

House Price Index

The largest monthly sample of residential property prices and housing market activity

+1.0%

Average asking prices rise this month, though London is boosting the national figure

-0.1%

Average asking prices now flat compared with a year ago

5.55%

Mortgage rates continue to rise, with average two-year fixed deal now 5.55%

Signs that soaring mortgage rates are now biting harder

- The average price of a newly listed home rises by 1.0% this month (+£3,575) to £371,015. However, prices are virtually flat compared with a year ago (-0.1%) showing that the market remains very price-sensitive
- There are signs that soaring mortgage rates are now biting harder, with new sellers in more affordable and previously resilient parts of Great Britain setting lower asking prices as buyers face mounting affordability pressures:
 - The average two-year fixed mortgage rate has risen to 5.55%, from 5.29% last month and 4.25% before the war in Iran started, adding around £250 a month to the cost of a typical new mortgage since February
 - New sellers in four of the five lowest-priced parts of Great Britain have set lower asking prices this month, including falls of 2.0% in the North East and 1.9% in Scotland
- London asking prices rise by 2.5% this month, clawing back some of the 6.0% fall over the summer. However, prices remain 1.7% below last year, and wider data indicators suggest that this month's rise is not evidence of a broader recovery
- The number of sales agreed is down 8% on the same period a year ago, however this is broadly in line with the year to date, with deals still being done and sales activity showing surprising resilience despite higher mortgage rates
- The Budget is adding a layer of uncertainty to decision-making. Some first-time buyers may be waiting for more detail on the Your First Home scheme, while others will be assessing what any announcements could mean for their wider household finances

National average asking price				
Month	Avg. asking price	Monthly change	Annual change	Index
October 2026	£371,015	+1.0%	-0.1%	286.8
September 2026	£367,440	+0.7%	-0.8%	284.1

National average asking price by market sector (excluding inner London)				
Sector	October 2026	September 2026	Monthly change	Annual change
First time buyers	£225,627	£225,199	+0.2%	-0.5%
Second-steppers	£345,170	£344,837	+0.1%	+0.3%
Top of the ladder	£678,431	£672,728	+0.8%	+0.3%

Rightmove measured 104,164 asking prices this month nationally. The properties were put on sale by estate agents from 13th September – 10th October 2026 and advertised on Rightmove.co.uk.

National price increase masks mixed seller reactions to affordability pressure

The average price of a newly listed home rises by 1.0% this month (+£3,575) to £371,015, which leaves prices virtually flat compared with a year ago, down by 0.1%. However, the national increase masks mixed seller reactions as rising mortgage rates intensify affordability pressures in an already price-sensitive market. Rightmove's daily mortgage tracker shows that the average two-year fixed mortgage rate has risen to 5.55%, from 5.29% last month, and 4.25% before the war in Iran started in February. The average monthly mortgage payment for a new mortgage has increased by around £250 since February, adding significant pressure to many buyers' budgets. Higher borrowing costs now appear to be biting harder in regions that had proved relatively resilient this year. New sellers in four of the five lowest-priced areas set lower asking prices this month - the North East falls by 2.0%, Scotland by 1.9%, the North West by 0.6% and Wales by 0.3%. Yorkshire and the Humber is the exception, rising by 0.3%.

Colleen Babcock, Rightmove's property expert says: "The rapid rise in mortgage rates is really beginning to hit buyers' budgets. We're now seeing mortgage rate rises feed through to seller pricing in many of the cheaper parts of Great Britain, where prices had been more resilient this year. It's an early sign that higher mortgage costs are putting pressure on affordability even in markets with lower property prices, affecting the areas and types of property that buyers can afford. This is a stark reminder of how price-sensitive the market is, and the message from agents, backed up by our data, remains the same - that competitive pricing from day one of marketing is critical to capitalise on initial buyer interest."

