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# Rightmove House Price Index

The largest monthly sample of  
residential property prices

February 2018  
National edition





## Record home-hunter activity fuels rises in most regions

- Active start to 2018 as housing demand continues to be resilient:
  - Price of property coming to market up by an average of 0.8% (+£2,414), indicating cautious optimism among new sellers
  - All regions see price rises except for marginal fall of just £131 in the South West
  - January busiest month ever on Rightmove with home-hunter visits hitting over 141 million
  - More sellers too, with number of properties coming to market up by modest 2% on previous year
  - Year-on-year change in number of sales agreed recovers from -5.5% in Q4 2017 to just -1.6% in January
- Midlands dominates fast-selling hotspots with prices rising three times faster than the national average

National average asking prices				
Month	Avg. asking price	Monthly change	Annual change	Index
February 2018	£300,001	+0.8%	+1.5%	231.9
January 2018	£297,587	+0.7%	+1.1%	230.1
National average asking prices by market sector (excluding Inner London)				
Sector	February 2018	January 2018	Monthly change	Annual change
First-time buyers	£187,896	£188,024	-0.1%	+1.9%
Second-steppers	£268,869	£266,380	+0.9%	+2.5%
Top of the ladder	£524,832	£519,852	+1.0%	+2.1%

### Fastest selling hotspots (based on new listings since Oct 2017 that have sold)

Area	Number of days until sale agreed	Average asking price Feb 2018	% year-on-year asking price change
Livingston, West Lothian	17	£151,266	+5%
Falkirk, Stirlingshire	20	£108,575	+3%
Rugby, Warwickshire	21	£227,739	+3%
Nuneaton, Warwickshire	21	£184,718	+8%
Hitchin, Hertfordshire	21	£432,501	+6%
Wellingborough, Northamptonshire	21	£195,060	+5%
Bromsgrove, Worcestershire	22	£254,530	+4%
Yeovil, Somerset	22	£194,882	+7%
Corby, Northamptonshire	22	£174,702	+7%
Kettering, Northamptonshire	22	£205,386	+9%

Rightmove measured 134,556 asking prices this month, circa 90% of the UK market. The properties were put on sale by estate agents from 7<sup>th</sup> January 2018 to 10<sup>th</sup> February 2018 and advertised on [Rightmove.co.uk](https://www.rightmove.co.uk).

## Overview

Demand for housing remains resilient, with an active start to 2018. Indeed, the number of monthly visits to Rightmove in January is at its highest ever level, at over 141 million. This has helped to fuel a degree of cautious optimism among new-to-the-market sellers in most regions of the UK, with average asking prices up by 0.8% (+£2,414) this month.

Miles Shippide, Rightmove director and housing market analyst comments: *"Whilst it is the norm for new sellers' asking prices to be buoyant at the start of a new year, this first complete month in 2018 is seeing more pricing optimism than the comparable period in 2017. The political and economic uncertainty is out of sellers' control, but they are in control of their asking prices, and in general they are not being overly ambitious or setting too high an asking price. This month's rise of 0.8% is well below the 1.6% monthly average at this time of year over the last ten years, and it is wise for sellers to be cautious and not to over-price given stretched buyer affordability."*

All regions but one have seen the price of newly-marketed property increase this month, with the South West being a very marginal exception with a fall of just £131. However, the annual rate of increase remains subdued at just 1.5%, dragged down to a degree by London's year-on-year fall of -1.0%. But despite buyers' price-sensitivity, home-hunter visits to Rightmove have hit a record high.

Shippide adds: *"Rightmove is a great barometer of housing demand, and January was its busiest month ever with home-hunters spending over 1.1 billion minutes on the site. Encouragingly for buyers, there are more fresh properties for sale to look at too. With not enough supply of new-build properties, the market needs more churn from existing owners to get the healthy balance of buyer momentum without unhealthy property scarcity and consequently higher prices. Nationally, 2% more sellers have come to market this month compared to the same period a year ago, which is a small step in the right direction. However, with a myriad of local markets with different supply and demand dynamics, those contemplating a move should monitor their area and use the expertise of local agents with their fingers on the pulse."*

There are signs that the increased home-hunter activity is fuelling a recovery in the number of sales agreed, which in Q4 of 2017 were running at an average drop of -5.5% compared to the prior year. Taking the first full month of 2018 as a snapshot, sales agreed numbers in January have now recovered to -1.6% down compared to a year ago. Again there are marked local market differences, but Rightmove analysis of properties that have been newly listed since October 2017 and have been marked as sale agreed reveals that six out of the top ten fastest selling locations are in either the East or West Midlands. However, top of the quick-to-sell league is Livingston in Scotland, selling at an average of only 17 days, for those properties that have been newly listed since October 2017 and have sold.

