two bedrooms or fewer, typically the lowest price bracket particularly popular with first-time buyers and investors
- Price of property coming to market in Inner London falls by 0.9%; in contrast new sellers in Outer London price up by 1.6%

London average asking prices				
Area	July 2015	June 2015	Monthly change	Annual change
Greater London	£615,115	£613,922	0.2%	7.8%
Inner London	£819,513	£826,585	-0.9%	7.9%
Outer London	£478,646	£471,329	1.6%	7.4%
Average asking prices by market sector:				
Sector	July 2015	June 2015	Monthly change	Annual change
First-time buyers	£449,766	£444,957	1.1%	6.3%
Second-steppers	£642,963	£643,025	0.0%	8.6%
Top of the ladder	£1,628,414	£1,642,789	-0.9%	9.8%

## Overview

The asking price of a newly-marketed property in London rose by a marginal 0.2% (+£1,193) this month, putting the average at £615,115.

The only market sector in the capital with a price increase is the one containing properties with two bedrooms or fewer, typically the lowest price bracket. The average new seller asking price for this type of property has jumped by 1.1% (+£4,809), from £444,957 to £449,766.

Miles Shippside, Rightmove director and housing market analyst comments: *"Stretched affordability is acute in nearly all market sectors in London, but the lower-end sector with up to two bedrooms has high demand from first-time buyers, down-sizers and investors. It tends to be solid and consistent demand rather than the ebbs and flows of the upper-end internationally influenced market which is more affected by wider political and economic forces. It looks like demand remains strong for properties in the two-bedrooms-or-fewer sector, with the urgent need for a roof over your head bucking the summer slowdown."*

Prospective sellers, especially in the upper price brackets, typically hold back from marketing during the summer months causing a pause in upwards price pressure. This is evidenced by Inner London seeing a price fall this month of 0.9% to £819,513, in contrast to Outer London which recorded an increase of 1.6% to £478,646.

Shippside observes: *"Top-end sellers have a propensity to prioritise the more certain excitement of summer holidays over the potential excitement or perhaps disruption of putting their property up for sale at this time of year. The fall in Inner London is also a likely reflection of the slower market in more expensive areas, with demand moving to Outer London boroughs with more affordable prices."*



## Agent's View

Donald Collins, Director at Go View London in Ealing, comments: *"The natural consequence of a growing London population, young professionals trying to get on the ladder and investors looking for long term investments, is a big shortage of two bed properties coming to market. For properties we have on between £400,000 to £700,000 half of the interest comes from residential buyers and half from investors. The fact that investors have a long term focus of building their portfolio, and in many cases handing it down to their kids, means that these kinds of properties in the right locations won't come back round on the market for about 15-20 years."*



