

HASLEMERE

SALES MARKET INSIGHT – 2018

Market update

One trend which unites many markets across the UK is a growing imbalance between supply and demand. Haslemere has been no exception. An analysis of local listings data showed a 5% fall in the number of homes listed for sale above £500,000 in 2017 compared with 2016. Vendors have been prepared to take a 'wait and see'

approach following changes to stamp duty and uncertainty over Brexit. However, demand has picked up over this time. Knight Frank figures showed a 32% increase in the number of new prospective buyers registering their interest in buying a home between January and November, and an 8% increase in the number of viewings conducted over the same period.

Morten Boardman, Haslemere Sales

"The market for properties valued up to £1.25m has been strong over the last 12 months, especially in the town centre. Demand from buyers moving locally, as well as from families relocating from London attracted by the extra space and relative value compared with the capital, has resulted in competition for the very best homes. Above this level, sales are being agreed, though higher rates of stamp duty following reforms in 2014 and 2016 have made buyers increasingly price sensitive."

FIGURE 1

Haslemere: Fact file

3.0% prime price change in the year to August 2017

4.4% prime price change in the five years to August 2017

FIGURE 2

Property type Haslemere, all stock

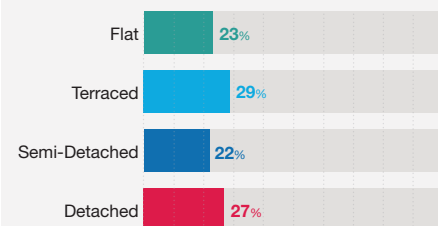
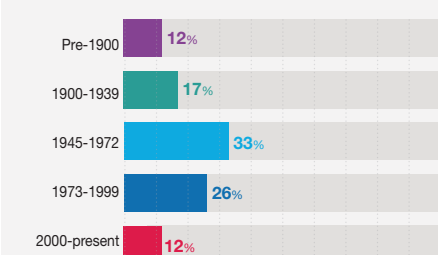