Shippide observes: *"The average price of newly-marketed property in the Midlands is up by over 5% compared to a year ago, a marked contrast to parts of London and its commuter belt. Many buyers in the Midlands are willing and able to pay more to secure their future home in a faster-selling market, resulting in Midlands prices rising three times faster than the national average. Much of the UK still has momentum, with good buyer demand for the right property at the right price, and the recovery in the number of sales agreed is another indicator of pent-up demand keeping the market moving."*

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Miles Shippide, Rightmove director and housing market analyst



## Agents' views

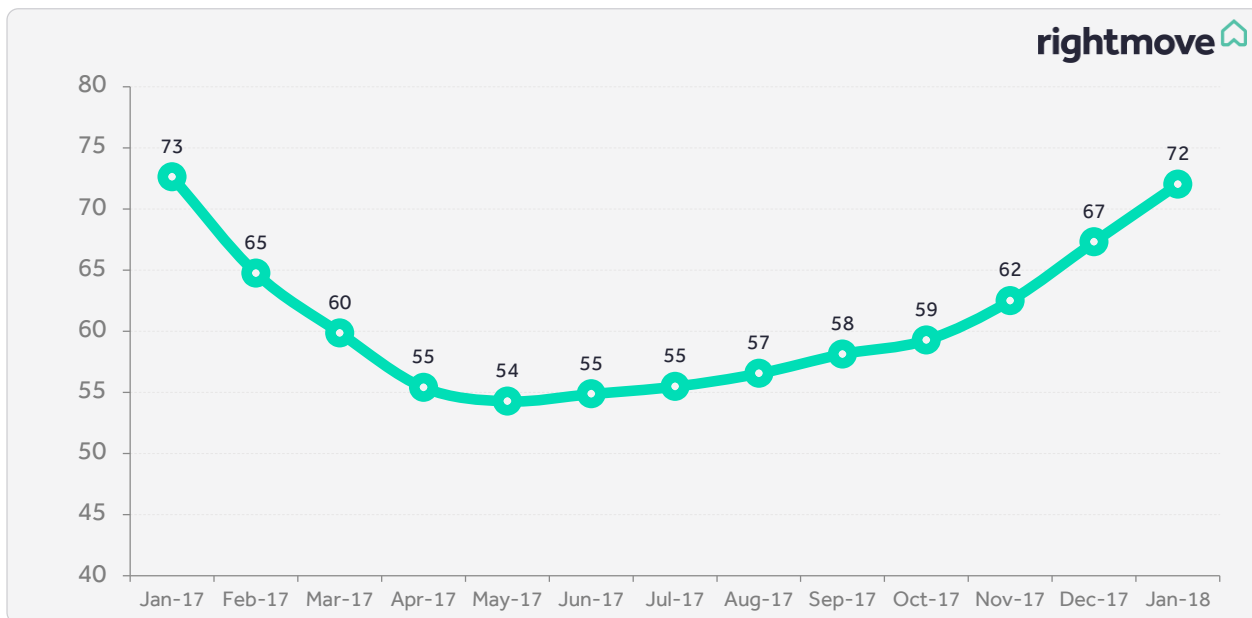
Halinka Connelly, Branch Manager at Dixons in Bromsgrove, says: *"January brought with it a real surge of activity and every property that came to the market at the beginning of the year is now sold, under offer or seeing very good volumes of viewings. Traditionally, January is a busy time in the annual property cycle but this doesn't necessarily mean a high level of sales. However, in January 2018 all our properties have so far sold for asking price, or over, highlighting the strength of the market in Bromsgrove. Having experienced such a busy January we're now looking for more properties to introduce to our buyers."*