London price jump claws back some of the summer losses

Meanwhile, average asking prices rise by 2.5% in London this month, the largest in Great Britain and a reversal of the longer-term trend. However, this month's growth in prices follows a particularly weak summer in the capital, when London prices fell by 6% across July and August, with new sellers in London now clawing back some of that lost ground. London remains the weakest performing region annually, with prices still 1.7% below a year ago.

There are other factors likely contributing to this large October jump in new seller pricing in the capital. It is typical to see stronger seasonal price growth in London at this time of year, with sellers who have flexibility on timing deliberately coming to market in the Autumn, when there are typically more active buyers, rather than the slower Summer season. This is particularly prevalent at the top end, with Inner London prices rising by 3.9% this month, lifting both the national and overall London figure.

In addition, after a subdued year for London prices, some new sellers may feel they have little room to go lower without making their onward move unaffordable. By contrast, sellers in more northerly regions, after a stronger year for prices, may have more room to adjust their expectations. Wider activity indicators do not support a broader London recovery. In the capital, 38% of listings are being reduced, homes take 78 days on average to find a buyer, and fewer than half (42%) of homes successfully find a buyer, with London performing weakly in all three metrics compared with the rest of Great Britain.

Sales activity remains resilient despite rate pressures, as Budget approaches

Despite mortgage rates accelerating upwards in recent weeks, sales activity has so far shown resilience, with deals still being done for the right properties at the right price. Rightmove's real-time daily data shows that the number of sales being agreed is 8% lower than a year ago, evidence of the more challenging market conditions this year, though broadly in line with the year to date. That sales activity has not fallen back further despite the volatility in the mortgage market and higher costs since February is a positive sign for underlying demand and gives a glimmer of insight of where the market could be if affordability pressures eased.

Meanwhile, the number of new potential buyers contacting agents about properties is 9% lower than a year ago, and the number of new listings coming to market is 3% higher. The total number of homes available for sale remains at its highest level for this time of year since 2014, with the high volume of homes for sale contributing to muted new seller asking price growth.

Attention is now turning to the forthcoming Budget. Financial markets will be watching how the announcements affect the outlook for government borrowing, inflation and interest rates. Some first-time buyers may also be waiting for more detail on the recently announced Your First Home scheme for new build properties, while other households will be considering what the wider announcements could mean for their finances.

Colleen Babcock, Rightmove's property expert says: "Higher mortgage rates are putting pressure on affordability across Great Britain, but sellers appear to be responding in different ways. Some have room to lower their expectations, while others need to hold firm on price to make their next move add up, even if that means waiting longer for a buyer. In such a price-sensitive market, the guidance and expertise of a local agent are paramount. The forthcoming Budget adds some uncertainty too, with financial markets hoping that will improve the outlook for interest rates, while potential home-movers will be waiting to see how they are directly or indirectly affected."

Experts' views



Matt Smith, Rightmove's mortgage expert says: "It's been a difficult few weeks for home-buyers who have been watching mortgage rates rise quickly, particularly for those who had worked out what they could afford based on lower rates earlier in the year. Some buyers will understandably be reassessing their budget and what they can afford or feel comfortable borrowing.

"The fact that sales activity hasn't fallen back further so far shows that many people still want to get on with their move. Monthly budgets are going to be stretched, but the market is incredibly hard to predict particularly with so many complex global factors affecting the cost of borrowing, so home-movers must also concentrate on what's in front of them. Whether it's borrowing less, finding a larger deposit, or negotiating the price down on an onwards move to accept a lower offer, there could be options for home-movers to explore.

Michael Donnachie, Director at Michael Anthony Village Estates in Aylesbury says: "With mortgage rates rising buyers are having to be more considered about what they can afford and what represents good value. That makes getting the asking price right from day one incredibly important.

"You never get a second chance to make a first impression. Price too high and you can quickly lose momentum, particularly in a market where buyers have plenty of choice. Once a property has been sitting on the market for a while, buyers naturally start to question why. You've lost that chance to capture your audience; the best price is usually the first price.

