

House Price Index

The largest monthly sample of residential property prices

Hottest ever competition to buy a home and highest ever prices

- The national average price of property coming to market hits a new all-time high after rising by 0.3% (+£1,091) this month, to £338,462
- This new record high is only £15 higher than the previous record set in July, a sign that prices are now stabilising
- Hottest ever competition to buy, with buyer demand per property for sale more than double pre-pandemic levels
- The rise of the 'power buyer' continues – those who have already sold their own home, have cash in the bank, or are first time buyers with a mortgage agreed, are in a more powerful position and are out-muscling those who still need to sell their current home
- Early signs of a better-balanced autumn market with more homes coming up for sale to help with buyer choice, with the number of new listings in the first two weeks of September 14% higher than the last two weeks of August

National average asking price

Month	Avg. asking price	Monthly change	Annual change	Index
September 2021	£338,462	+0.3%	+5.8%	261.7
August 2021	£337,371	-0.3%	+5.6%	260.8

National average asking price by market sector (excluding inner London)

Sector	September 2021	August 2021	Monthly change	Annual change
First time buyers	£209,056	£208,714	+0.2%	+4.4%
Second-steppers	£311,230	£309,643	+0.5%	+6.7%
Top of the ladder	£620,121	£616,421	+0.6%	+9.9%

Rightmove measured 106,595 asking prices this month nationally, circa 95% of the UK market. The properties were put on sale by estate agents from 8th August to 11th September 2021 and advertised on Rightmove.co.uk.

National average asking prices of newly marketed properties have risen by 0.3% (+£1,091) this month to hit a new all-time high of £338,462. Despite the traditional summer holiday lull, fierce competition continues among buyers for the record low number of available properties for sale. That competition is hotter than ever, with buyer demand per property for sale more than double that of pre-pandemic levels. Nevertheless, as we enter the busy autumn period, there are early signs of more properties coming to market, which may help to slowly rebuild buyer choice. Buyers who have already sold their own property, have the cash to buy without selling, or are first time buyers with a mortgage agreed will be in the most powerful position to secure the best of any additional autumn choice.

Tim Bannister, Rightmove's Director of Property Data comments: *"While the holiday-starved took their break over summer, the high ratio of buyer demand to properties for sale means that the property market remains stock-starved despite the summer lull lessening overall activity. Competition among potential buyers to secure their next home is now more than double what it was this time in 2019. To be in pole-position in the race for the best property you need to have greater buying power than the rest of the field. That traditionally would mean deeper pockets to outbid other buyers, but in the most competitive market ever, today's 'power buyers' also need to have already found a buyer for their own property, or to have no need to sell at all. Agents report that buyers who have yet to sell are being out-muscled by buyers who have already sold subject to contract. Proof that you are mortgage-ready or can splash the cash without needing a mortgage will also help you to get the pick of the housing crop."*

The new record of £338,642 beats the previous high set in July by just £15, and such a small increase is a sign of a stabilisation of the pace of price rises. Buyer demand remains very strong, but this is counterbalanced by increasingly stretched buyer affordability, disappearing stamp duty incentives and the summer holiday mini-lull, alongside sluggish price growth in London. While five areas of Great Britain (South West, Wales, East Midlands, East of England and South East) have annual price growth in excess of 8%, Greater London has seen better supply of homes for sale than the rest of the country, contributing to a rise of just 0.8%. The scene is now set for a better-balanced autumn moving season, with some early signs of a much-needed increase in the number of properties coming to market. In the first two weeks of September, the number of new listings is up by 14% compared to the last two weeks of August. In turn more choice of properties encourages more current owners to come to market if they are looking for an onward purchase, and this greater liquidity is another factor in easing further upwards price pressure.

Bannister says: *"This 14% increase in the number of new sellers coming to market in the first half of September is only an early snapshot, but autumn is traditionally a busy period, as those owners who have hesitated thus far during the year see the few months before Christmas as an opportunity to belatedly get their moving plans underway. The frenetic pace of this year's market may also have put some potential movers off, but there are signs of a return of some normality. It's still a strong sellers' market in most of the country, so those looking to purchase need to do all in their power to maximise their appeal to sellers, who will often have several offers, and will usually choose the one that gives them the best chance of a quick sale. Agents are reporting that the most successful buyers are using tactics such as 'sell before you buy' to increase their buying power in this competitive market. Estate agents know the best methods for movers to secure their ideal properties, so it's well worth discussing your options with them."*

