

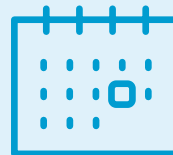
## RESEARCH

# RESIDENTIAL MARKET UPDATE

April 2021

# 40%

Rightmove daily site visits are up 40% in comparison to this time last year



## MARKET OVERVIEW

The Chancellor, in his Budget early in March, continued to support businesses and employees adversely impacted by lockdown and the wider COVID-related restrictions. There were generous giveaways and extensions of current schemes including hospitality tax breaks, the Coronavirus Job Retention Scheme (furlough), the extension of the stamp duty holiday and the new government-backed mortgage guarantee scheme, all aimed at supporting the economy for at least a few more months while the wider economy revs up again and the vaccine rollout makes an even larger positive impact.

The housing market at the start of 2021 was showing signs of cooling down following high levels of transaction activity and price growth during 2020. But remember that most of this data would have been collected prior to the Government's Budget announcement on 3 March. Since then, our Carter Jonas offices have seen a clear pattern of rising buyer enquiries, while the timelier Rightmove house price index also notes a surge in website visits, and we expect a rise in demand will be reflected in many of next month's data releases.

## Sales and lettings prices

- Slightly conflicting data from the major house price indices this month with Nationwide reporting a month on month rise of 0.7% while Halifax registered a fall of 0.1% over the same period. Monthly data can be highly turbulent though and both banks report some robust annual rises of 6.9% (Nationwide) and 5.2% (Halifax). All of the data for these figures will have been collected prior to the Budget announcement in early March and are more reflective of the market conditions when the stamp duty holiday was nearing the end.
- The more timely data from Rightmove captured at least two weeks of data following the stamp duty extension announcement and the portal notes that average asking prices were up 0.8% over last month as demand and enquiries began to soar again.
- Official data in the lettings market shows that rents continue to rise faster in areas outside of London, while rental growth in the capital remains more muted, a trend which is even more acute in the central areas of the city.



## Activity

- Demand continues to surge across our Carter Jonas offices, as new buyer enquiries rose by over a third in March, compared with the four weeks previously. Supply has also increased as market appraisal requests rose by a sharp 74% over the same period. Nevertheless, there is still quite an imbalance between the number of buyers looking and the number of new instructions, and this imbalance has increased by over 20% over the last four weeks.
- The last four weeks have seen a mixed level of enquiries across our regional offices; our central offices (including Northampton, Suffolk and Cambridge) had enquiries jump by nearly 50% compared with the four weeks prior, while our southern locations have seen enquiries drop by almost a quarter. Encouragingly, London enquiries upticked slightly after several weeks of declines.
- January's mortgage data from Bank of England shows approvals were down for the second month in a row. Despite this, the monthly figure of 99,000 is still more than 50% above the average monthly approvals over the last decade.

- Property portal website Rightmove notes in their latest report that the number of potential buyers enquiring about individual properties on their site was at a record high over the last month. Enquiries were one-third above the same period last year which was itself an active period (before lockdown). They go on to say that daily visits to their site up 40% over the same four weeks one year ago.