"Sellers need to be realistic and listen to the market. An experienced agent will know where buyers are, how to negotiate when issues come up through surveys, and how to keep a sale moving. One thing I'm reminding buyers and sellers of right now, is to focus on, can you afford it and does it fit your needs. The economics of a home buy are important, but for a family home you're going to spend 20 years in, it's worth looking longer term and not just at the inevitable ups and downs of the market."

Marc von Grundherr, Director of Benham and Reeves in London commented: "There's certainly an element of seasonality at play, with the summer firmly behind us and the London market gearing up for one final push before Christmas. However, we're also seeing something of an 'enough is enough' mentality among London sellers, many of whom recognise that while the market has been subdued this year, London bricks and mortar remain one of the strongest assets they can hold. For these homeowners, selling for anything less than what they consider a reasonable price simply isn't a sensible move, particularly if they have little urgency to sell.

"There's also a degree of renewed optimism surrounding the Autumn Budget, with the prospect of further government measures to stimulate the housing market helping to improve sentiment, even if the finer details remain unclear. At the top end of the market, we also have the looming mansion tax to consider. While speculation around reducing the threshold to £1.5 million has now been put to bed, owners of properties valued above £2 million still face an additional annual tax from April 2028.

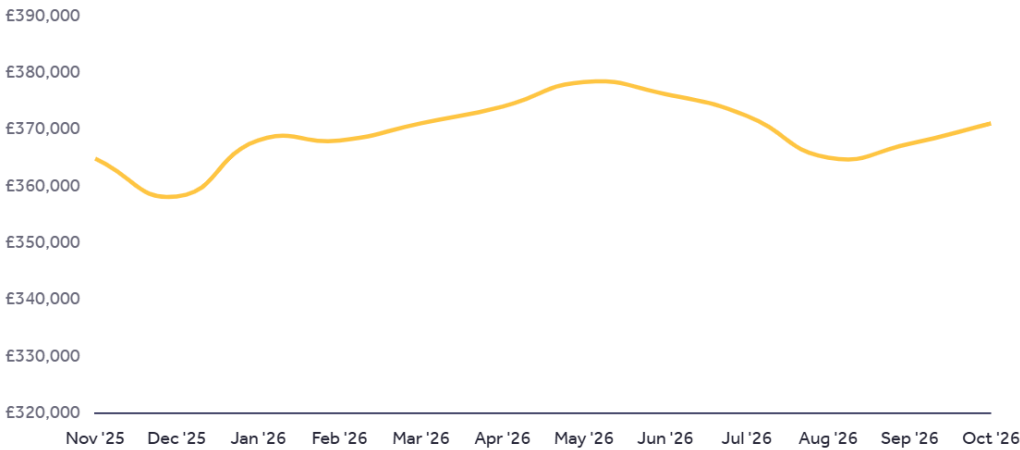
"This could well be encouraging some higher-value London homeowners to bring forward their selling plans, with a greater concentration of these properties coming to market also helping to push the capital's average asking price higher. Of course, stronger asking prices don't necessarily translate into stronger achieved prices, and sellers will still need to be realistic if they want to secure a buyer in what remains a relatively price-sensitive market."