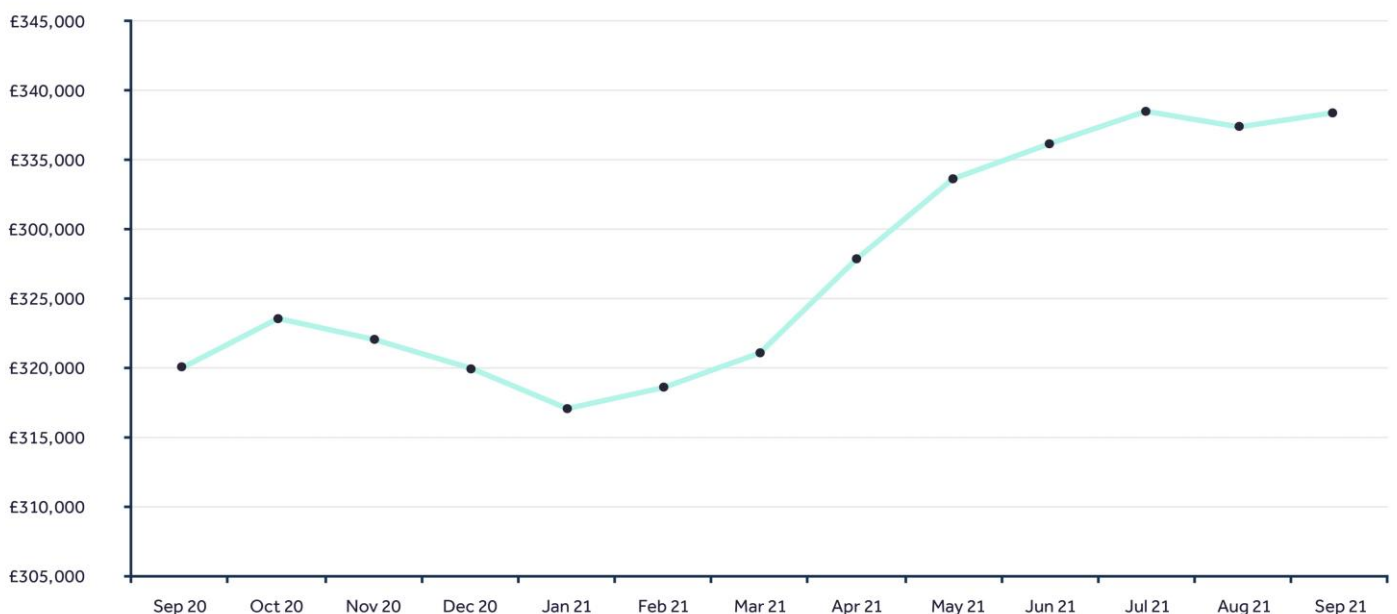
Agents' Views

Glynis Frew, CEO of national estate agents Hunters, said: *“Even with the window of stamp duty savings in England slipping away as 30th September approaches, demand is roaring with buyers who lost out on properties earlier in the year desperate to secure their move, even if they do have to pay more in stamp duty. While the Autumn may be slightly quieter, the desire to change our lifestyles due to the pandemic and new working trends isn't likely to fade, so we anticipate activity levels remaining higher than usual. Large deposits and no chain have always been preferable, but this has been amplified in the current market. With so much competition, sellers can easily discount those who aren't in the most powerful position to proceed on a purchase. It is imperative that buyers have their finances lined up before making an offer.”*

Peter Woodthorpe, Director at Readings Property Group in Leicester, said: *“Sales are continuing strongly despite the end of the stamp duty holiday. The main issue is lack of stock. We are also seeing some examples of properties being overpriced, distorting the market by reducing the number of saleable properties further. Potential sellers are reluctant to list their homes before they have found somewhere to buy, but realistically, securing that property is almost impossible unless they already have a buyer of their own lined up. More sellers need to allow us to find buyers for them on a subject to contract, no sale no fee basis, which in turn will increase the volume of property on the market to everyone's advantage”*

