

# Rightmove House Price Index

The largest monthly sample of  
residential property prices

March 2019  
London edition

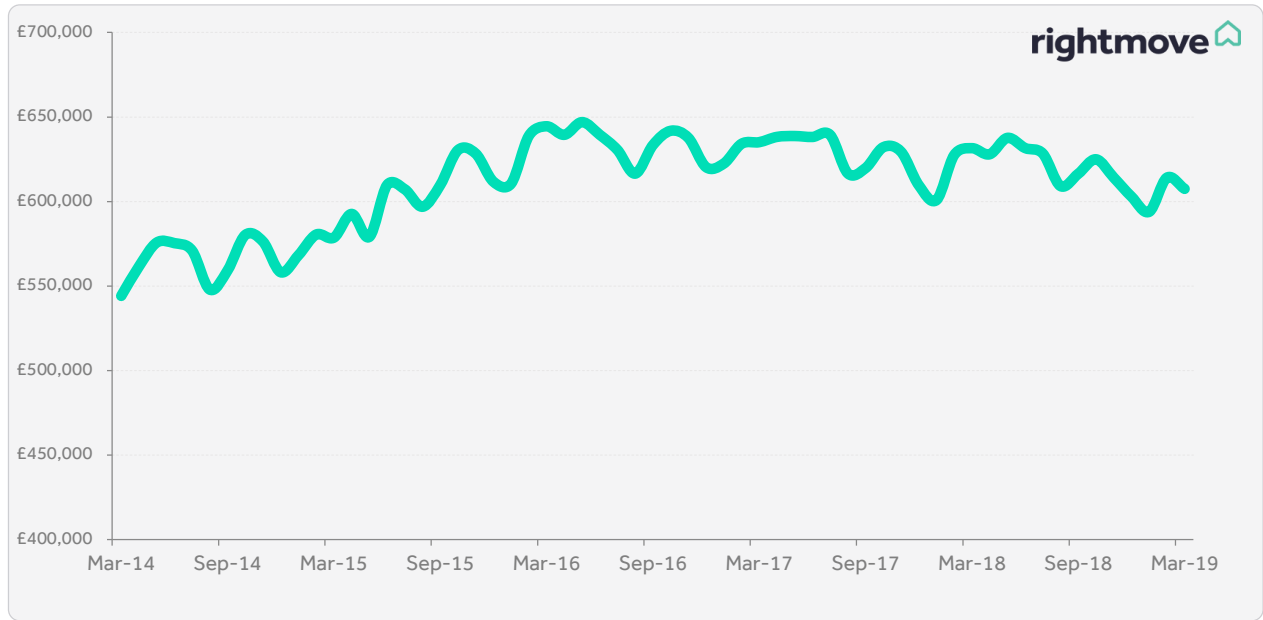


## No spring bounce despite new sellers dropping their prices

- The price of property coming to market in London this month falls by 1.1% (-£6,625)
- Indications are of a slow start to the spring market, as some buyers hesitate and await more certainty around Brexit outcome:
  - This is the first new seller asking price fall at this time of year since 2015
  - Number of sales agreed by estate agents in February was 9.6% below same period in 2018

London average asking prices				
Area	March 2019	February 2019	Monthly change	Annual change
Greater London	£607,557	£614,182	-1.1%	-3.8%
Inner London	£737,524	£759,714	-2.9%	-5.5%
Outer London	£514,046	£510,486	0.7%	-2.2%
Average asking prices by market sector				
Sector	March 2019	February 2019	Monthly change	Annual change
First-time buyers	£470,425	£476,643	-1.3%	-4.4%
Second-steppers	£677,866	£692,070	-2.1%	-2.9%
Top of the ladder	£1,420,611	£1,362,730	4.2%	-2.3%

### Five year London asking price trend



Rightmove measured 110,716 asking prices nationally this month, circa 90% of the UK market. The properties were put on sale by estate agents from 10<sup>th</sup> February 2019 to 9<sup>th</sup> March 2019 and advertised on Rightmove.co.uk.

## Overview

The start of the busy spring market is on hold in London, with the average price of property coming to market falling by 1.1% (-£6,625) this month. This is the first fall at this time of year since 2015, when there was a 0.3% drop, and the largest March fall since 2011.

Miles Shippside, Rightmove director and housing market analyst comments: *"While March marks the start of spring, temperatures have yet to rise in the London housing market. Brexit uncertainty will no doubt have played a part in dampening the usual spring bounce, though this gives a negotiating opportunity for the new crop of buyers who traditionally start looking at this time of year. They will find new seller asking prices on average 3.8% cheaper than a year ago."*

London prices are still 68% higher than ten years ago, so it is little surprise that some buyers are either ruled out of the market or holding back and looking for prices to settle at what they judge as a new level of fair value. As the clock ticks down towards the Brexit deadline it is natural human behaviour for more buyers to hesitate. The number of sales agreed by London's estate agents in February was 9.6% below the same period in 2018, which indicates both hesitation and a lack of buyer affordability.