Price & activity trends

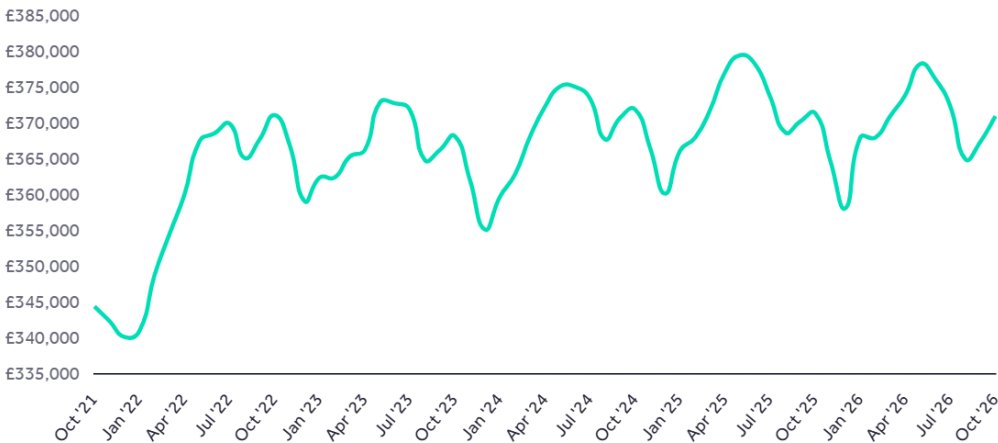
Monthly average asking price trend

rightmove



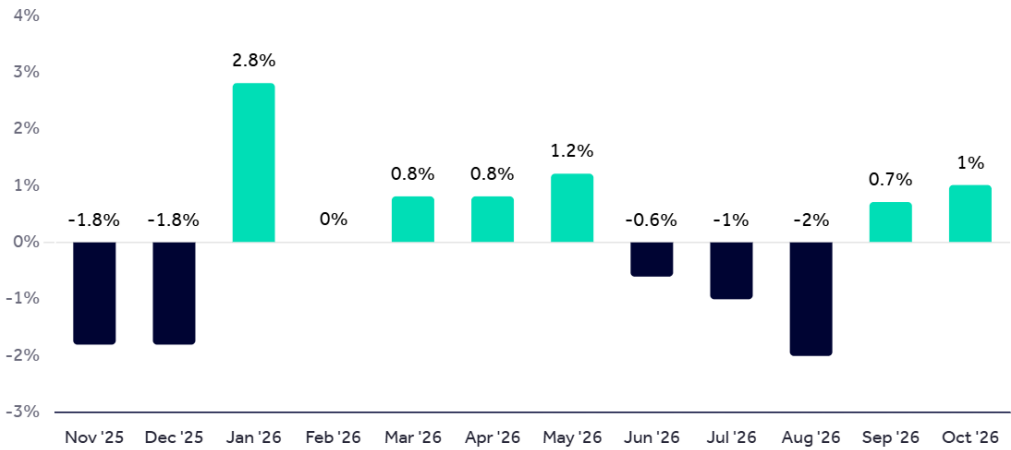
5 year asking price trend

