

MALVERN

SALES MARKET INSIGHT - 2017

Prime Market Update

Since the financial crisis, a trend seen across housing markets in the UK has been the rise of prime town and city locations, many of which have outperformed the wider prime market. Access to good transport links, amenities and good schooling – both state and private – has driven demand

in such locations and helped underpin pricing. Malvern has been no exception. Sale prices in the town have risen by just under 5% in the past year, well above the 0.2% growth seen across the prime market over that time. Over the past five years, prices have risen by around 27%.

Charles Probert, Malvern Town Sales

“Prospective home buyers are drawn to Malvern’s good amenities, easy access to the motorway network and a direct rail link to London. More recently, flexible working patterns mean purchasers are increasingly willing to look outside traditional commuter zones. There has been a growing imbalance between stock and demand in 2017, with relatively few family houses offered for sale. Many of the large Victorian properties in Malvern have been converted to apartments or are used as school boarding houses. When family houses do come to the market, they are hastily snapped up, often under competition.”

FIGURE 1

Malvern: Fact file

+4.9% price change in the year to August 2017

+27.3% price change in the five years to August 2017

FIGURE 2

Property type Malvern, all stock

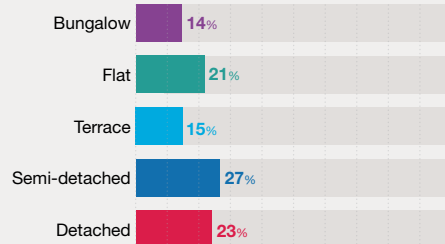
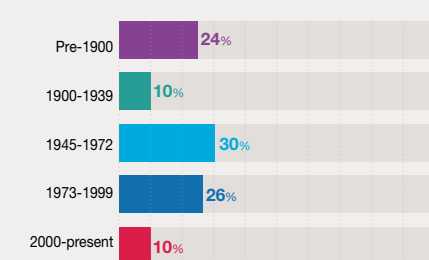