David Plumtree, Connells Group Estate Agency Chief Executive, says: *"With our branches reporting brisk activity from the 2nd January, we have seen new instructions, applicant registrations and viewing activity all exceed the levels achieved in January 2017. Within this, first-time buyers are continuing the trend that we've seen since the announcement of the stamp duty changes, with registrations up 11% on January 2017. Sales are yet to see the full benefit of the increase in activity, however, with the confidence levels exhibited by both vendors and prospective purchasers moving ahead of those seen during the latter part of 2017, we do expect market conditions to show continued improvement during the first quarter."*

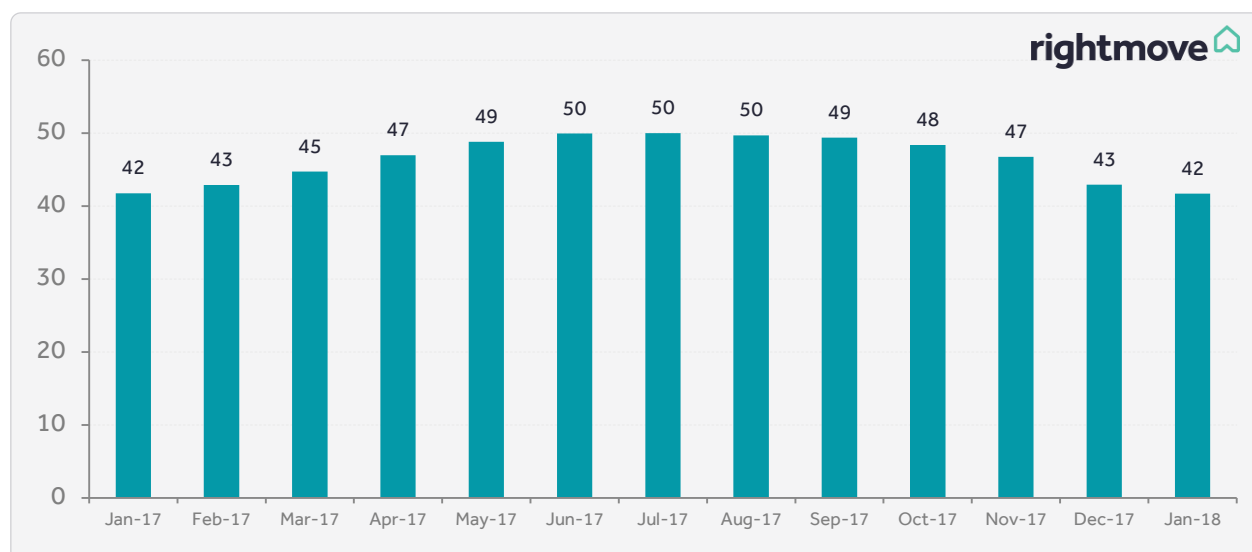
Kevin Shaw, national sales director at estate agency Leaders, says: *"January saw a significant increase in new listings, applicant numbers and viewings compared with the start of 2017. This uplift in activity is a positive indicator for the year ahead, however the market is still price-sensitive and sellers should be aware that setting a realistic price based on local market conditions remains key to achieving a sale. We are certainly seeing greater market buoyancy in the Midlands, with average prices up around 5% compared with last year. Derby, Mansfield, Loughborough and Kings Norton are notable hotspots at the moment, with homes in these areas selling quickly, often at full asking price."*