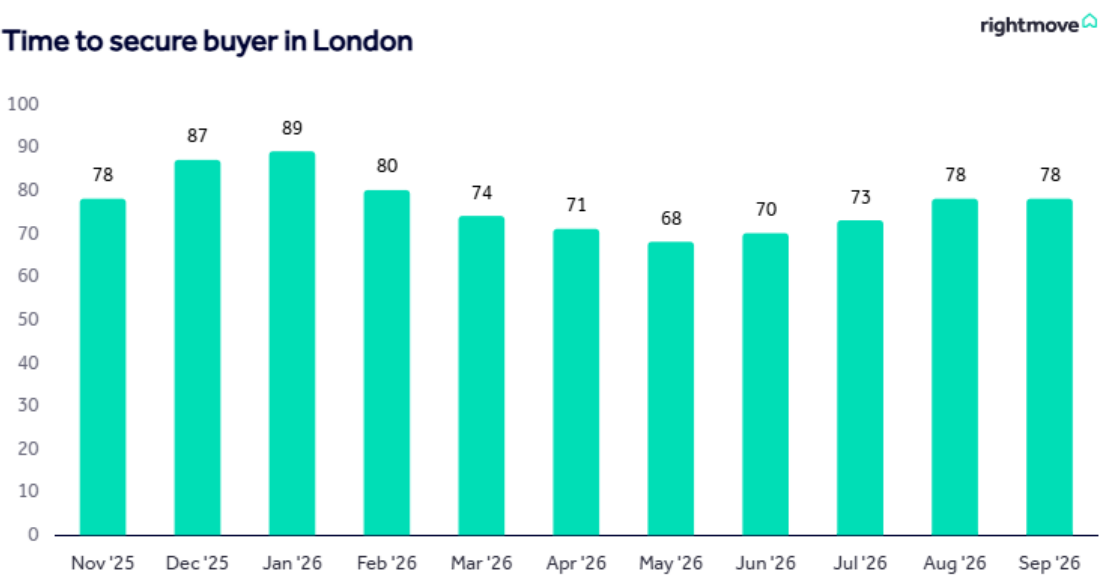
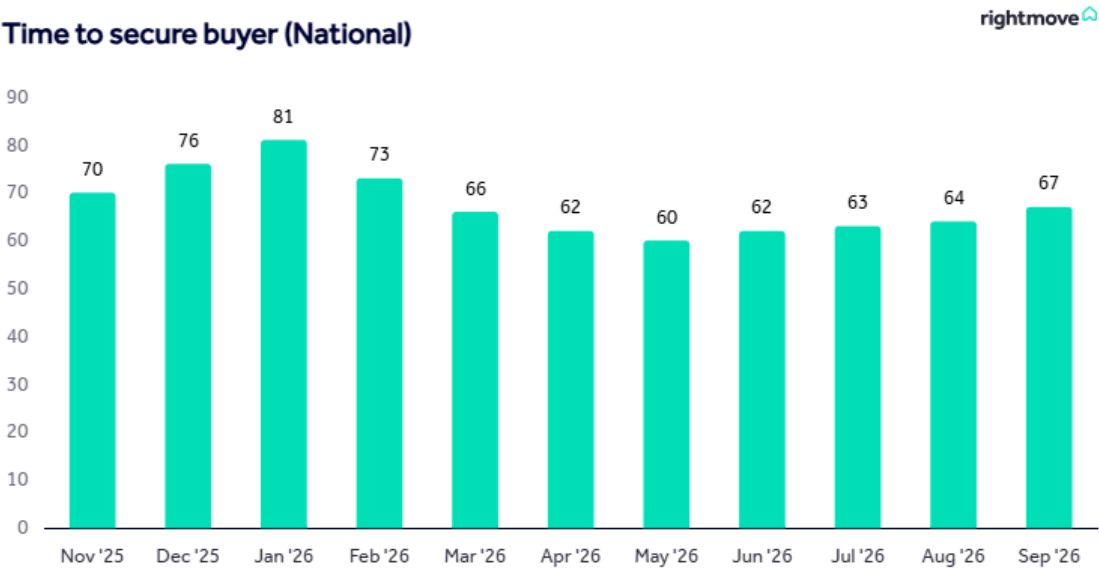
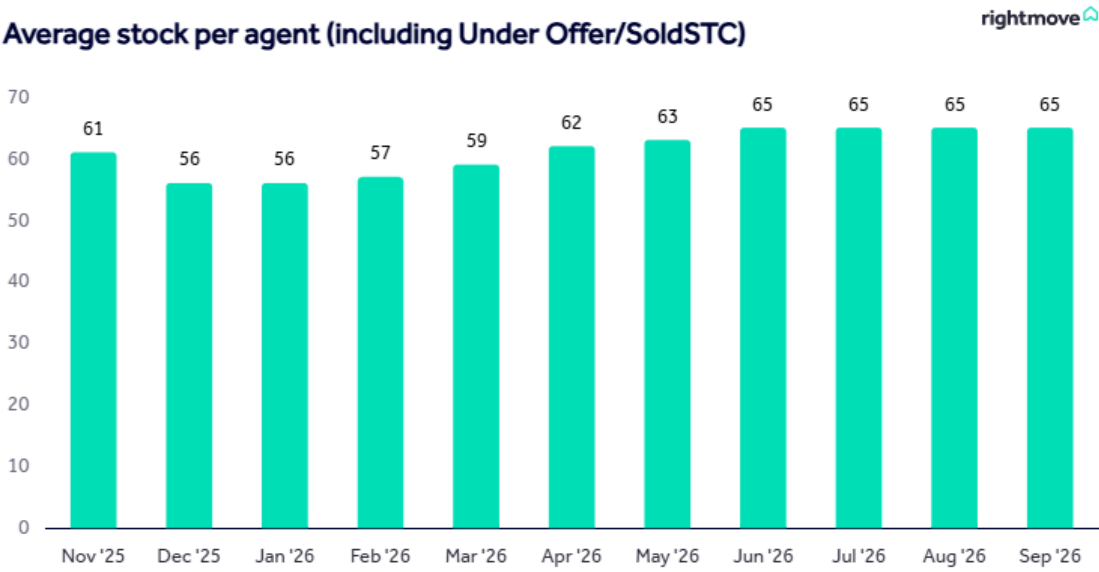
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Monthly changes in average asking prices