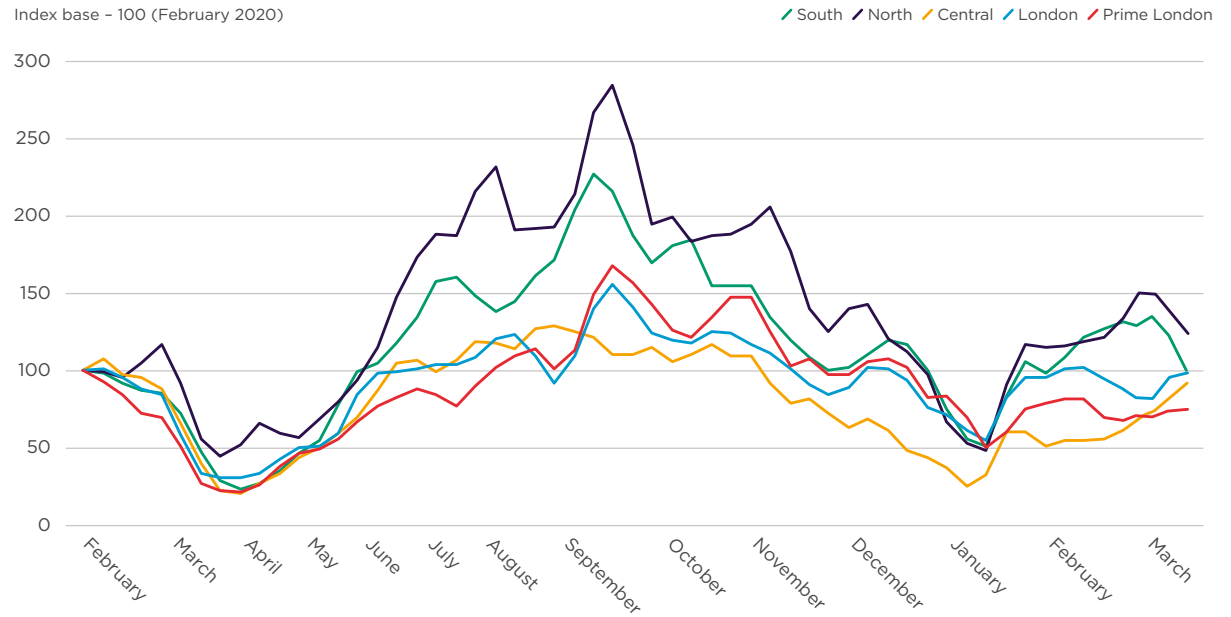


### DEMAND CONTINUES TO SURGE ACROSS OUR CARTER JONAS OFFICES, AS NEW BUYER ENQUIRIES ROSE BY OVER A THIRD IN MARCH

- Supply and demand issues dominate the rental market; there continues to be shortages of stock across our regional country markets as many lettings stock has moved onto the sales market. Demand however is extremely strong as both buyers and vendors, eager to break out of sales chains, are moving into the rental markets as a stop gap.

**Figure 1** Enquiry levels, Carter Jonas offices

Source: Rightmove, Zoopla, Carter Jonas research





## OFFICIAL HOUSE PRICE DATA

HM Land Registry  
January 2021

Source: HM Land Registry

Carter Jonas location	Average Price	Monthly Change (%)	Annual Change (%)
Winchester	£454,139	0.4%	11.3%
Leeds	£210,315	1.7%	11.0%
Wiltshire	£296,112	1.4%	9.6%
Somerset	£257,328	1.3%	8.4%
West Oxfordshire	£348,363	1.7%	8.2%
York	£276,968	1.8%	8.1%
<b>England</b>	<b>£266,532</b>	<b>-0.6%</b>	<b>7.5%</b>
<b>United Kingdom</b>	<b>£249,309</b>	<b>-0.5%</b>	<b>7.5%</b>
South Oxfordshire	£439,703	-2.4%	7.5%
Outer London	£450,618	0.7%	6.6%
Bath and North East Somerset	£352,732	-4.8%	5.8%
Northamptonshire	£240,899	0.3%	5.7%
Vale of White Horse	£377,362	2.0%	5.7%
Suffolk	£258,956	-0.4%	5.7%
London	£501,320	0.1%	5.3%
South West London	£689,151	1.3%	5.1%
Harrogate	£305,685	2.1%	5.0%
Cambridgeshire	£307,069	1.3%	4.9%
South Cambridgeshire	£401,579	4.2%	4.7%
Inner London	£600,310	0.7%	3.7%
Oxford	£442,448	0.2%	3.3%
West Berkshire	£359,729	-1.3%	3.1%
Northampton	£217,672	-1.8%	2.2%
Cambridge	£437,052	-1.6%	1.7%
Prime Central London	£1,135,124	0.3%	-0.1%



## MONTHLY CHANGE IN ENQUIRY LEVELS BETWEEN FEBRUARY AND MARCH, 2021

**12%**  
PRIME LONDON

**12%**  
LONDON

**-24%**  
SOUTH

**49%**  
CENTRAL

**-6%**  
NORTH

### We're closely analysing what happens next

We're monitoring the market so we can get you the best possible price for your property. If you're keen to sell your property as soon as possible or simply curious to know what it's worth during these changing times **CLICK HERE** to book a complimentary market appraisal.

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### ABOUT CARTER JONAS

Carter Jonas LLP is a leading UK property consultancy supported by a national network of 33 offices and 800 property professionals. Our team is renowned for their quality of service, expertise and the **simply better advice** they offer their clients.

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