

Rightmove House Price Index

The largest monthly sample of
residential property prices

November 2019
London edition

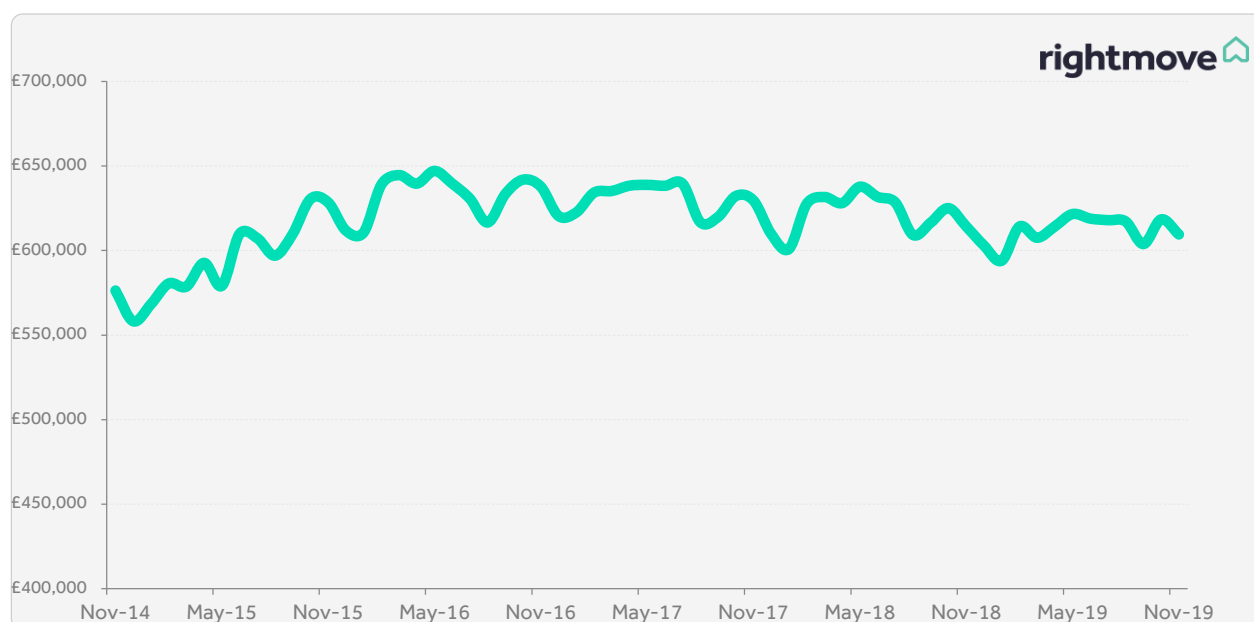


Buyers snapping up scarce properties as sellers stay away

- The average price of property coming to market in London falls by 1.4% (-£8,926) this month, while the number of new sellers falls by 26.9% compared to this time last year
- While seasonal month-on-month price falls are usual at this time of year, the annual rate has improved from last month's -1.1% to -0.8% as London shows further signs of recovery
- Inner London annual rate back in positive territory for only the second time this year
- The number of sales agreed in London puts it in the top three best-performing regions, down by just 0.1% on the same period a year ago despite the political uncertainty
- Average time taken to find a buyer down by 2.8% to 69.2 days, one of only two regions where properties are selling faster when compared with last year

Area	November 2019	October 2019	Monthly change	Annual change
Greater London	£609,506	£618,432	-1.4%	-0.8%
Inner London	£755,250	£764,101	-1.2%	0.1%
Outer London	£503,932	£514,494	-2.1%	-2.1%
Average asking prices by market sector				
Sector	November 2019	October 2019	Monthly change	Annual change
First-time buyers	£481,801	£480,240	0.3%	1.3%
Second-steppers	£688,003	£691,071	-0.4%	0.9%
Top of the ladder	£1,322,963	£1,397,932	-5.4%	-3.7%

Five year London asking price trend



Rightmove measured 83,759 asking prices nationally this month, circa 95% of the UK market. The properties were put on sale by estate agents from 13th October 2019 to 9th November 2019 and advertised on Rightmove.co.uk.