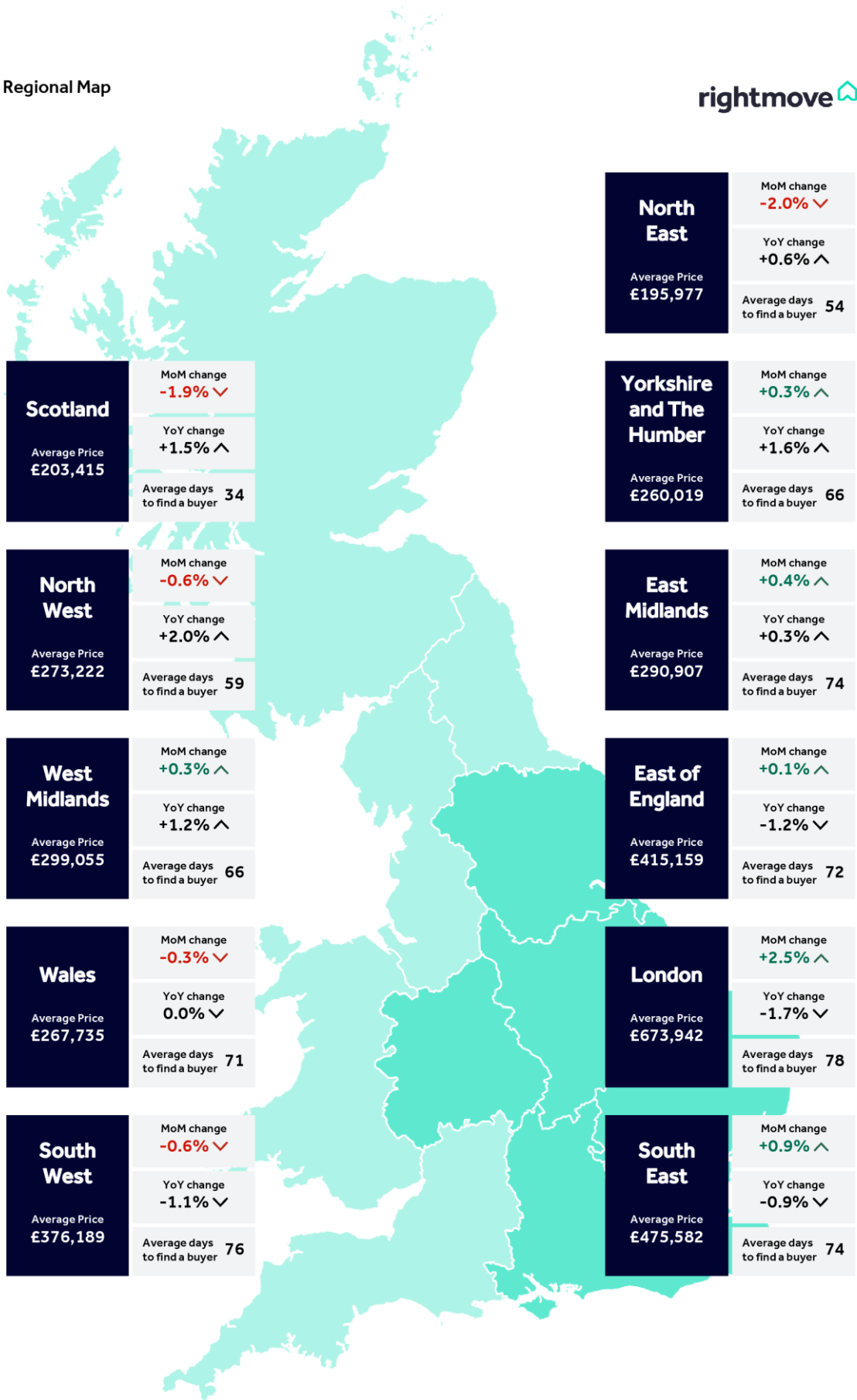
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Regional trends