Average asking price trend

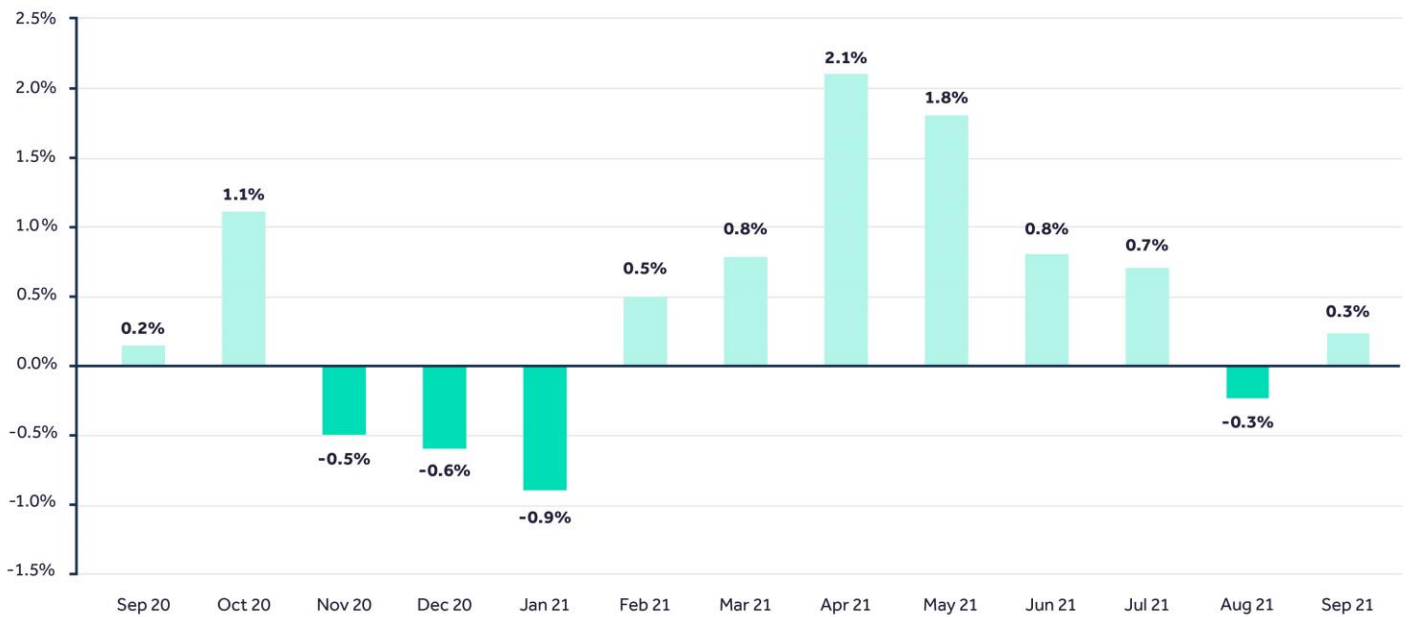
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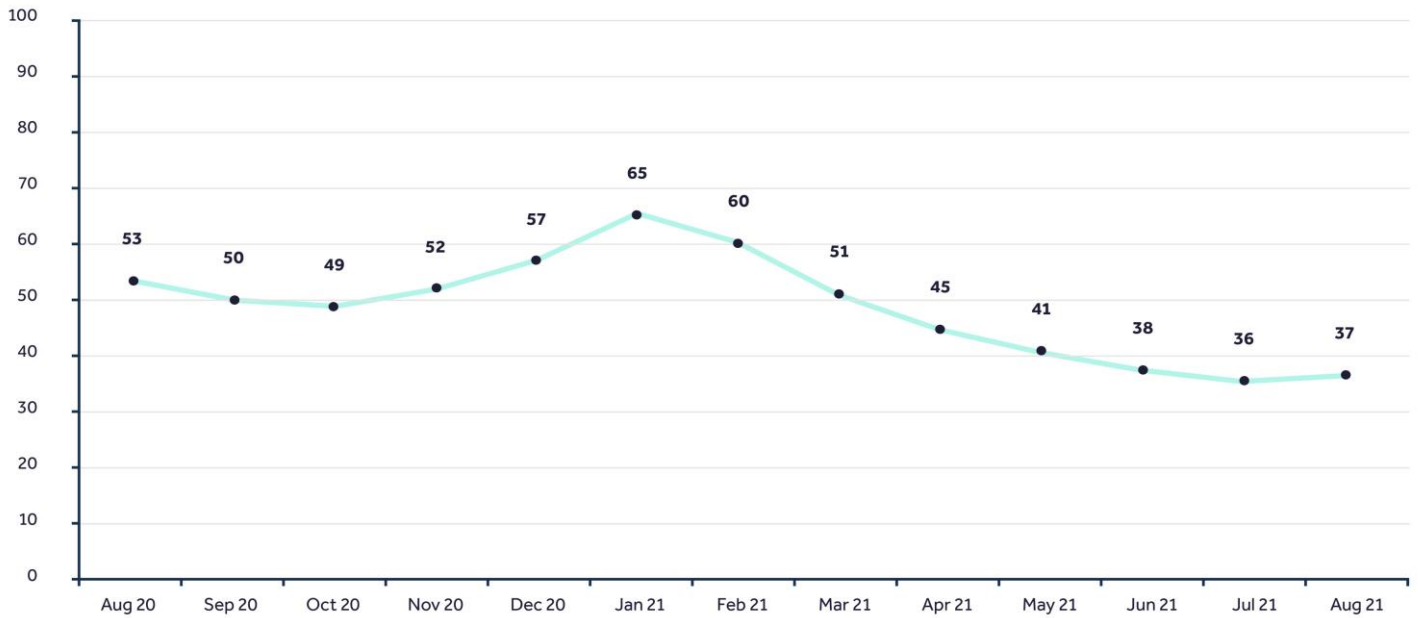
Five year asking price trend



