



# STRATFORD-UPON-AVON MARKET INSIGHT 2018

## Market update

Average property prices in Stratford-upon-Avon have increased by 4.7% over the year to June, according to data from the Land Registry. Annual price growth is still positive, but it has been moderating, in line with the general pattern across the UK. But while price growth may be slowing, activity levels

remain robust, especially for homes valued above £500,000. Knight Frank analysis of Land Registry data shows a 14.6% year-on-year increase in sales volumes for property valued at and above this level over the year to March 2018. We are forecasting price growth of 14.8% across the West Midlands between 2018 and 2022.

## Samantha Holton, Senior Negotiator

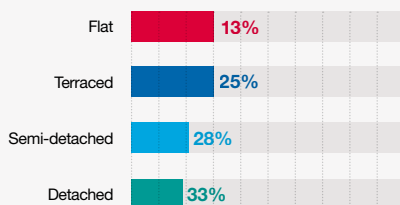
**"Rising sales volumes in Stratford-upon-Avon reflect the ongoing demand for property in the town. The market is primarily driven by needs-based buyers with a tangible reason to move - whether that be for schools, work or simply because of a growing family. In the market above £1m buyers remain price sensitive, which has meant that negotiations are generally taking longer. Competitively priced homes that need little or no work are the ones attracting the most interest and offers."**