Regional Map

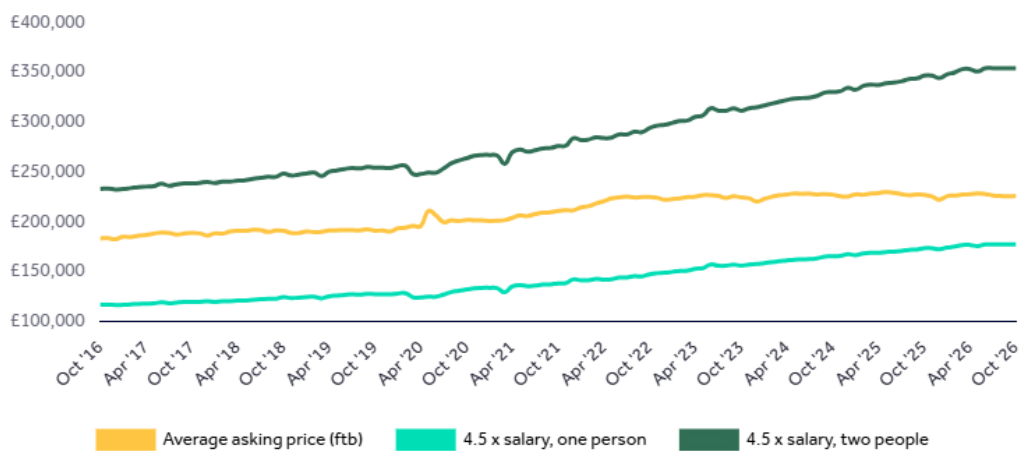


Affordability trends

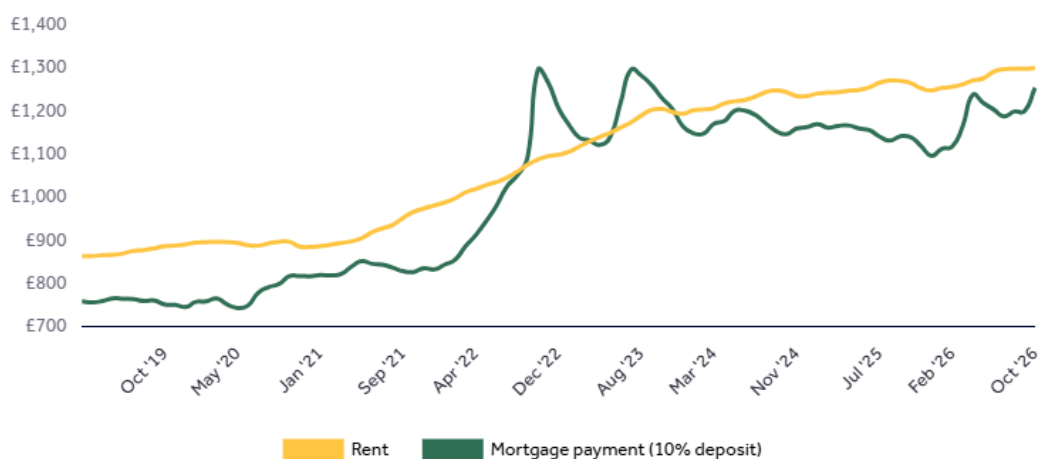
The first-time buyer monthly mortgage payment is based on Bank of England data of the averages for 90% LTV two-year fixed mortgages from lenders, and the average asking price of a typical first-time buyer home (two bedrooms or fewer) using the Rightmove House Price Index. The equivalent monthly rent is calculated using the same property types (two bedrooms or fewer).