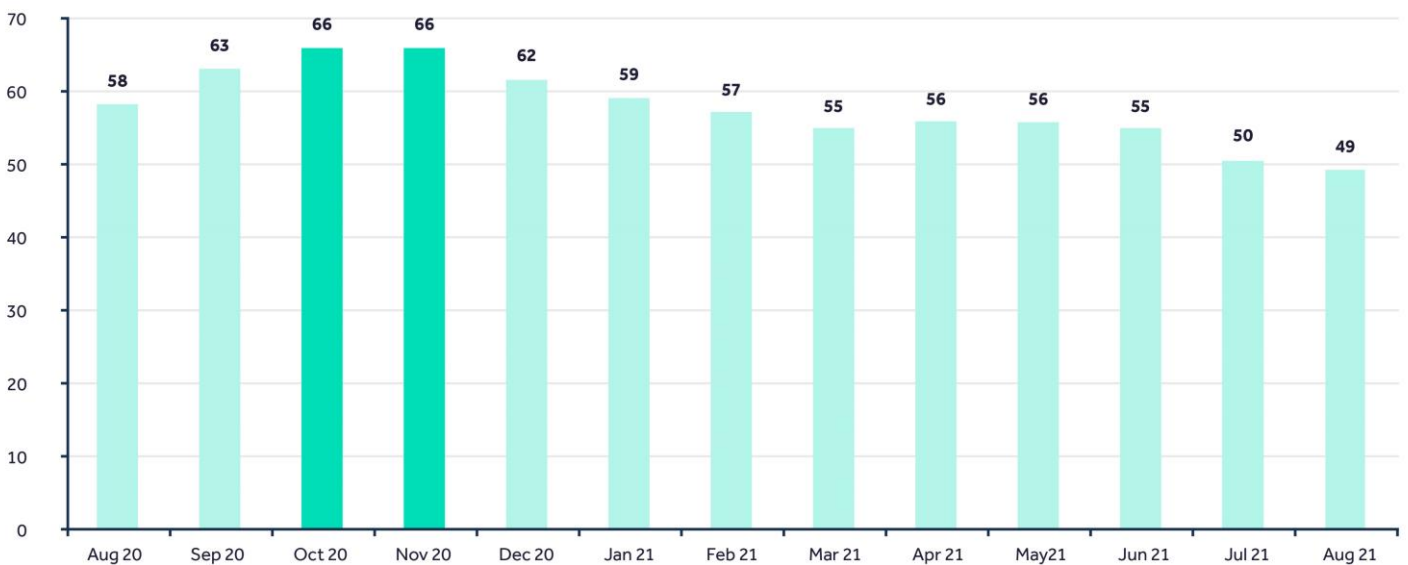
% monthly change in average asking prices



