

# BASINGSTOKE AND SURROUNDS

## SALES MARKET INSIGHT 2018

### Market update

Price growth across the UK has been relatively subdued over the past 12 months and prime markets in and around Basingstoke have been no exception. Prime values have been relatively unchanged in the first three months of 2018, rising 0.4%, according to Knight

Frank data. Price growth has been muted as markets continue to adjust to the high cost of stamp duty. Knight Frank figures suggest that 2018 has started positively, with a year-on-year increase in new prospective buyers registering and the in number of properties sold subject to contract in the first quarter.

### Mark Potter, Head of Knight Frank's Basingstoke office

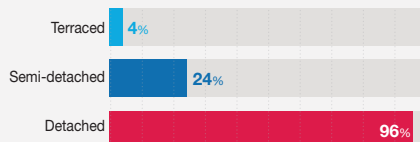
"While demand has picked up since the start of the year, there is still a general lack of new stock coming to the market and this has helped underpin pricing. There have been cases of competitive bidding when well presented, correctly priced properties are offered for sale. Nearly 30% of our buyers last year were moving from London, often commuting to the city on a daily basis. From next year, Crossrail trains will be running from nearby Reading to central London on a regular basis, which could help drive demand in nearby towns and villages."

### Fact file

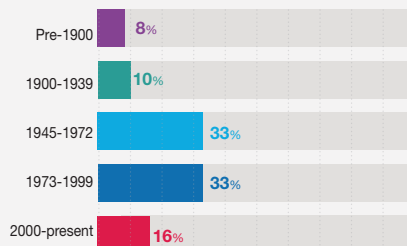
**-2.3%** Annual prime price change to March 2018