The affordability to buy a first home is based on the Average Weekly Earnings (AWE) dataset from ONS multiplied by 4.5 to get the typical maximum that a person can borrow from a lender. The average asking price of a typical first-time buyer home is taken from the Rightmove House Price Index.

Ability to afford a first-time buyer home

rightmove 


The average monthly amount spent on a first-time buyer home

rightmove 


London boroughs

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 Oct. 26	Monthly change	Annual change
Richmond upon Thames	£962,259	3.4%	4.5%
Merton	£709,282	-0.3%	2.3%
Enfield	£505,537	0.6%	1.3%
Barking and Dagenham	£378,472	-0.5%	0.9%
Hackney	£730,878	2.5%	0.4%
Sutton	£545,463	-0.2%	0.3%
Hillingdon	£557,517	0.2%	0.1%
Ealing	£603,526	-0.8%	-0.1%
Newham	£460,029	0.0%	-0.3%
Redbridge	£514,942	-0.7%	-0.3%
Waltham Forest	£570,118	-0.3%	-1.1%
Hounslow	£589,035	-1.4%	-1.4%
Croydon	£474,546	-0.2%	-1.4%
Haringey	£678,660	-4.0%	-1.5%
Havering	£483,152	-1.1%	-1.6%
Bexley	£484,890	-0.1%	-1.8%
Greenwich	£497,453	0.6%	-1.9%
Harrow	£607,043	-0.4%	-2.1%
Kingston upon Thames	£669,190	0.8%	-2.2%
Bromley	£618,070	-2.1%	-2.5%
Southwark	£632,460	-1.2%	-2.5%
Lambeth	£656,455	1.1%	-2.6%
Lewisham	£511,207	-0.2%	-2.7%
Westminster	£1,316,954	-3.2%	-3.5%
Barnet	£702,098	1.2%	-3.5%
Brent	£602,626	-0.4%	-4.2%
Wandsworth	£825,672	1.8%	-4.3%
Kensington and Chelsea	£1,507,185	1.4%	-4.8%
Islington	£783,786	-1.1%	-4.9%
Hammersmith and Fulham	£940,857	-2.6%	-5.9%
Tower Hamlets	£563,728	0.8%	-6.7%
Camden	£944,412	-1.1%	-7.8%

About the Index

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. The Rightmove House Price Index methodology was last updated and restated in January 2018.

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 16,000 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, making it 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 providing real-time data, the Rightmove Index has established itself as a reliable indicator of current and future trends in the housing market.

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.

Rightmove is the UK's leading property portal, advertising homes and commercial property for Estate Agents, Lettings Agents and New Home Developers from the UK and Overseas. Rightmove's vision is to give everyone the belief that they can make their move by giving people the best place to turn and return to for access to tools and expertise to make it happen, including a Mortgage in Principle, local sold prices, property valuations, market trends, maps and schools.

Average mortgage rates to be credited to Rightmove. The data is provided by specialist mortgage technology provider Podium Solutions. The data covers 95% of mortgage lending, to exclude specialist lenders. If you would like further data on different LTVs or fixed terms, please contact us.

Rightmove's Confidence Tracker is based on a nationally representative sample of 1000 home-owners, renters, prospective first-time buyers and landlords each month. It measures sentiment towards the market and asks participants whether they think it is a good time or a bad time. Net confidence is the difference between those seeing it as a good time versus a bad time.