Overview

The average price of property coming to market in London has fallen by 1.4% (-£8,926) this month, while the number of new sellers is down by nearly 27% compared to this time last year. Would-be sellers are not only faced with prices well below the peak of the boom, but also the usual prospect of lower asking prices in the run-up to Christmas. On top of that they now have to factor in the unique autumn combination of a Brexit deadline and a looming general election.

Miles Shippside, Rightmove director and housing market analyst comments: *"Thousands of prospective sellers continue to postpone their marketing plans in the capital. In contrast there is positive news for buyers, with new seller asking prices 1.4% cheaper than last month and 0.8% lower than a year ago."*

In spite of the uncertain political backdrop, London does continue to show signs of recovery. The annual price change has improved from -1.1% last month to -0.8% this month. In addition, Inner London has gone from negative to positive year-on-year price growth for only the second time this year, with new seller asking prices up by a modest 0.1%. The number of sales agreed is virtually unchanged (-0.1%) on a year ago despite the latest Brexit deadline and looming election. And the average time taken to find a buyer for a newly-listed property has fallen by 2.8% compared with the same time last year, to 69.2 days, one of only two regions where properties are selling faster than they were a year ago.

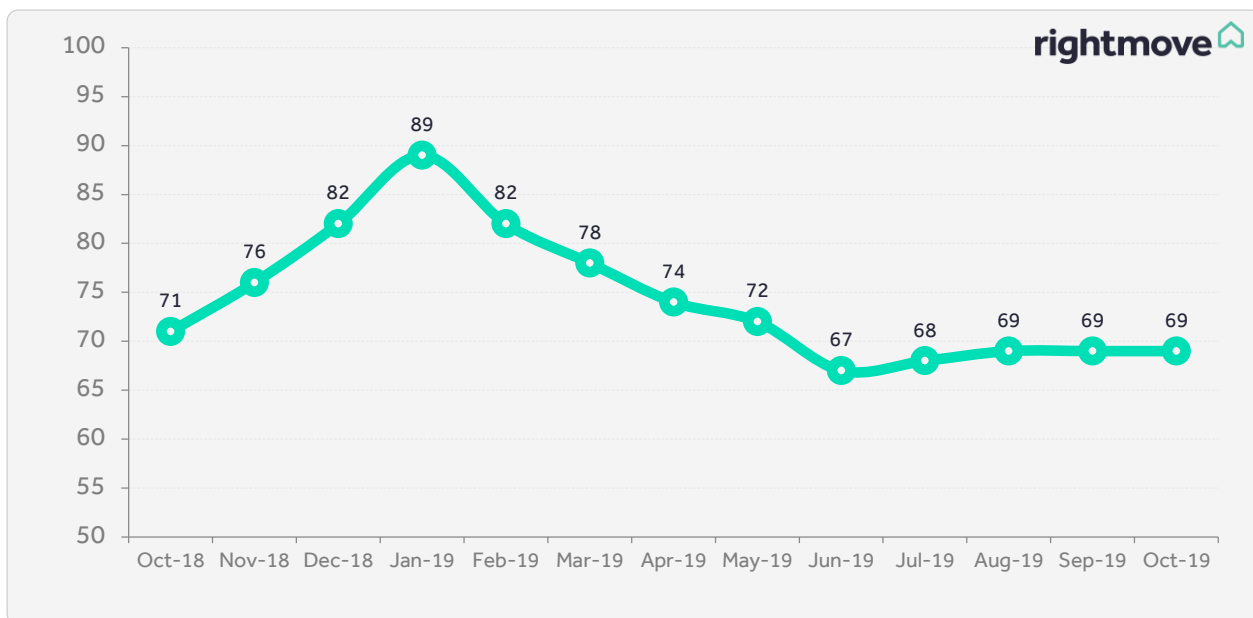
Shippside adds: *"Our monthly poll of the housing market shows a clear swing towards hesitation for prospective sellers, with buyers losing the extra choice that thousands more newly-marketed properties would bring. In spite of this, buyers are voting to continue with their purchasing plans, with the number of sales agreed only marginally down on a year ago. London is the third best region in terms of the year-on-year change in the number of sales agreed."*