# Average time to sell and stock

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

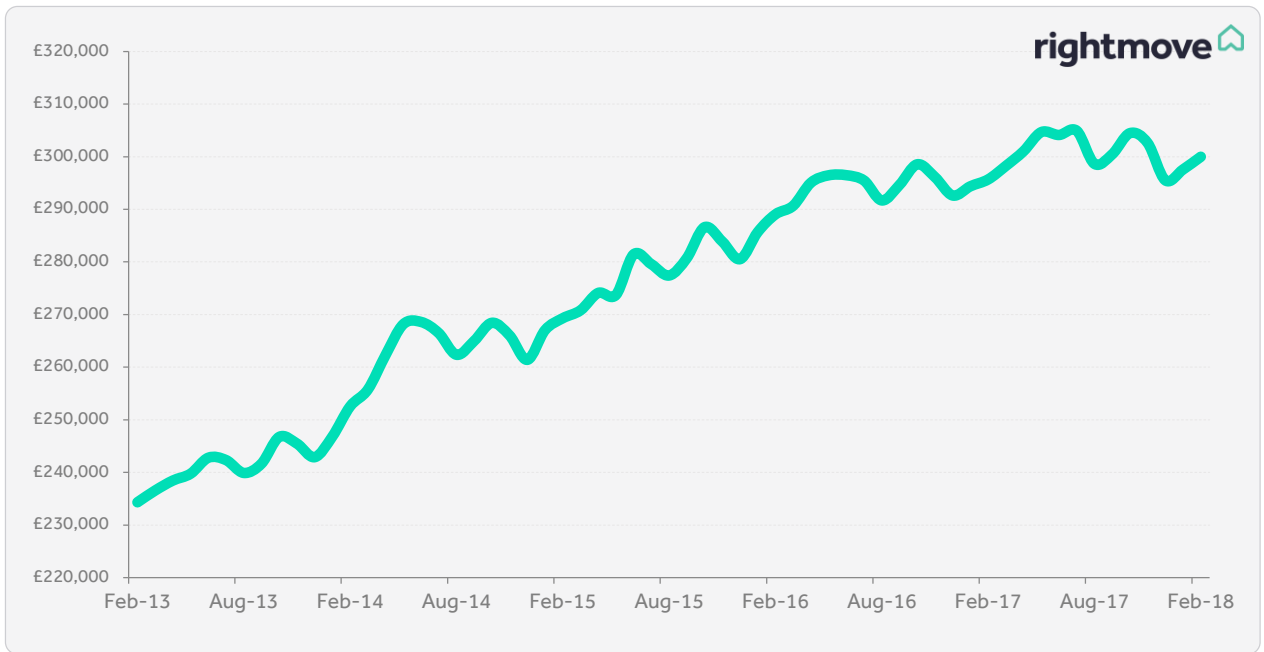


## Average stock per agent (including Under Offer/Sold STC)

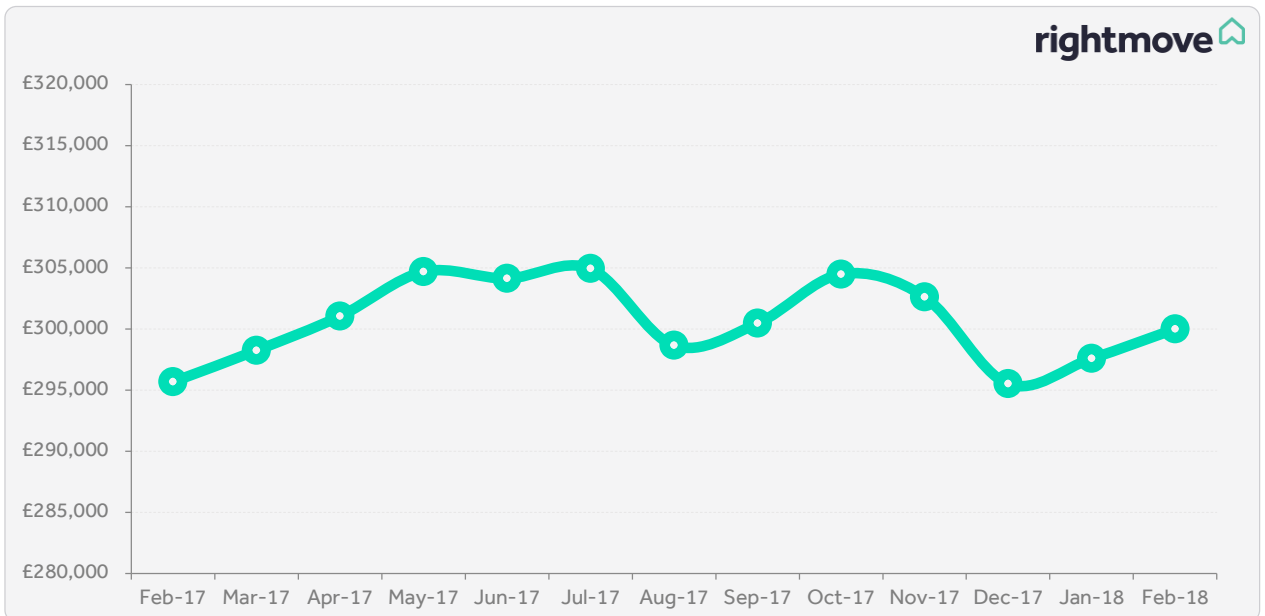


# Asking price trends

## Five year asking price trend

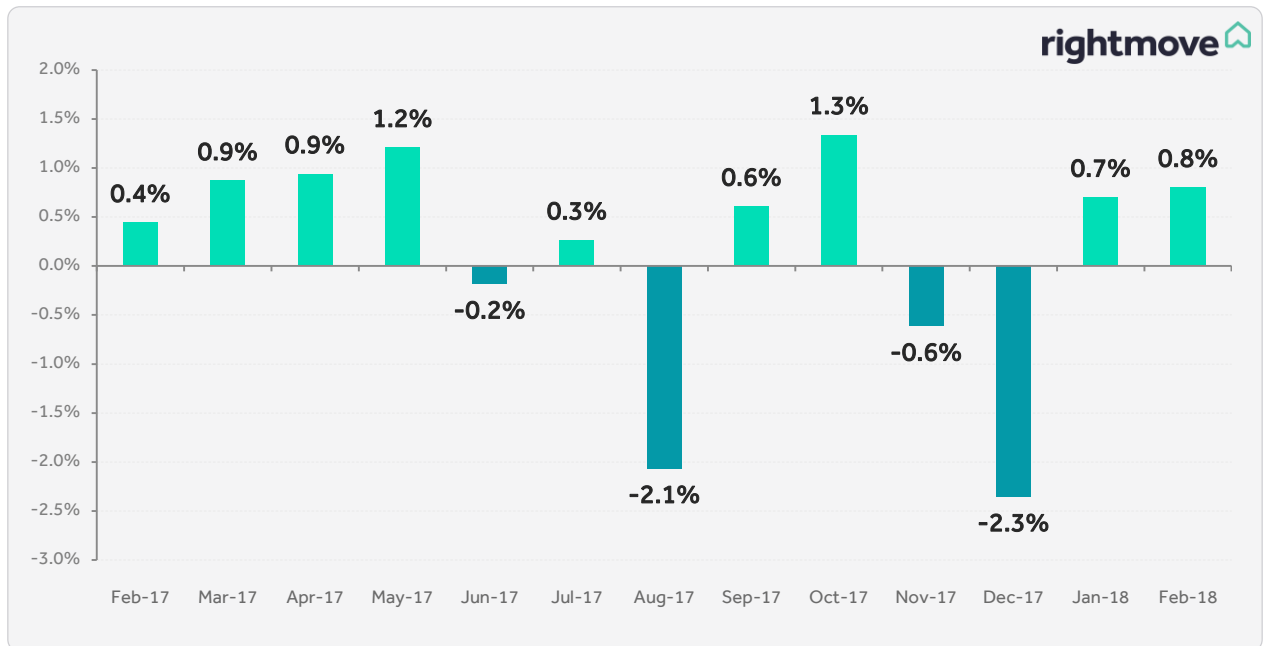


## Monthly asking price trend



# Asking price trends

% monthly change in average asking prices



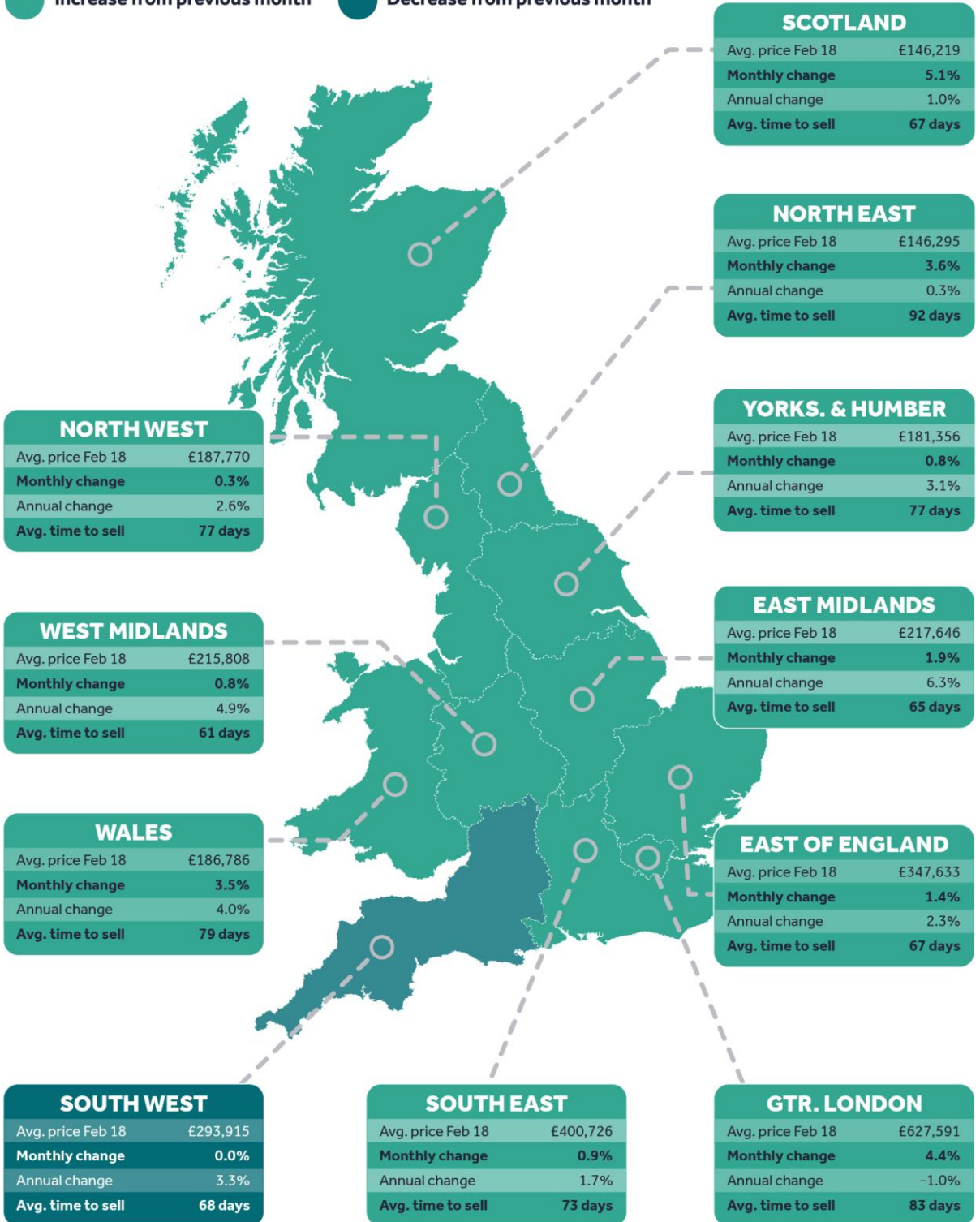
# Regional trends



Increase from previous month



Decrease from previous month

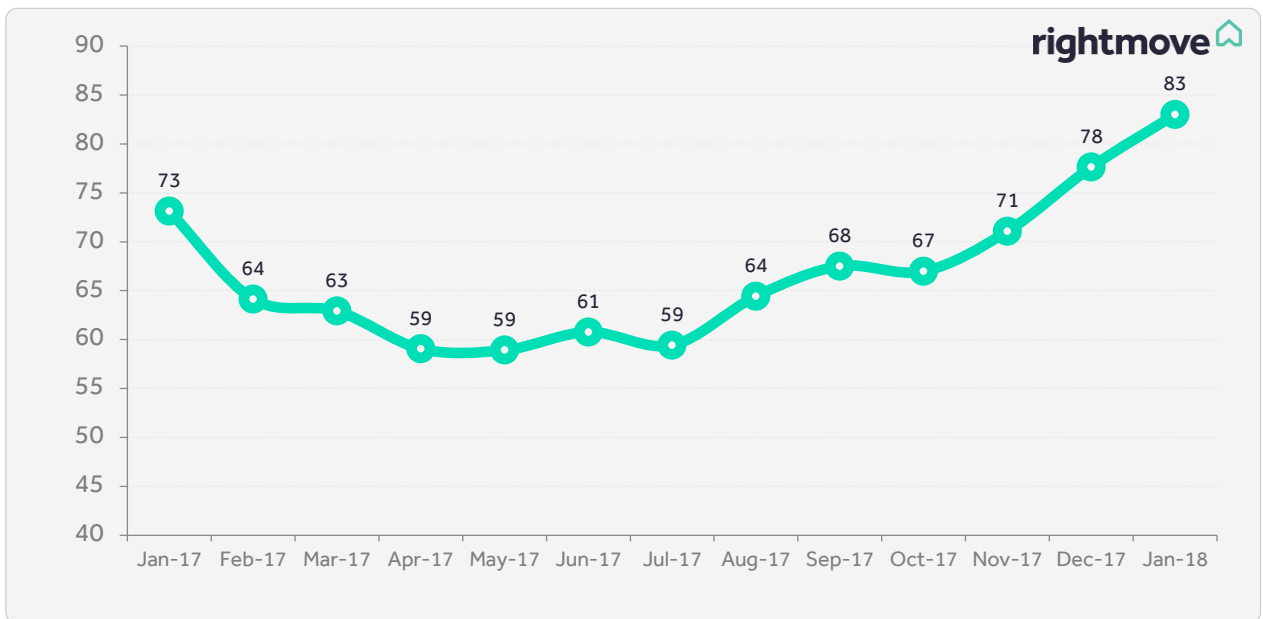




# London trends

Transport for London zones	Avg. price Feb 2018	Avg. price Jan 2018	Monthly change	Avg. price Feb 2018	Annual change