FIGURE 3

Property age Haslemere, all stock

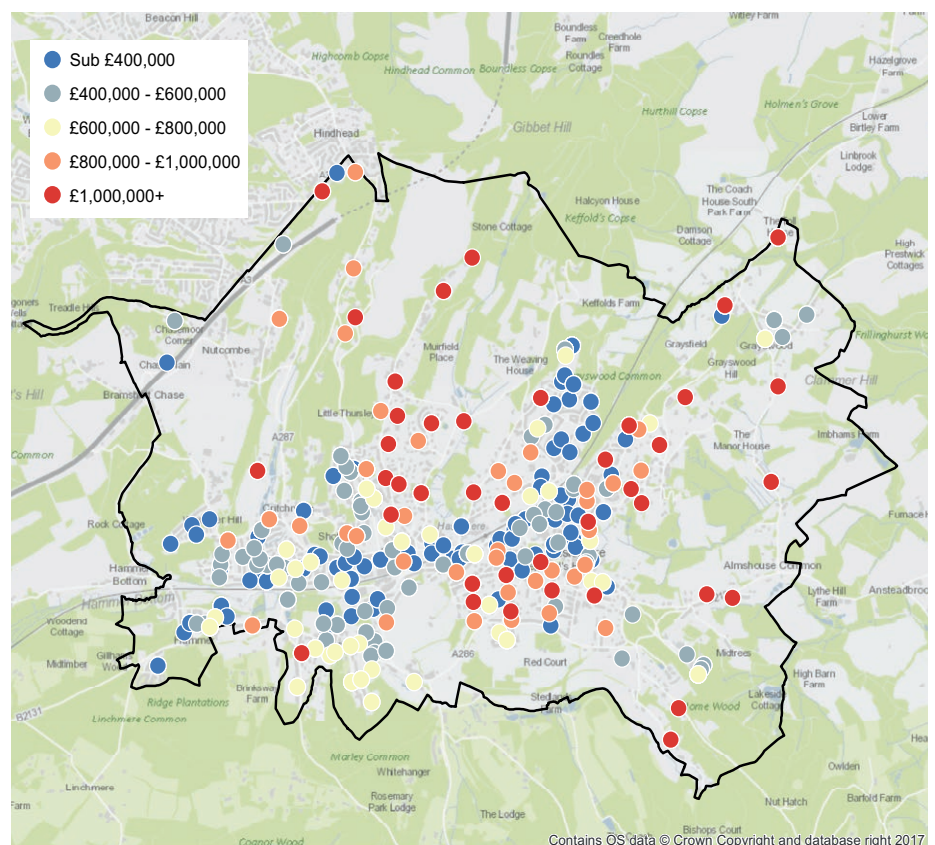


Source: Knight Frank Research

FIGURE 4

Property prices in Haslemere

Achieved prices, 3 years to August 2017



Source: Land Registry

HASLEMERE SALES MARKET INSIGHT 2018

FIGURE 5
£/psf in Haslemere Year to August 2017

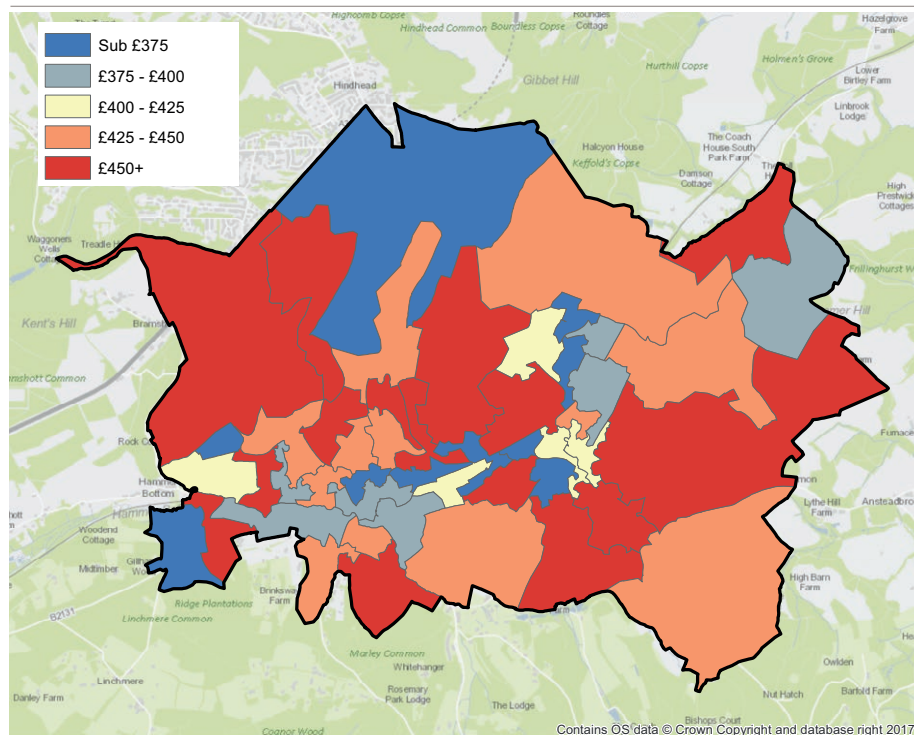


FIGURE 6
Where do buyers move from?
Buyers who are moving from outside Haslemere (January 2015 to December 2017)

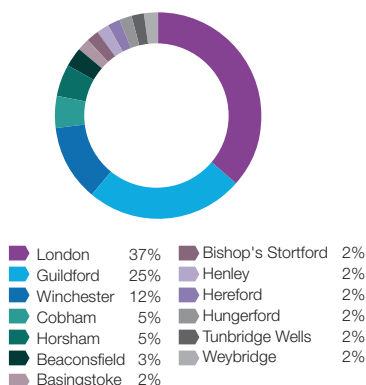
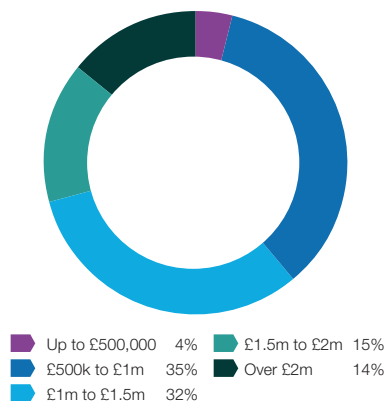


FIGURE 7
What do our buyers spend?
(January 2015 to December 2017)



HASLEMERE SALES



Morten Boardman
Negotiator
+44 14 2877 0563
morten.boardman@knightfrank.com

RESIDENTIAL RESEARCH



Oliver Knight
Associate
+44 20 7861 5134
oliver.knight@knightfrank.com

PRESS OFFICE



Celia Welham
+44 20 7861 1033
celia.welham@knightfrank.com



Important Notice

© Knight Frank LLP 2018 – This report is published for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented in this report, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this document. As a general report, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this report in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.

FIGURE 8
Transaction volumes and pricing data

