

## RESEARCH

# RESIDENTIAL MARKET UPDATE

February 2021



# 7.3%

average annual growth in house prices

(Source: Nationwide)

## MARKET OVERVIEW

2020 will certainly be a year to remember for all the wrong reasons, and it was not kind to many people or businesses, but through it all the housing market was one of the few shining beacons. House price growth ended the year on a high with figures ranging from 6% to 7.3% annually while activity continued to

soar. The start of 2021 continues this trend, with activity still very robust as households re-evaluate their housing requirements and constraints under lockdown, while others try desperately to take advantage of the stamp duty holiday by squeezing a sale in before it comes to an official end.

## Sale Prices

- The end of 2020 saw house prices continue to rise with Nationwide citing an average annual growth of 7.3%, their highest recorded rate in over six years while Halifax also reported a strong annual growth of 6.0% in December.
- Unlike Nationwide, Halifax's reported price growth was down over November's figure, but this might be due to the 'Boris bounce' that occurred in the property market in December 2019. We may begin to note this trend over the coming few months as the start of 2020 was a strong one in the housing market, before the start of the pandemic affected things in March.
- The property website Rightmove reports in their January update that asking prices dipped slightly

compared with December but were still up 3.3% annually. For the second consecutive month asking prices dropped as vendors try to lure buyers into a sale before the stamp duty holiday comes to an end in just eight weeks.

# 75%

rise in enquiry levels, compared with December

(Source: Carter Jonas)



## Activity

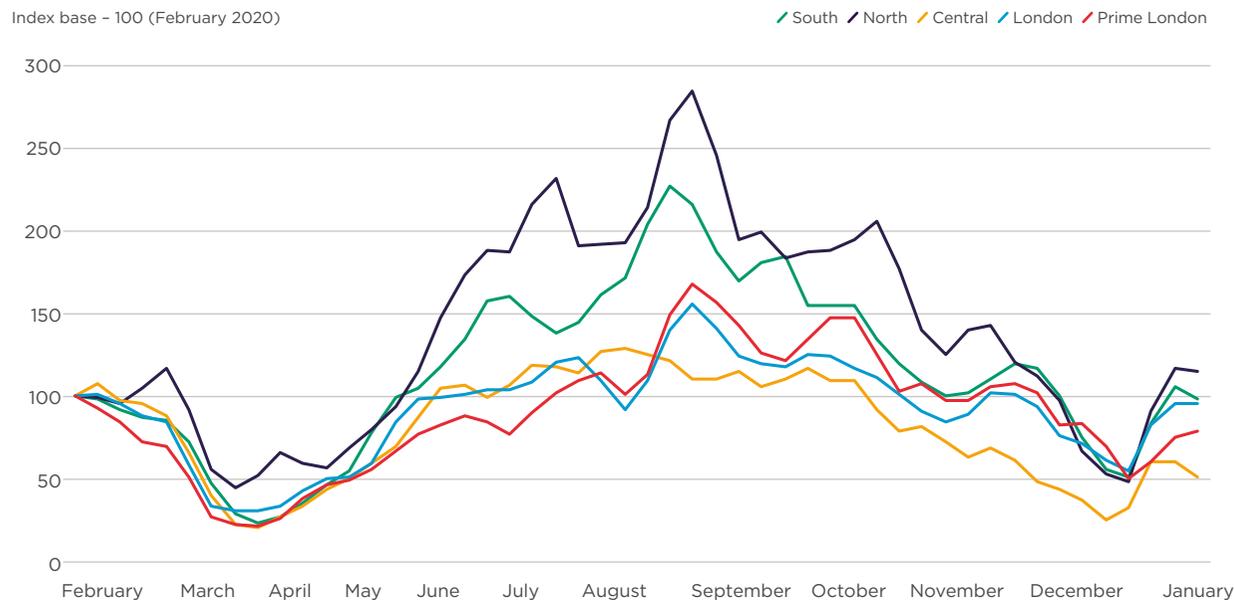
- Following a slowdown of enquiries during the Christmas holiday period all of our Carter Jonas offices then saw quite a spike in demand as enquiry levels rose by an average of 75% compared with December.
- Enquiries turned into registrations quickly, and our offices saw an increase of 32% in new buyer registrations and a 36% increase in new tenant registrations during January, compared with December 2020. Clearly demand is still strong and this translated into a 17% increase in viewings during January. We wait eagerly to see whether the next eight





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

Source: Rightmove, Zoopla, Carter Jonas research



weeks will see a further flurry of offers or whether the strong levels of activity we have seen over the past eight months begins to soften.

- Consumers took out another record-busting number of mortgages during November in England; with nearly 105,000 mortgages approved during the month this is 61% more than November 2019 and the highest monthly figure in over 13 years.

- Rightmove reported that 2021 has been the busiest start to a year they have ever seen with visits to their website up 30% on the same time in 2020 (reported during the third week of January). They go on to note that people contacting estate agencies about properties for sale (via their site) was up 11% while those looking to rent are enquiring 22% more than the same time last year.



**Rightmove reported that 2021 has been the busiest start to a year they have ever seen**

## OFFICIAL HOUSE PRICE DATA

HM Land Registry  
November 2020

Carter Jonas location	Average Price	Monthly Change (%)	Annual Change (%)
Bath and North East Somerset	£382,149	4.7%	14.5%
Prime Central London	£1,208,639	6.9%	12.2%
London	£513,997	4.0%	9.7%
York	£276,971	4.3%	9.0%
Leeds	£203,868	1.1%	8.0%
<b>England</b>	<b>£266,742</b>	<b>1.2%</b>	<b>7.6%</b>
<b>United Kingdom</b>	<b>£249,633</b>	<b>1.2%</b>	<b>7.6%</b>
South West London	£699,026	1.8%	7.3%
Inner London	£612,547	2.1%	7.2%
Vale of White Horse	£378,022	0.5%	7.0%
Suffolk	£262,430	2.5%	7.0%
South Oxfordshire	£438,087	-2.8%	6.4%
South Cambridgeshire	£397,134	1.6%	6.2%
Somerset	£251,099	0.6%	5.9%
Outer London	£446,123	1.2%	5.4%
Northamptonshire	£239,345	1.1%	5.0%
West Berkshire	£363,077	-0.3%	4.8%
Wiltshire	£285,173	-0.2%	3.9%
Cambridgeshire	£302,602	0.4%	3.1%
Northampton	£220,163	2.0%	2.9%
Harrogate	£297,513	1.8%	2.6%
Cambridge	£445,376	0.5%	2.2%
Winchester	£421,796	-1.8%	1.8%
West Oxfordshire	£338,696	-2.9%	1.7%
Oxford	£420,590	-4.9%	0.1%

Source: HM Land Registry



Follow us on Twitter, LinkedIn  
and Instagram @carterjonas



Carter Jonas



## MONTHLY INCREASE IN ENQUIRY LEVELS BETWEEN DECEMBER 2020 AND JANUARY 2021



### 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.

**Lisa Simon** Partner,  
Head of Residential  
lisa.simon@carterjonas.co.uk

**Leslie Schroeder**  
Head of Residential Research  
leslie.schroeder@carterjonas.co.uk

**020 7518 3200**  
**One Chapel Place**  
**London**  
**W1G 0BG**  
**chapelplace@carterjonas.co.uk**

Sources: Carter Jonas Research, Halifax, Nationwide, ONS, Rightmove, Zoopla

### 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.

© Carter Jonas 2021. The information given in this publication is believed to be correct at the time of going to press. We do not however accept any liability for any decisions taken following this report. We always recommend that professional advice is taken.