Zone 1	£1,373,384	£1,295,435	6.0%	£1,436,116	-4.4%
Zone 2	£745,819	£704,591	5.9%	£758,882	-1.7%
Zone 3	£601,992	£564,050	6.7%	£603,277	-0.2%
Zone 4	£482,071	£473,576	1.8%	£482,893	-0.2%
Zone 5	£480,897	£465,450	3.3%	£481,427	-0.1%
Zone 6	£491,609	£490,463	0.2%	£482,770	1.8%

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



## London trends

Borough data is now 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 Feb 2018	Monthly change	Annual change
Bexley	£408,466	1.3%	4.2%
Hackney	£654,695	0.2%	3.6%
Barking and Dagenham	£317,065	0.2%	3.0%
Havering	£409,814	0.4%	2.8%
Redbridge	£453,600	0.1%	1.3%
Haringey	£607,736	1.4%	1.0%
Croydon	£440,521	-0.2%	0.8%
Greenwich	£446,158	1.1%	0.5%
Hillingdon	£493,167	1.6%	0.2%
Hounslow	£542,843	-0.8%	0.1%
Newham	£421,531	0.4%	0.0%
Kingston upon Thames	£623,312	0.1%	-0.1%
Bromley	£526,006	0.4%	-0.5%
Southwark	£645,955	0.3%	-0.8%
Sutton	£464,682	0.7%	-0.9%
Hammersmith and Fulham	£940,159	1.2%	-1.7%
Kensington and Chelsea	£1,602,713	2.5%	-1.9%
Lewisham	£470,403	0.7%	-2.4%
Westminster	£1,461,101	3.8%	-2.4%
Waltham Forest	£470,284	-0.4%	-2.4%
Ealing	£552,044	0.6%	-2.7%
Wandsworth	£796,096	-0.2%	-2.8%
Enfield	£446,688	0.4%	-2.9%

Boroughs continued overleaf

## London trends

Borough (continued)	Avg. price Feb 2018	Monthly change	Annual change
Tower Hamlets	£588,847	-1.2%	-2.9%
Barnet	£637,757	0.1%	-3.3%
Harrow	£549,413	0.0%	-3.3%
Brent	£571,722	-0.6%	-3.5%
Islington	£743,566	0.2%	-3.8%
Richmond upon Thames	£811,377	-0.4%	-4.1%
Merton	£621,033	-0.2%	-5.7%
Camden	£978,381	0.1%	-5.8%
Lambeth	£635,376	-1.4%	-7.3%

# Editor's notes

## About the Index:

The Rightmove House Price Index methodology has been updated as of 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 90% 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.

Rightmove measured 134,556 asking prices this month. The properties were put on sale by estate agents from 7<sup>th</sup> January 2018 to 10<sup>th</sup> February 2018 and advertised on Rightmove.co.uk.

## 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 90% 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 over 130 million visits from home movers each month with time on site averaging over one billion minutes per month (Rightmove data, July 2017).