



**Under embargo for 00:01 hours, Monday 18<sup>th</sup> April 2016**

## London escapes face faster rising prices in neighbouring regions

- London's muted property market continues with a rise of just 0.3% (+£2,155) in new seller asking prices this month, bringing year-on-year rate down to 8.7%
- Those looking for better value in the neighbouring regions of East of England and the South East are now seeing the price of properties there rising at a faster rate
  - South East prices jump by 2.0% (+£8,006) this month, up by 9.4% compared to a year ago
  - Price of property coming to market in East of England sees monthly increase of 1.5% (+£4,944), while annual rate now highest in the country at 10.8%

London average asking prices				
Area	April 2016	March 2016	Monthly change	Annual change
Greater London	£646,200	£644,045	0.3%	8.7%
Inner	£838,849	£833,225	0.7%	6.3%
Outer	£516,952	£517,201	0.0%	10.9%
Average asking prices by market sector:				
Sector	April 2016	March 2016	Monthly change	Annual change
First-time buyers	£481,327	£478,723	0.5%	9.6%
Second-steppers	£679,168	£679,483	0.0%	9.7%
Top of the ladder	£1,603,852	£1,596,772	0.4%	4.1%

## Overview

The price of property coming to market in London has increased by 0.3% (£2,155) this month, reducing the annual rate of increase to 8.7%. This has reduced the annual rate of increase down significantly from the previous month's 11.0%.

Miles Shippside, Rightmove director and housing market analyst comments: "Prices have pretty much flat-lined this month in Greater London, though as usual there are wildly differing local markets in the capital. Fourteen boroughs have seen new seller asking prices fall, with eighteen rising. The net effect is the second lowest monthly rise at this time of year in the last seven years, with only 2013's fall of 0.8% being lower. It's a sign of a re-adjusting market, and one where some buyers are looking outside London for better value. While London's property market is much more muted than in recent years, the ripple effect still remains and has resulted in the price of property coming to market rising at a faster rate in its two immediate neighbouring regions."

In the South East prices jumped by 2.0% (+£8,006) this month and are up by 9.4% compared to a year ago. The price of property coming to market in the East of England saw a monthly increase of 1.5% (+£4,944), and its annual rate is now the highest in the country at 10.8%. However average prices remain significantly lower in both of these regions at £407,686 and £331,780 respectively.

Shippside says: "While the average price of property is much less in the regions of the South East and East of England, those looking for better value there are seeing it being eaten away by rising prices. Local markets vary and value locations remain, but they are rising in price as more and more home-hunters buy. One of the reasons behind faster rising prices in these two regions compared to London is that there is less property coming to market than at this time



*a year ago. Monthly new listings are down by 2.4% in the East of England, and 3.3% in the South East compared to 2015, whereas London's are up, albeit by a marginal 0.3%. With high demand from both local buyers and those looking to escape London's higher cost of housing, a drop in fresh supply of properties coming to market is forcing prices up at a faster rate."*

### Agent's View

Robert Chamberlain, Area Sales Manager of Leaders Estate Agents comments: *"House prices in the East of England have risen dramatically due to a huge surge in demand as buyers seek more affordable locations within easy reach of London. With prices in the capital well beyond the reach of many professionals and families, people are flocking to areas such as Hornchurch, Ilford, Brentwood, Witham, Chelmsford, Colchester and Clacton where they can get a lot more for their money, but with quick and easy access to London by train and road. Homes in these areas, and along the A12 corridor, are selling extremely quickly - often within days of coming onto the market - and demand is far outstripping supply which is pushing prices up. We expect buyer demand to remain exceptionally high as the ripple effect continues to spread across the East, fuelled by Help to Buy and the introduction of Crossrail. Those who are able to buy now are almost certain to benefit from further price increases in the East of England over the coming years."*