FIGURE 3

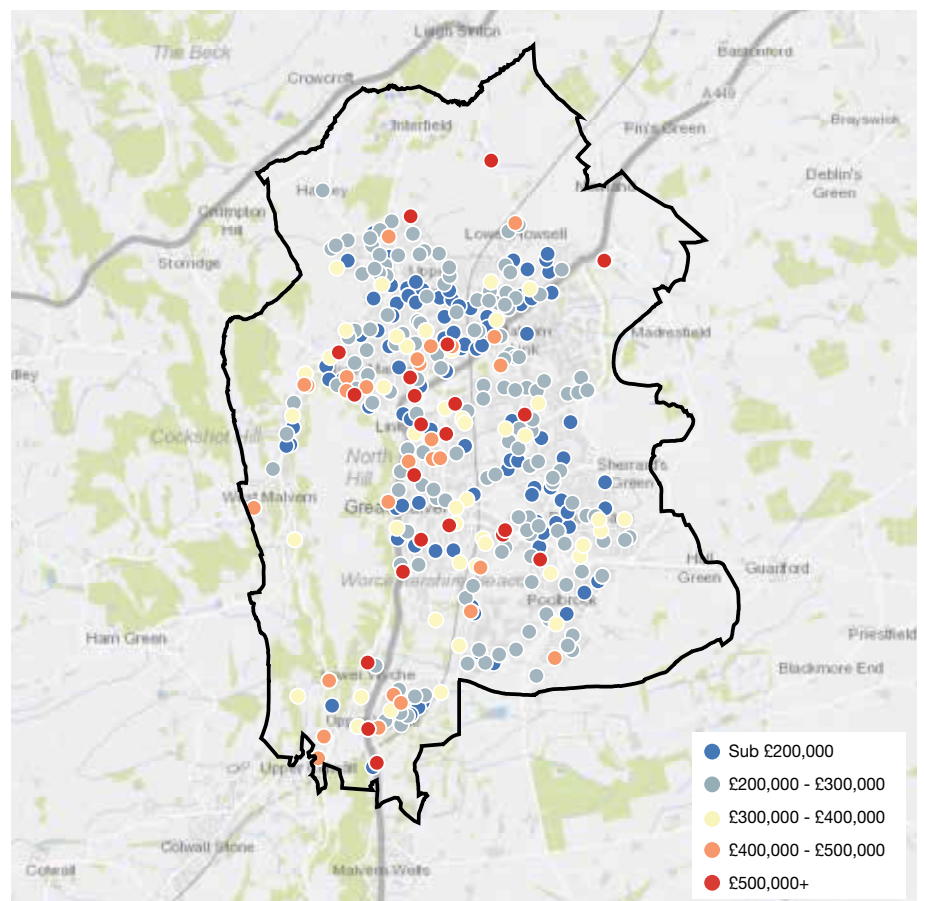
Property age Malvern, all stock



Source: Knight Frank Research

FIGURE 4

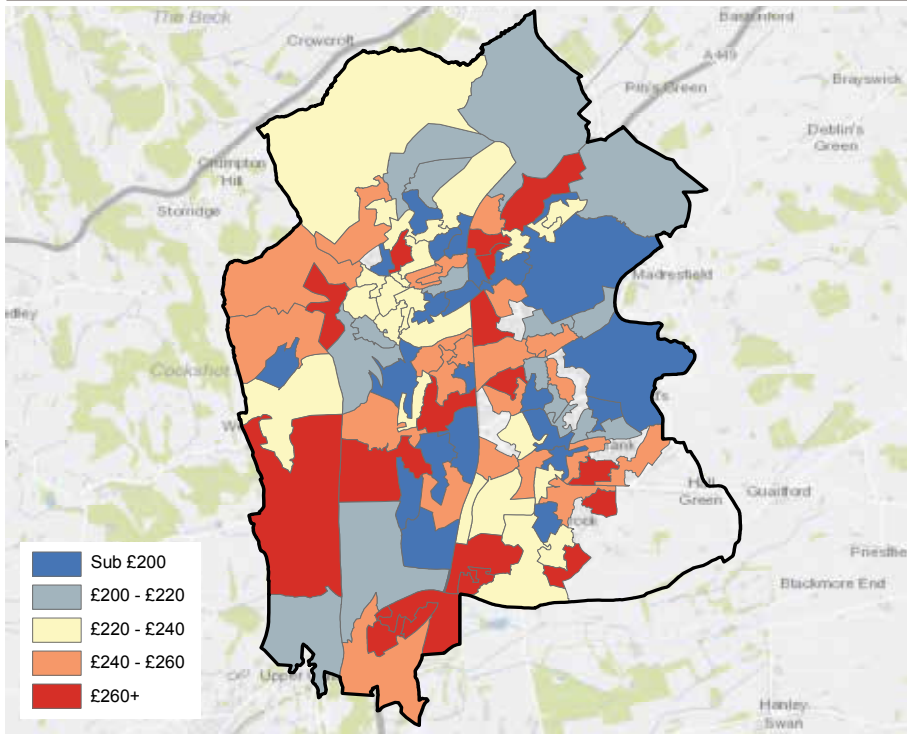
Property prices in Malvern Achieved prices, 3 years to August 2017



Source: Land Registry

MALVERN SALES MARKET INSIGHT 2017

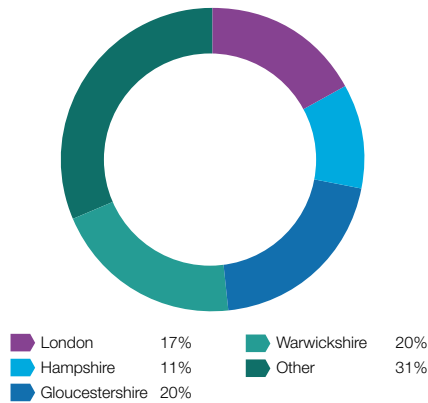
FIGURE 5
£/psf in Malvern Year to August 2017



Source: Land Registry / EPC

FIGURE 6
Where do buyers move from?

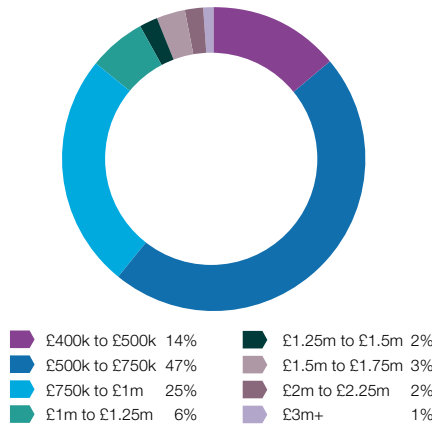
Buyers who are moving from outside Worcestershire (Jan 16 - Sept 17)



Source: Knight Frank Research

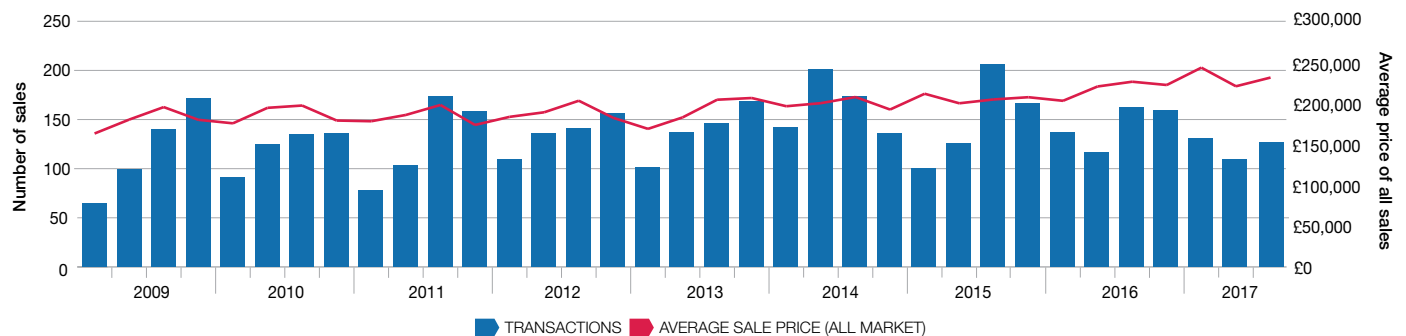
FIGURE 7
What do our buyers spend?

Jan 16 - Sept 17, excluding sales



Source: Knight Frank Research

FIGURE 8
Transaction volumes and pricing data in Malvern



Source: Knight Frank Research / Land Registry

MALVERN TOWN SALES



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