Average time to secure a buyer (no. days) National

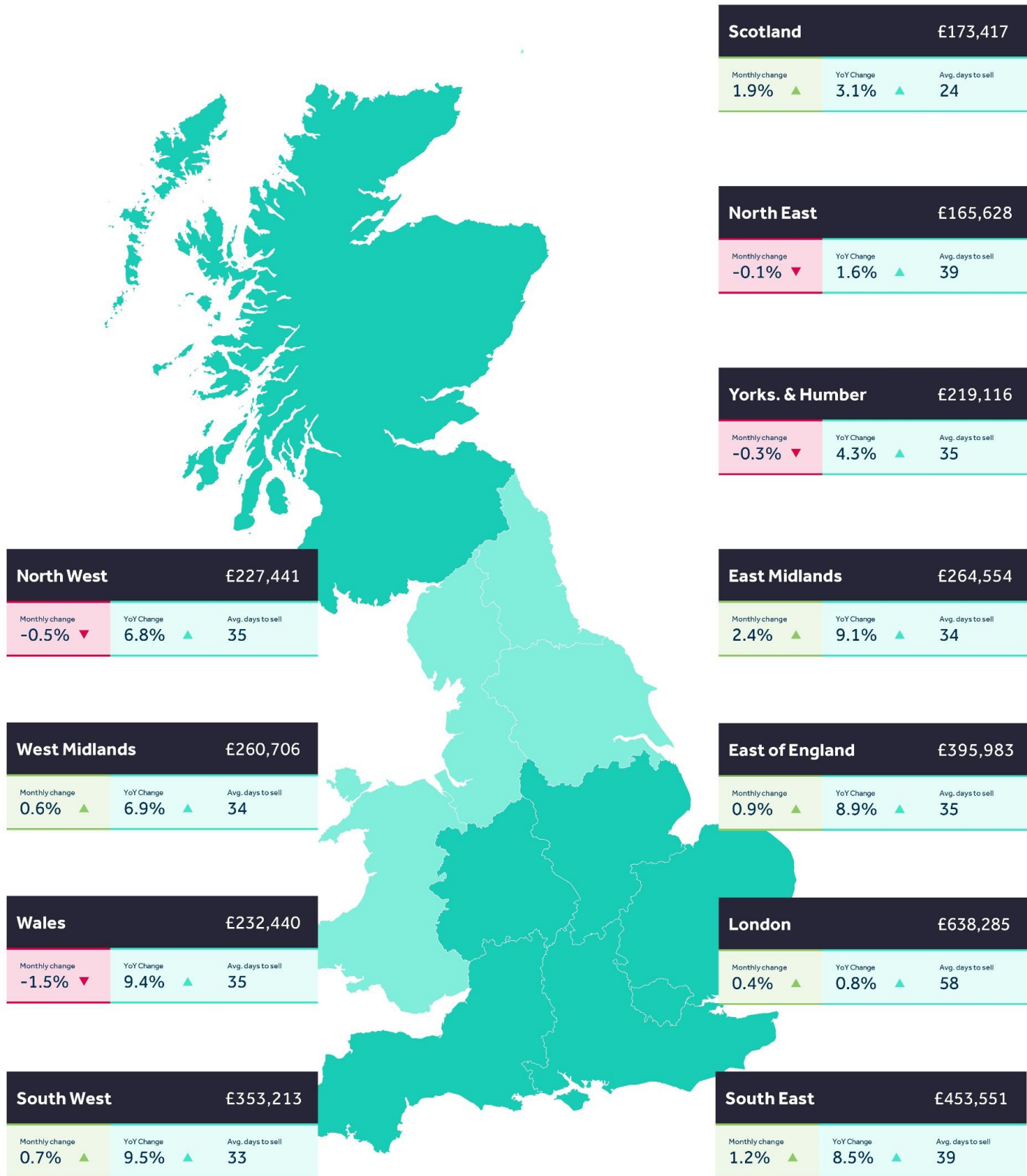


Average stock per agent (including Under Offer/Sold STC)