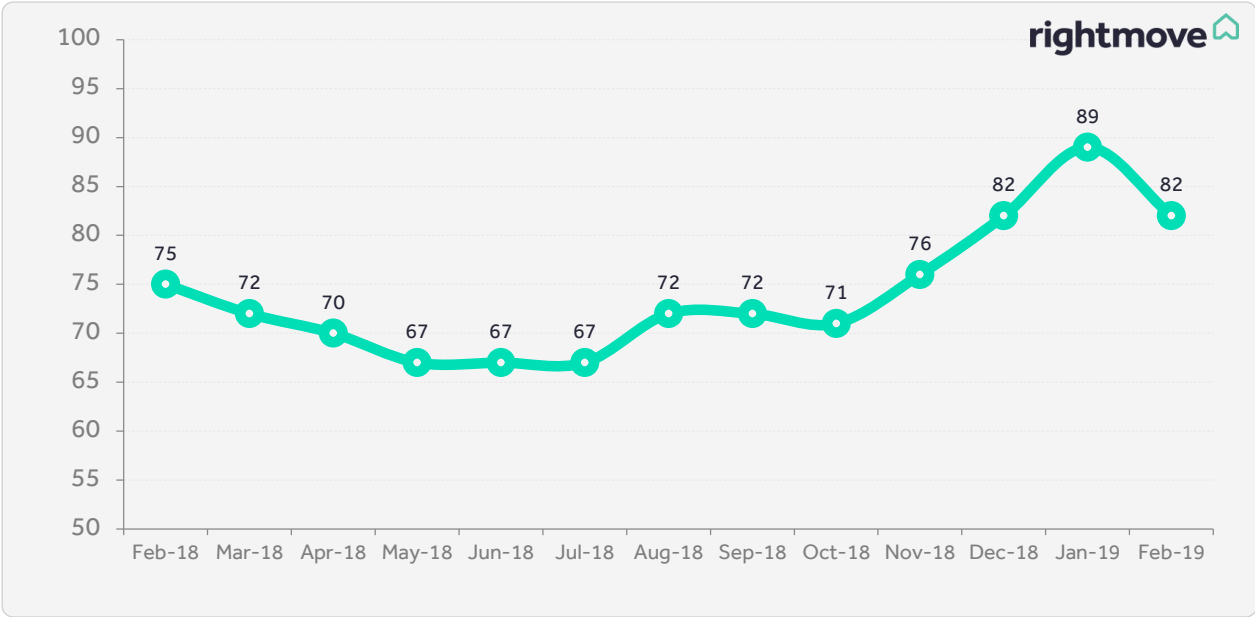
Shippside notes: *"London and some of its commuter belt are suffering from a post-boom hangover, with prices now having to be far more sober to attract buyer interest. The capital had a period of intoxication with a heady mix of high demand, low interest rates and higher salaries. Buying activity remains restrained as some potential buyers await a more settled political climate. This could be a temporary pause, with the possibility of a bounce-back if and when there is a Brexit outcome that gives buyers more confidence and more certainty."*

## Agent's view

Guy Gittins, Managing Director of Chestertons, says: *"It was almost inevitable that the uncertainty of Brexit would drag property prices down in the short term, especially as the date gets closer and many buyers take a 'wait-and-see approach'. However, we have experienced an incredibly busy start to the year, with a sharp increase in buyer registrations, viewings and offers throughout January and February, which reflects pent-up demand and suggests that prices are now at a level that buyers are comfortable buying. I therefore see this month's drop as a temporary blip, and expect prices to recover once the market has more clarity on Brexit. Over the medium-and long-term, London property has outperformed most other asset classes and we believe it will remain a solid investment, regardless of the Brexit outcome."*

# London trends

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



## London trends

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 Mar 2019	Monthly change	Annual change
Havering	£413,633	-0.2%	1.4%
Camden	£984,981	-2.9%	0.1%
Richmond upon Thames	£817,639	1.4%	-0.2%
Bromley	£525,009	0.1%	-0.2%
Redbridge	£451,062	0.1%	-0.3%
Waltham Forest	£475,241	0.0%	-0.5%
Islington	£746,340	0.0%	-0.8%
Merton	£625,222	5.2%	-0.9%
Wandsworth	£797,947	-0.5%	-1.0%
Enfield	£449,134	-0.1%	-1.1%
Ealing	£549,317	2.8%	-1.2%
Haringey	£602,027	1.1%	-1.3%
Bexley	£402,370	-0.1%	-1.4%
Hounslow	£541,993	4.7%	-1.5%
Westminster	£1,415,864	-4.4%	-1.6%
Barking and Dagenham	£310,249	1.0%	-1.8%
Harrow	£542,890	0.4%	-2.0%
Kingston upon Thames	£609,111	1.9%	-2.1%
Barnet	£628,527	2.6%	-2.2%
Hammersmith and Fulham	£916,565	2.7%	-2.6%
Greenwich	£436,208	1.2%	-2.7%
Southwark	£629,457	1.3%	-2.9%
Brent	£563,558	0.6%	-3.2%
Newham	£403,224	-1.0%	-3.5%
Hillingdon	£479,541	-0.1%	-3.6%
Lewisham	£457,310	0.1%	-3.8%
Sutton	£450,856	2.5%	-3.8%
Croydon	£426,030	0.7%	-4.0%
Hackney	£629,757	2.3%	-4.2%
Tower Hamlets	£554,157	-1.9%	-6.1%
Lambeth	£604,351	0.5%	-6.8%
Kensington and Chelsea	£1,509,017	-0.8%	-8.3%

# Editor's notes

## 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 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.

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## 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).