



# ASCOT SALES MARKET INSIGHT – 2018

## Market update

In line with wider housing market trends, price growth in Ascot has moderated over the last 12 months. Values increased 4.8% annually to September, down from 8.9% in 2016 Land Registry data shows. This has been accompanied by a slight slowdown in sales in some areas, though as the graph overleaf

shows they remain robust overall. This mirrors the performance of a number of prime markets outside of London which have had to adjust to political uncertainty and policy changes in recent years. While the general trend in Ascot has been towards moderation, a shortage of new supply locally is likely to underpin pricing going forward.

## Neil MacLean, Senior Negotiator

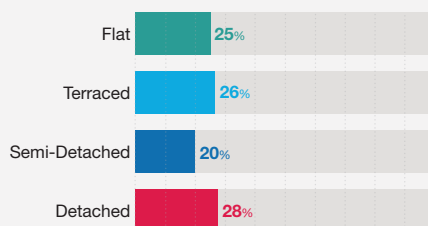
“Demand in Ascot is traditionally driven by our excellent local schools, internationally renowned sporting venues, as well as good transport links back into London. Homes valued between £500,000 and £1.5m have been the most sought after over the past 12 months, though we have also seen a pick-up in the market above £2.5m – especially where buyers perceive good value. At this level, higher rates of stamp duty mean that pricing remains key to achieving a sale, something that will continue to be the case as enter into 2018.”

## Ascot: Fact file

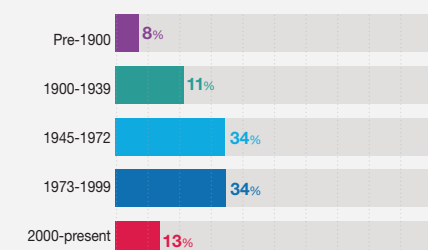
**4.8%** price change in the year to September 2017