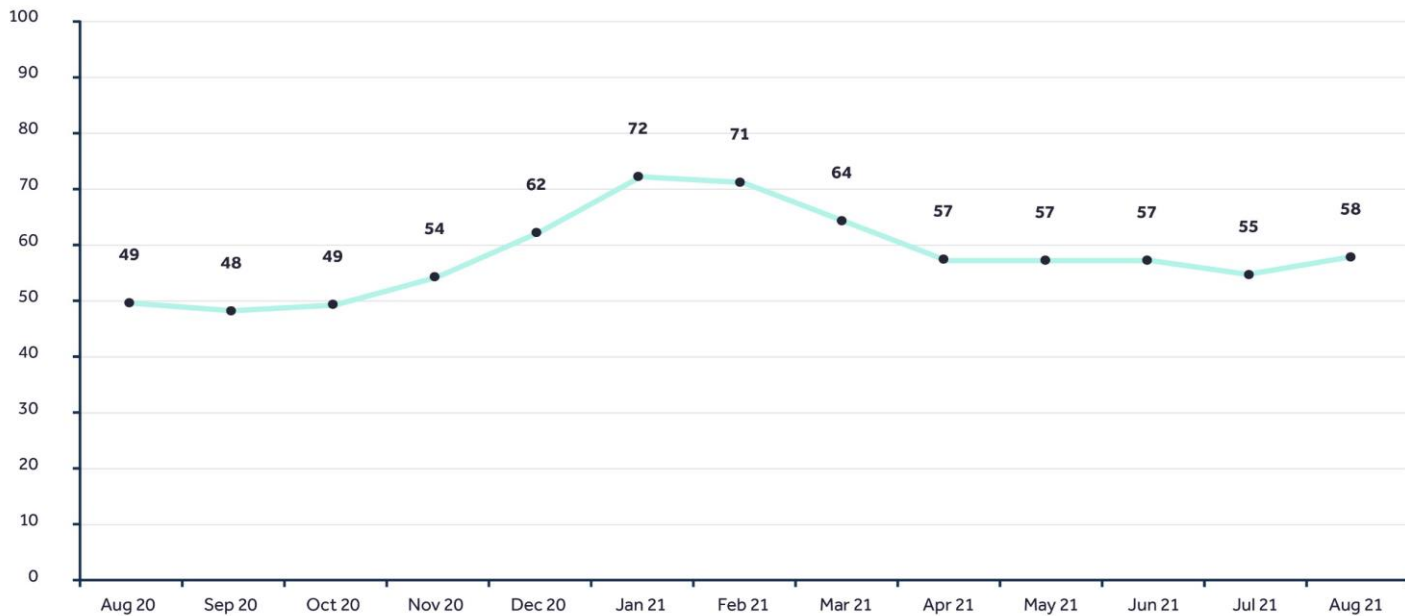


House Price Index

● Increase from previous month ● Decrease from previous month



Average time to secure a buyer (no. days) London



Borough data is based on a three-month rolling average and can be used as an indicator of overall price trends in each borough over time. It is not directly comparable with the overall London monthly figures.

Borough	Avg. price Sept 2021	Monthly change	Annual change
Barking and Dagenham	£346,594	0.4%	5.7%
Bromley	£585,876	1.4%	4.8%
Westminster	£1,366,817	-3.7%	4.1%
Bexley	£450,376	-0.2%	4.1%
Sutton	£511,207	0.7%	3.7%
Kingston upon Thames	£642,350	-1.5%	3.7%
Enfield	£485,861	-0.5%	3.7%
Croydon	£466,314	0.0%	3.4%
Harrow	£590,852	-0.6%	2.8%
Havering	£438,046	1.2%	2.6%
Redbridge	£484,948	0.4%	2.5%
Hillingdon	£519,235	1.7%	2.5%
Greenwich	£475,926	0.7%	2.5%
Hounslow	£562,975	-0.1%	2.1%
Barnet	£667,941	-0.3%	2.1%
Brent	£607,443	2.8%	1.7%
Wandsworth	£817,422	1.4%	1.3%
Kensington and Chelsea	£1,558,614	-6.8%	1.1%
Waltham Forest	£519,641	-0.2%	0.9%
Tower Hamlets	£574,372	1.9%	0.8%
Hackney	£665,314	0.7%	0.3%
Merton	£670,155	-2.3%	0.1%
Newham	£431,946	-1.0%	0.0%
Hammersmith and Fulham	£950,130	-0.4%	-0.2%
Richmond upon Thames	£886,052	-0.8%	-0.7%
Lewisham	£491,038	0.7%	-1.4%
Ealing	£568,739	-1.1%	-2.0%
Lambeth	£640,266	-2.3%	-2.3%
Southwark	£631,587	-1.1%	-2.6%
Haringey	£624,314	-0.8%	-3.8%
Camden	£959,827	-2.2%	-5.2%
Islington	£739,033	-0.9%	-5.7%

About the Index

The Rightmove House Price Index methodology was updated in January 2018. The report now includes data for Scotland and a number of measures have been refined. The stock per agent figure now calculates the average based on the number of properties an agent has on Rightmove each day across the month, rather than the average of the total number of properties each agent advertised in the month. London asking prices are now broken down into travel zones. For the purpose of historical comparisons, the historical figures have been restated based on the new methodology.

The Index includes asking price 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 95% of the market, the largest and most up-to-date monthly sample of any house price indicator in the UK. 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 circa 95% of all properties for sale and at any time displays a stock of over one million properties to buy or rent. The Rightmove.co.uk site attracts nearly 141 million visits from home movers each month with time on site averaging 1.1 billion minutes per month (Rightmove data, July 2019).