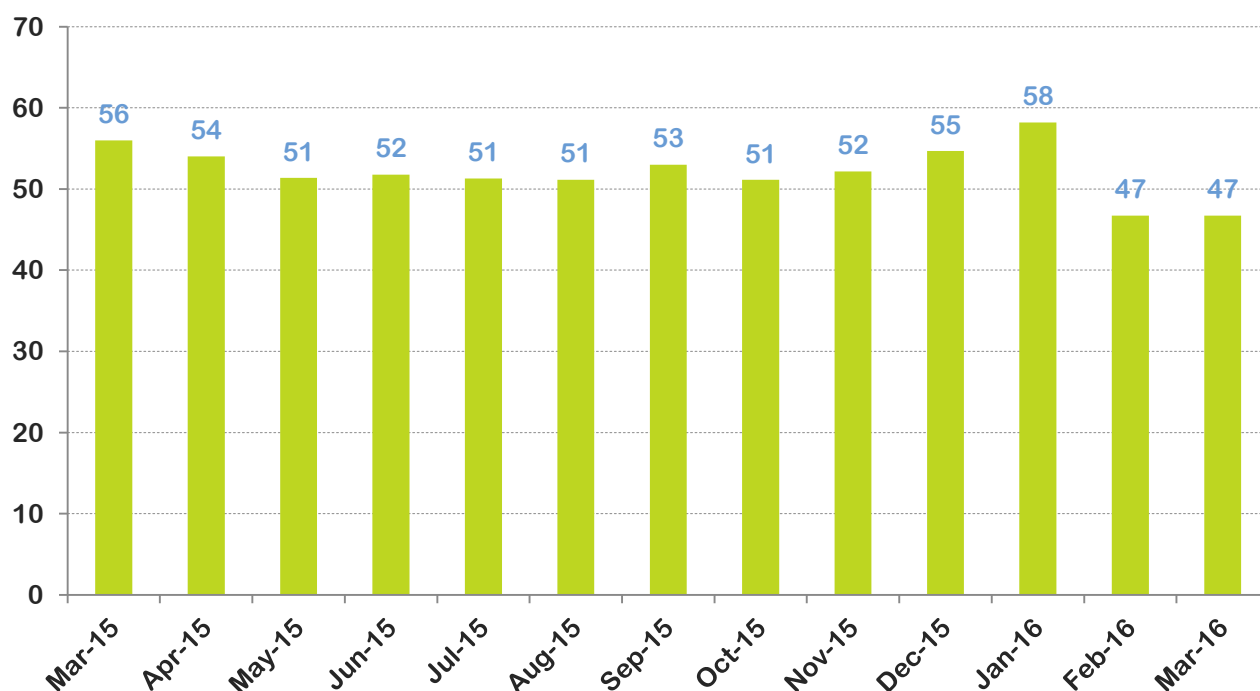
## London's best performers: April 2016

Borough	Avg. price Apr 2016	Avg. price Mar 2016	Monthly change	Avg. price Apr 2015	Annual change
Greenwich	£485,697	£447,452	8.5%	£399,997	21.4%
Hounslow	£583,015	£555,016	5.0%	£503,711	15.7%
Enfield	£463,804	£448,248	3.5%	£419,450	10.6%
Hammersmith and Fulham	£1,057,044	£1,022,953	3.3%	£1,018,396	3.8%
Lambeth	£664,561	£643,039	3.3%	£619,153	7.3%

## London's worst performers: April 2016

Borough	Avg. price Apr 2016	Avg. price Mar 2016	Monthly change	Avg. price Apr 2015	Annual change
Haringey	£604,138	£638,723	-5.4%	£561,762	7.5%
Kensington and Chelsea	£2,244,739	£2,349,486	-4.5%	£2,575,095	-12.8%
Islington	£790,552	£826,838	-4.4%	£734,646	7.6%
Hackney	£639,876	£662,845	-3.5%	£613,110	4.4%
Barnet	£702,956	£717,368	-2.0%	£644,795	9.0%

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





## London boroughs

Borough	Avg. price Apr 2016	Avg. price Mar 2016	Monthly change	Avg. price Apr 2015	Annual change
Kensington and Chelsea	£2,244,739	£2,349,486	-4.5%	£2,575,095	-12.8%
City of Westminster	£1,880,224	£1,906,418	-1.4%	£1,941,099	-3.1%
Camden	£1,150,149	£1,153,883	-0.3%	£1,022,989	12.4%
Hammersmith and Fulham	£1,057,044	£1,022,953	3.3%	£1,018,396	3.8%
Richmond upon Thames	£933,761	£923,220	1.1%	£805,644	15.9%
Wandsworth	£852,058	£867,262	-1.8%	£761,901	11.8%
Islington	£790,552	£826,838	-4.4%	£734,646	7.6%
Barnet	£702,956	£717,368	-2.0%	£644,795	9.0%
Merton	£671,176	£676,408	-0.8%	£599,070	12.0%
Lambeth	£664,561	£643,039	3.3%	£619,153	7.3%
Southwark	£657,370	£659,606	-0.3%	£650,686	1.0%
Hackney	£639,876	£662,845	-3.5%	£613,110	4.4%
Kingston upon Thames	£637,544	£641,468	-0.6%	£601,081	6.1%
Brent	£631,089	£626,662	0.7%	£574,108	9.9%
Ealing	£625,473	£621,116	0.7%	£606,879	3.1%
Haringey	£604,138	£638,723	-5.4%	£561,762	7.5%
Tower Hamlets	£600,705	£588,121	2.1%	£618,236	-2.8%
Hounslow	£583,015	£555,016	5.0%	£503,711	15.7%
Harrow	£570,481	£561,054	1.7%	£482,553	18.2%
Bromley	£541,610	£542,103	-0.1%	£490,982	10.3%
Hillingdon	£490,183	£478,870	2.4%	£430,462	13.9%
Greenwich	£485,697	£447,452	8.5%	£399,997	21.4%
Lewisham	£467,182	£454,952	2.7%	£419,524	11.4%
Waltham Forest	£464,824	£460,921	0.8%	£397,817	16.8%
Enfield	£463,804	£448,248	3.5%	£419,450	10.6%
Redbridge	£449,125	£451,094	-0.4%	£379,523	18.3%
Sutton	£439,576	£434,463	1.2%	£380,443	15.5%
Croydon	£416,889	£405,178	2.9%	£367,692	13.4%
Newham	£401,197	£401,284	0.0%	£351,190	14.2%
Havering	£389,583	£381,495	2.1%	£336,254	15.9%
Bexley	£356,208	£354,223	0.6%	£309,579	15.1%
Barking and Dagenham	£302,347	£297,528	1.6%	£245,731	23.0%



## 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 115,193 asking prices – circa 90% of the UK market. The properties were put on sale by estate agents from 13<sup>th</sup> March 2016 to 9<sup>th</sup> April 2016 and advertised on Rightmove.co.uk. This month 5,903 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 90 million visits from home movers each month who view in excess of one billion pages (Rightmove data, October 2014).