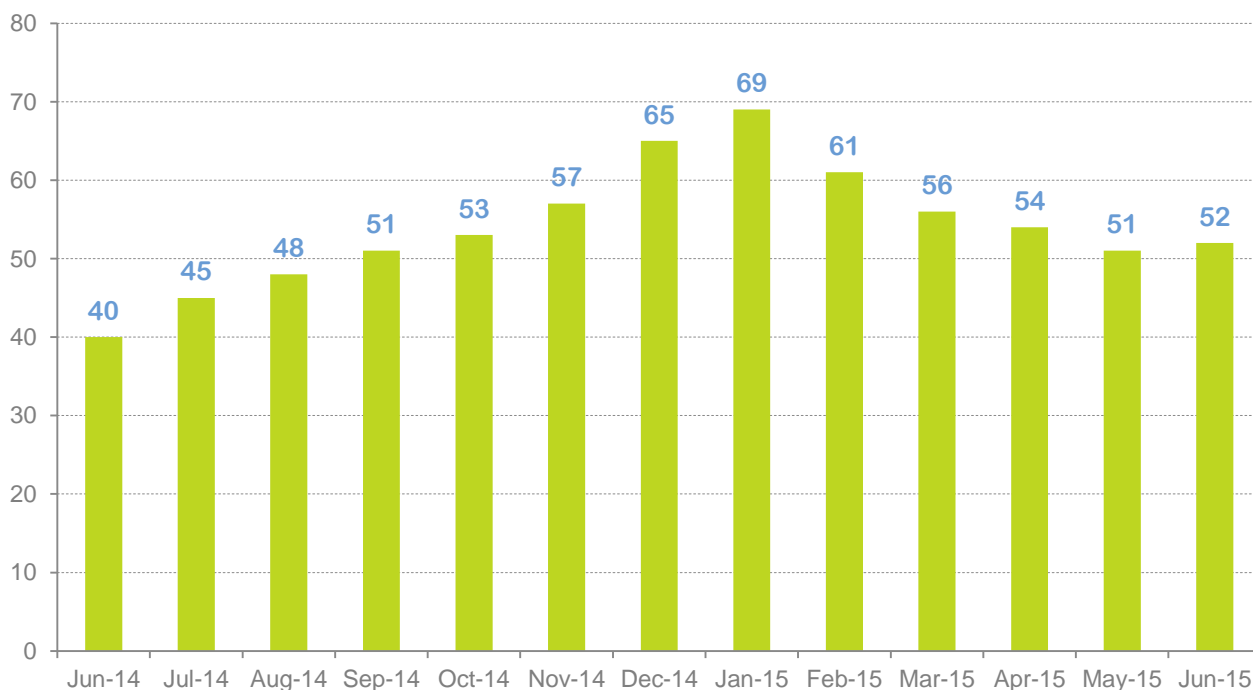
## London's best performers: July 2015

Borough	Avg. price July 2015	Avg. price June 2015	Monthly change	Avg. price July 2014	Annual change
Greenwich	£427,976	£396,542	7.9%	£390,688	9.5%
Lambeth	£661,335	£613,621	7.8%	£620,714	6.5%
Harrow	£530,864	£509,644	4.2%	£485,951	9.2%
Hounslow	£540,714	£519,419	4.1%	£525,701	2.9%
Lewisham	£440,580	£424,602	3.8%	£399,348	10.3%

## London's worst performers: July 2015

Borough	Avg. price July 2015	Avg. price June 2015	Monthly change	Avg. price July 2014	Annual change
Kensington and Chelsea	£2,289,669	£2,467,876	-7.2%	£2,087,868	9.7%
Richmond upon Thames	£825,497	£882,867	-6.5%	£856,625	-3.6%
Camden	£1,128,349	£1,191,409	-5.3%	£1,122,245	0.5%
Ealing	£608,433	£636,803	-4.5%	£592,352	2.7%
Brent	£600,489	£618,596	-2.9%	£610,911	-1.7%

## Average 'time to sell' (days) - London





## London boroughs

Borough	Avg. price July 2015	Avg. price June 2015	Monthly change	Avg. price July 2014	Annual change
Kensington and Chelsea	£2,289,669	£2,467,876	-7.2%	£2,087,868	9.7%
City of Westminster	£2,053,876	£2,036,645	0.8%	£1,763,136	16.5%
Camden	£1,128,349	£1,191,409	-5.3%	£1,122,245	0.5%
Hammersmith and Fulham	£1,029,498	£1,056,971	-2.6%	£994,294	3.5%
Richmond upon Thames	£825,497	£882,867	-6.5%	£856,625	-3.6%
Wandsworth	£800,212	£810,585	-1.3%	£775,786	3.1%
Islington	£732,625	£742,057	-1.3%	£725,770	0.9%
Merton	£694,066	£675,051	2.8%	£602,507	15.2%
Barnet	£669,799	£663,247	1.0%	£643,260	4.1%
Lambeth	£661,335	£613,621	7.8%	£620,714	6.5%
Kingston upon Thames	£621,152	£599,525	3.6%	£553,275	12.3%
Hackney	£619,377	£601,327	3.0%	£579,436	6.9%
Ealing	£608,433	£636,803	-4.5%	£592,352	2.7%
Brent	£600,489	£618,596	-2.9%	£610,911	-1.7%
Haringey	£596,826	£607,601	-1.8%	£585,746	1.9%
Southwark	£594,483	£599,080	-0.8%	£581,372	2.3%
Tower Hamlets	£572,140	£574,865	-0.5%	£523,105	9.4%
Hounslow	£540,714	£519,419	4.1%	£525,701	2.9%
Harrow	£530,864	£509,644	4.2%	£485,951	9.2%
Bromley	£493,869	£503,686	-1.9%	£478,711	3.2%
Hillingdon	£444,266	£431,187	3.0%	£376,792	17.9%
Lewisham	£440,580	£424,602	3.8%	£399,348	10.3%
Greenwich	£427,976	£396,542	7.9%	£390,688	9.5%
Enfield	£426,396	£426,459	0.0%	£399,897	6.6%
Redbridge	£417,825	£410,942	1.7%	£359,871	16.1%
Waltham Forest	£413,392	£407,004	1.6%	£374,810	10.3%
Sutton	£388,615	£387,174	0.4%	£360,512	7.8%
Croydon	£377,114	£371,500	1.5%	£348,809	8.1%
Newham	£361,697	£369,248	-2.0%	£319,600	13.2%
Havering	£339,631	£347,652	-2.3%	£315,124	7.8%
Bexley	£321,933	£322,237	-0.1%	£296,679	8.5%
Barking and Dagenham	£257,180	£252,400	1.9%	£226,683	13.5%



## 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.

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 90 million visits from home movers each month who view in excess of one billion pages (Rightmove data, October 2014).