**37.6%** price change in the five years to September 2017

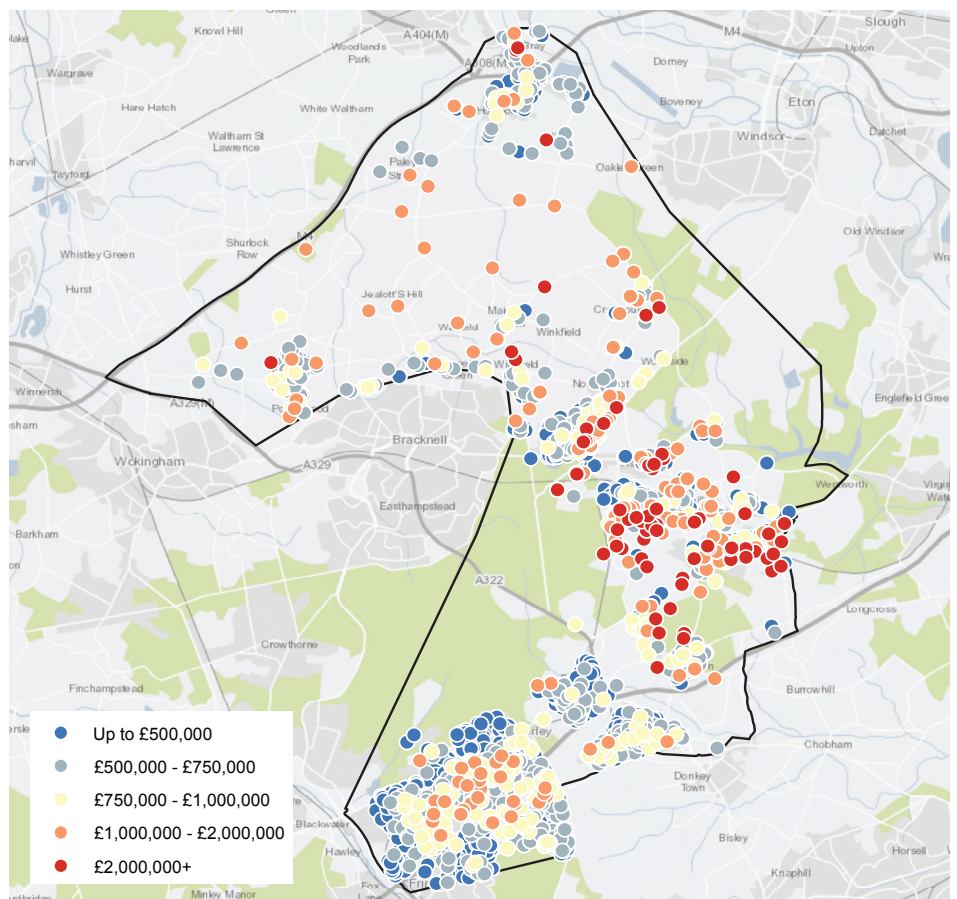
## Property type Ascot, all properties



## Property age Ascot, all properties

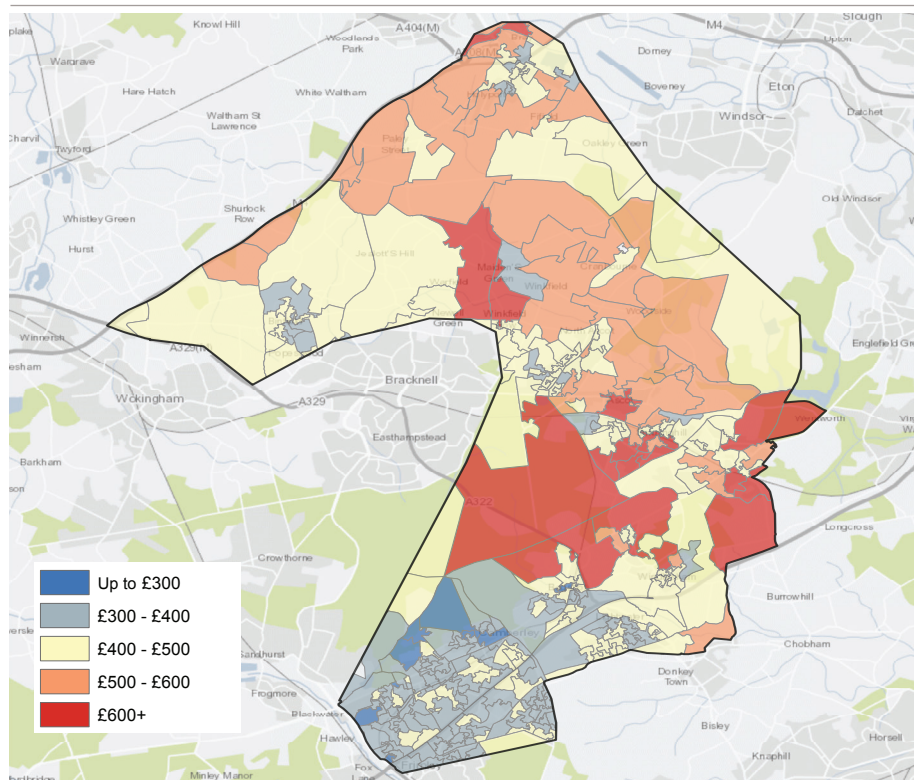


## Property sales in Ascot Achieved prices, 3 years to December 2017



## ASCOT SALES MARKET INSIGHT 2018

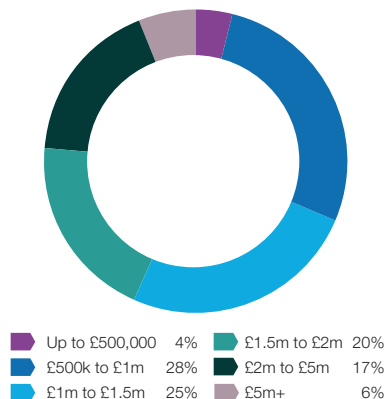
Average £psf in Ascot Transactions in the year to December 2017



Source: Land Registry / EPC

### What do our buyers spend?

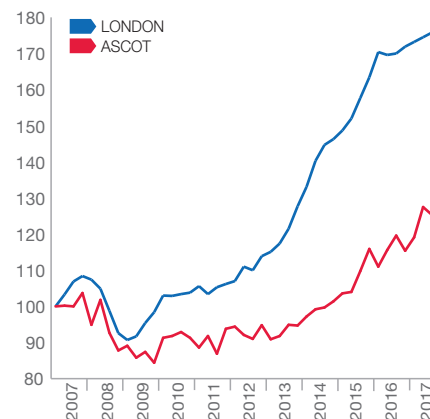
Ascot, 2017



Source: Knight Frank Research

### Price growth compared

Indexed 100 = Jan 2007



Source: Land Registry

### ASCOT SALES



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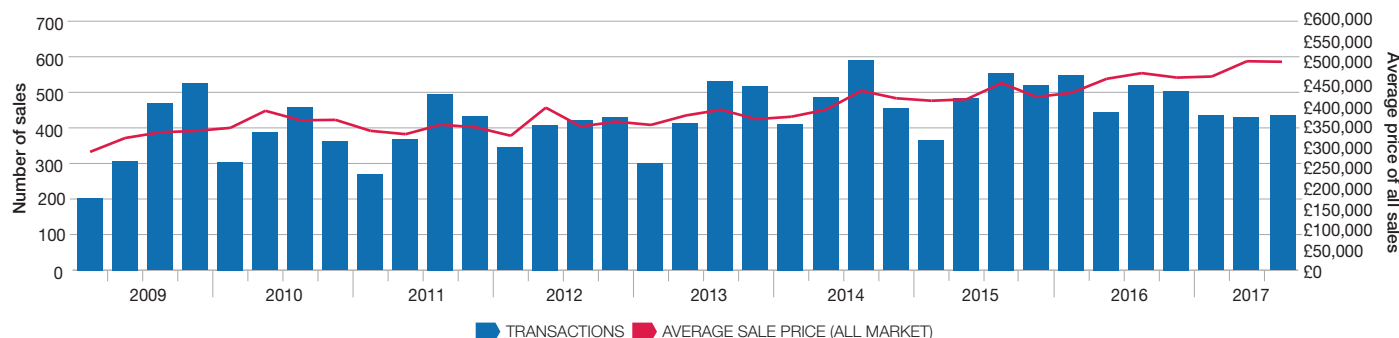
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### Transaction volumes and pricing data in Ascot



Source: Knight Frank Research / Land Registry

Note: Variations in average sold prices between different time periods reflect stock sold and do not necessarily indicate price growth