## Stratford-upon-Avon: Fact file

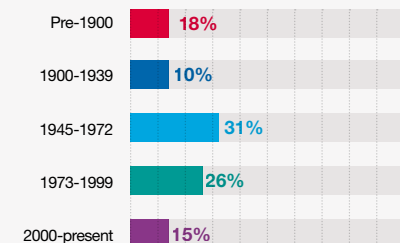
**4.7%** Annual property price change

**1.9%** Quarterly property price change

### STOCK BY PROPERTY TYPE



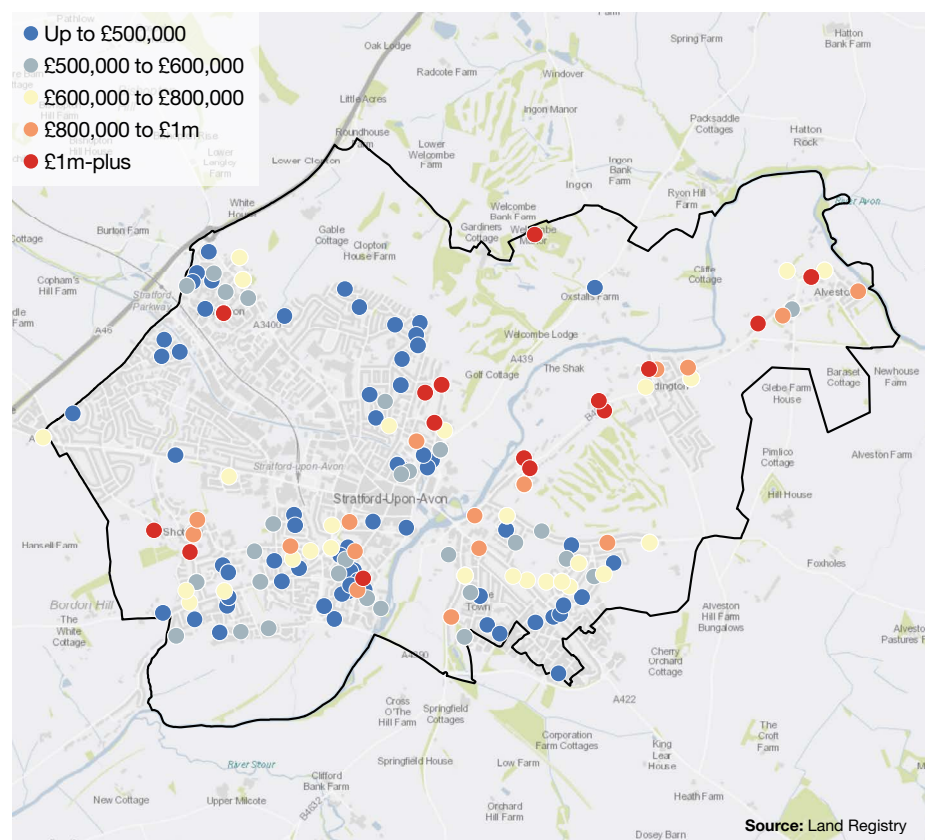
### AGE OF HOUSING STOCK



Source: Knight Frank Research

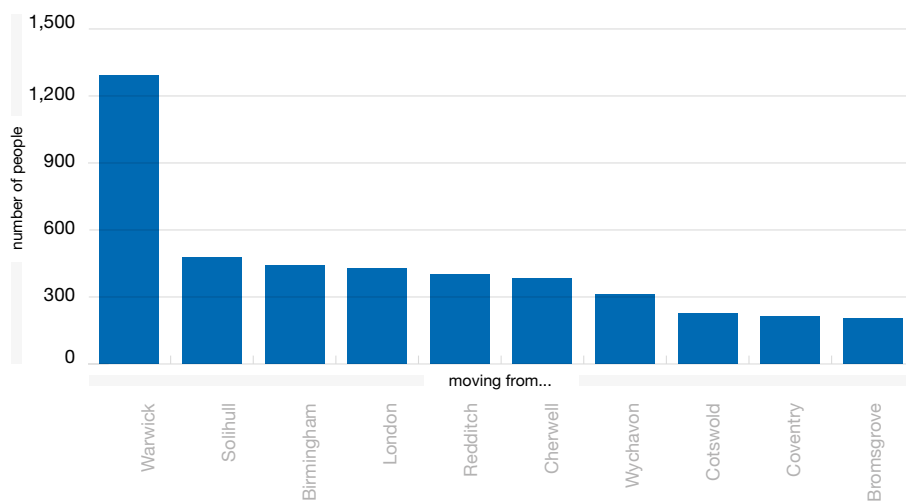
## Property prices in Stratford-upon-Avon

Achieved prices, 12 months to March 2018. Circles can denote multiple sales in the same postcode



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## Who moves to Stratford-upon-Avon? Internal migration by local authority or region (2017)



Source: ONS

## Stratford-upon-Avon: Key stats



Source: Knight Frank Research / EPC / Rightmove

## RESIDENTIAL RESEARCH



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### Please get in touch

If you're thinking of moving, or would just like some property advice, please do get in touch, we'd love to help



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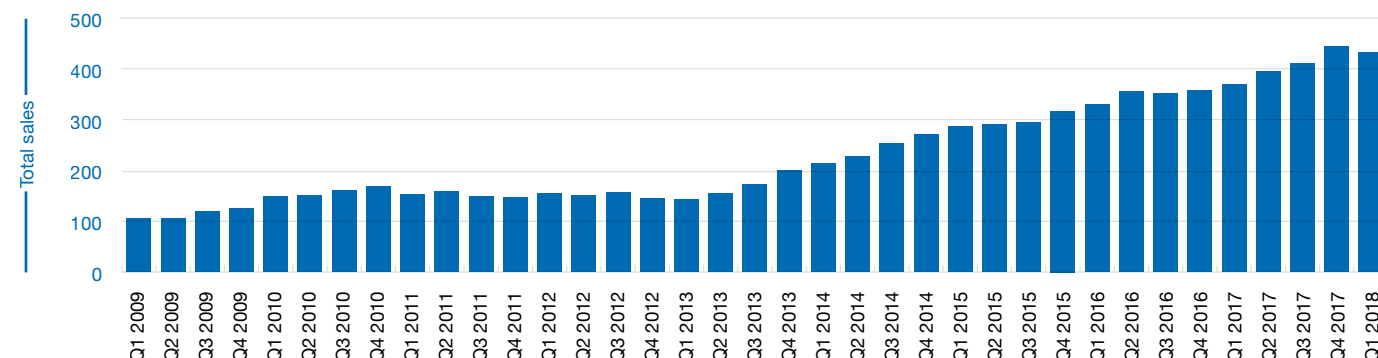
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## Prime transaction volumes in Stratford-upon-Avon Sales completed with a value of £500,000 and above



Source: Knight Frank Research / Land Registry