**0.4%** Three-month prime price change (January-March 2018)

### Property type (% of sales above 500,000, excluding flats)

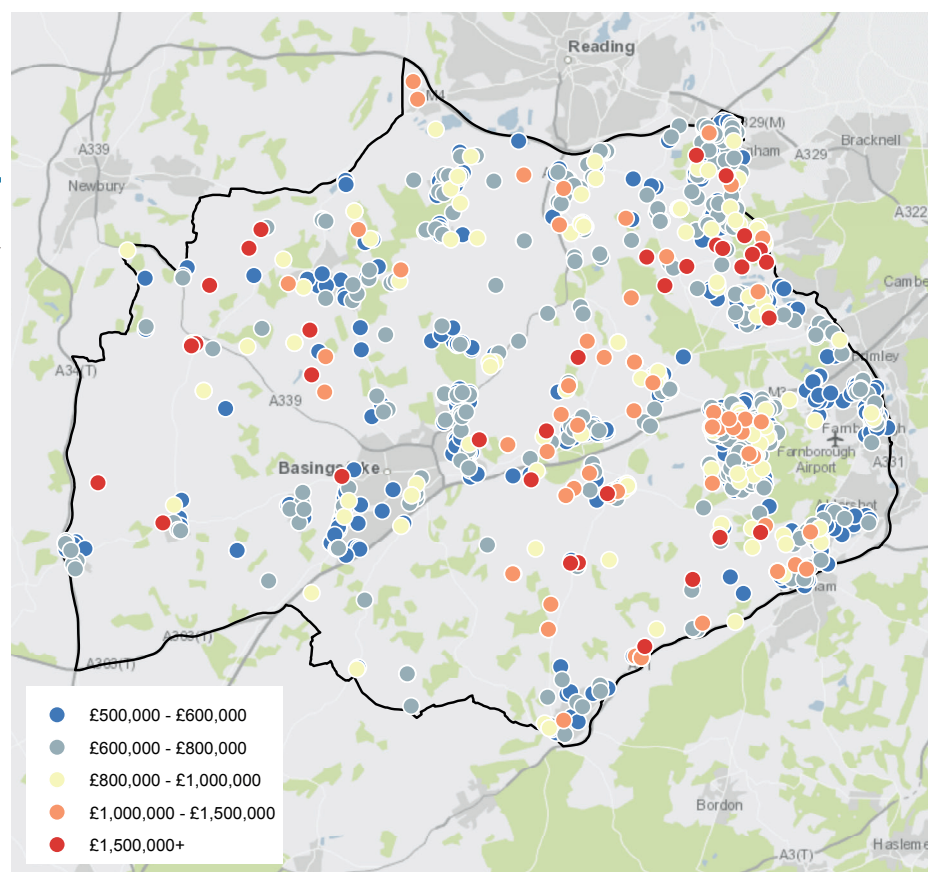


### Property age All properties



### Property sales in Basingstoke and surrounding area

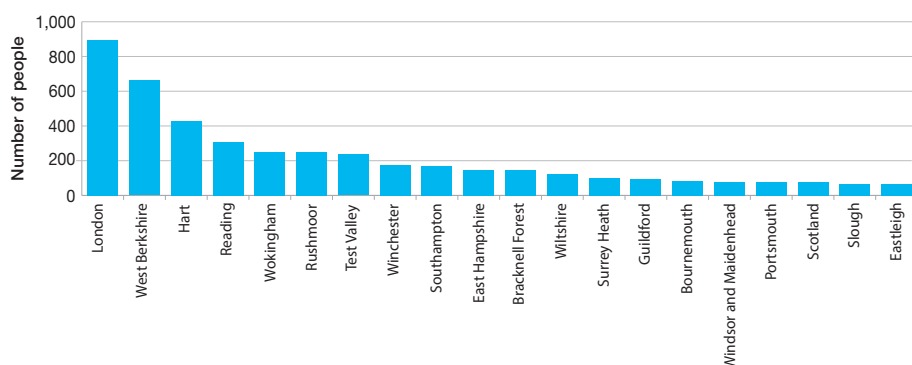
Achieved prices, year to March 2018 (£500,000+)



## BASINGSTOKE AND SURROUNDS SALES MARKET INSIGHT 2018

### Who moves to Basingstoke?

Internal migration, top 20 Local Authorities/Regions (2016)



Where people moved from (Local Authority)

Source: ONS

### Basingstoke: Key stats



20%

INCREASE IN PROPERTIES SOLD SUBJECT TO CONTRACT BY KNIGHT FRANK (Jan to Mar 2018 v Jan to Mar 2017)



9 WEEKS

AVERAGE NUMBER OF WEEKS ON THE MARKET FOR PROPERTIES SOLD IN BASINGSTOKE IN 2017



£480

AVERAGE £ PER SQUARE FOOT FOR PRIME PROPERTY SOLD IN 2017



204

NUMBER OF TRAINS FROM BASINGSTOKE TO LONDON ON AN AVERAGE WEEKDAY

Source: Knight Frank Research / EPC / Rightmove

### BASINGSTOKE SALES



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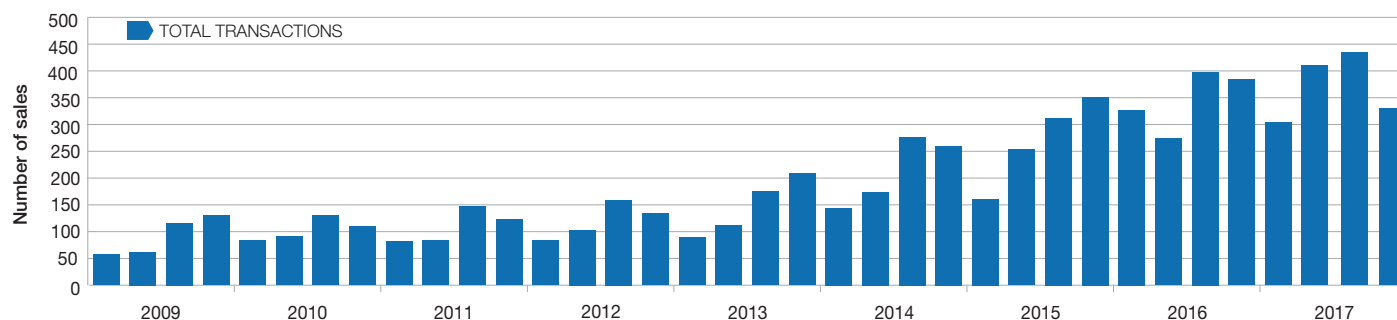
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### Transaction volumes data in Basingstoke and surrounding area £500,000+



Source: Knight Frank Research / Land Registry