Agent's view

Louis Harding, Head of London Residential Sales at Strutt & Parker, said: *"The biggest challenge the London market faces is stock availability and consumer confidence has played a big part in contemplating whether to sell in the current climate. Brexit and its shifting deadlines has created uncertainty and this is further fuelled by the upcoming election. Having said all of that, best-in-class properties are in demand and there is significant competition amongst the buyers who are active. Despite continued uncertainty, we are cautiously optimistic about the market in prime Central London; price expectations between sellers and buyers has aligned and we expect our 2019 transactions numbers to be comfortably up on the previous year. There is real pent up demand too, which is why the Rightmove figures suggest that properties are selling faster; low stock is pushing people who are in a position to move quickly, to make decisions fast and ensure they do not miss out. We remain cautiously optimistic."*

London trends

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



Transport for London zones	Avg. price November 2019	Avg. price October 2019	Monthly change	Avg. price November 2018	Annual change
Zone 1	£1,318,376	£1,356,878	-2.8%	£1,302,512	1.0%
Zone 2	£736,282	£730,639	0.8%	£734,629	0.2%
Zone 3	£565,918	£593,311	-4.6%	£581,978	-2.8%
Zone 4	£471,935	£477,091	-1.1%	£483,930	-2.5%
Zone 5	£465,553	£474,928	-2.0%	£469,775	-0.9%
Zone 6	£487,648	£486,586	0.2%	£493,822	-1.3%

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 November 2019	Monthly change	Annual change
Tower Hamlets	£592,389	3.8%	3.5%
Southwark	£659,973	0.9%	1.6%
Havering	£409,678	0.2%	1.1%
Sutton	£467,618	-0.3%	1.0%
Waltham Forest	£486,268	-0.3%	0.6%
Bexley	£411,276	0.4%	0.3%
Hackney	£631,455	-2.1%	0.1%
Hillingdon	£487,524	1.7%	-0.1%
Newham	£413,010	-0.4%	-0.2%
Bromley	£534,535	0.9%	-0.2%
Barking and Dagenham	£314,691	-0.8%	-0.3%
Barnet	£633,073	-0.5%	-0.3%
Lewisham	£455,224	-1.4%	-0.4%
Redbridge	£457,475	-0.3%	-0.5%
Islington	£750,333	-0.8%	-0.5%
Greenwich	£435,273	-1.9%	-0.7%
Harrow	£550,275	0.3%	-1.0%
Hounslow	£526,360	-0.7%	-1.2%
Croydon	£429,503	-1.3%	-1.2%
Merton	£623,219	-1.0%	-1.6%
Ealing	£544,339	-1.4%	-1.8%
Kensington and Chelsea	£1,570,219	-3.1%	-1.8%
Haringey	£592,041	-3.3%	-2.0%
Camden	£961,367	0.9%	-2.1%
Hammersmith and Fulham	£921,297	1.0%	-2.2%
Westminster	£1,412,920	2.2%	-3.4%
Lambeth	£612,791	-1.5%	-3.6%
Brent	£553,215	-2.6%	-3.9%
Enfield	£440,987	-1.8%	-3.9%
Wandsworth	£757,895	-1.9%	-4.5%
Kingston upon Thames	£579,250	-1.5%	-5.9%
Richmond upon Thames	£802,240	-1.7%	-6.1%

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 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.

Rightmove measured 83,759 asking prices nationally this month, circa 95% of the UK market. The properties were put on sale by estate agents from 13th October 2019 to 9th November 2019 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 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).