



TUNBRIDGE WELLS INSIGHT 2019

Market update

The number of new prospective buyers registering their interest in purchasing a property in Tunbridge Wells rose 15% year-on-year over the 12 months to January 2019, Knight Frank figures show. A pickup in demand comes alongside a moderation in price growth in the prime market, with

values rising 1.9% last year, down from 4% growth in 2017. Stock levels also ticked upwards over the course of 2018, with 15% more properties offered for sale compared with the previous year. Rising stock levels, combined with a pick-up in prospective buyer numbers, could translate into an increase in sales in 2019.

Ross Davies, Head of the Knight Frank Tunbridge Wells office

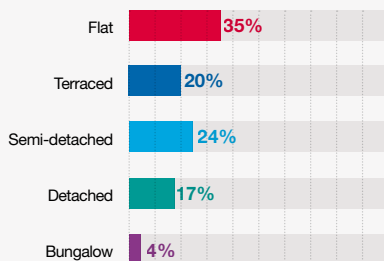
“Increasing demand comes in spite of the current political backdrop and serves to highlight the resilience of the property market in the town. Good schools, fast trains to London and a thriving high street continue to attract would-be buyers. As a result of the rise in prospective buyers, the number of property viewings we conducted in January rose to the highest level since 2016. This underpins our view that activity will pick up once we get more certainty surrounding Brexit and this pent-up demand is released back into the market.”

Tunbridge Wells: Fact file

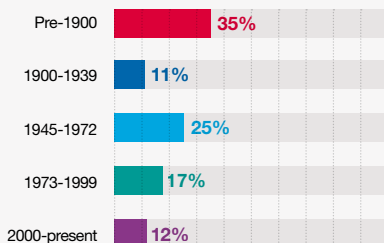
1.9% Annual prime price change

-0.1% Quarterly prime price change

STOCK BY PROPERTY TYPE



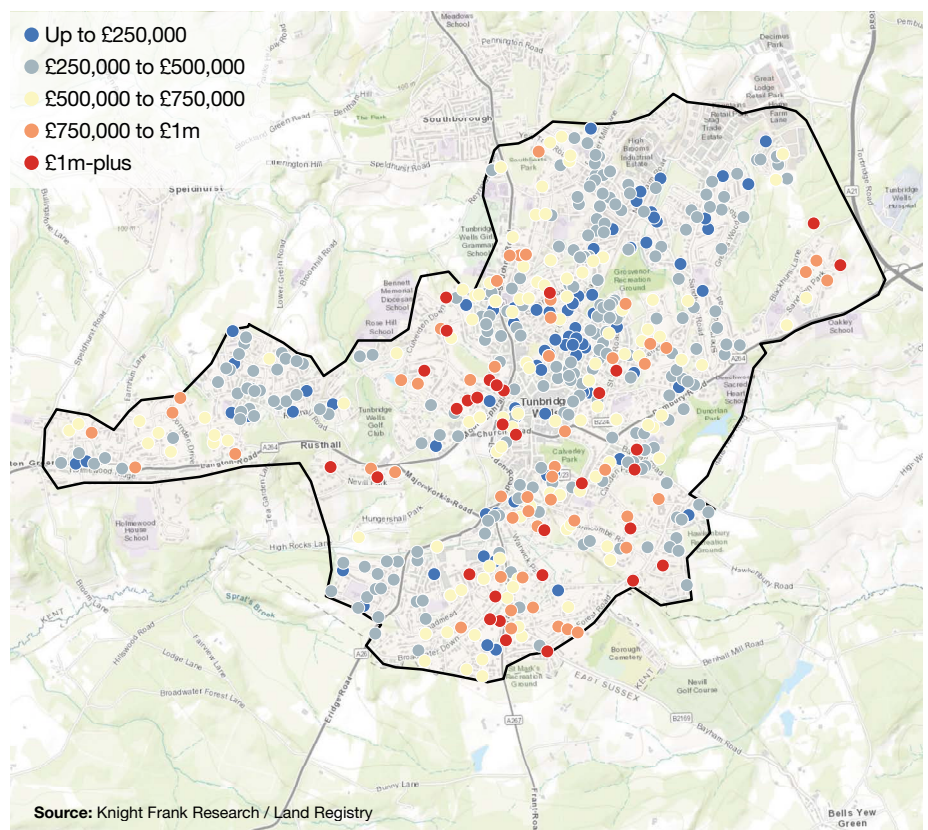
AGE OF HOUSING STOCK



Source: Knight Frank Research / VOA

Property prices in Tunbridge Wells

Achieved prices, 12 months to September 2018. Circles can denote multiple sales in the same postcode, in which case the highest value is displayed

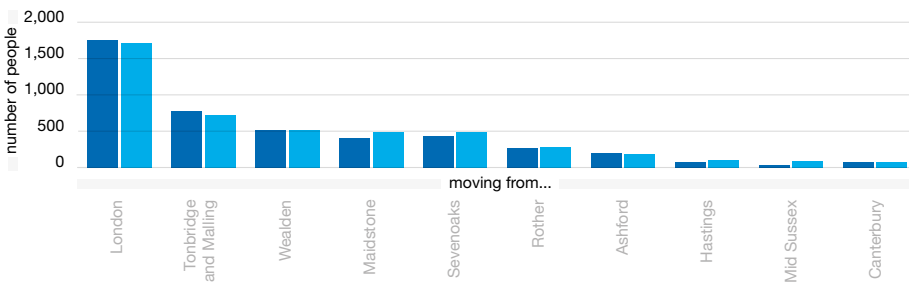


Source: Knight Frank Research / Land Registry

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Who moves to Tunbridge Wells?

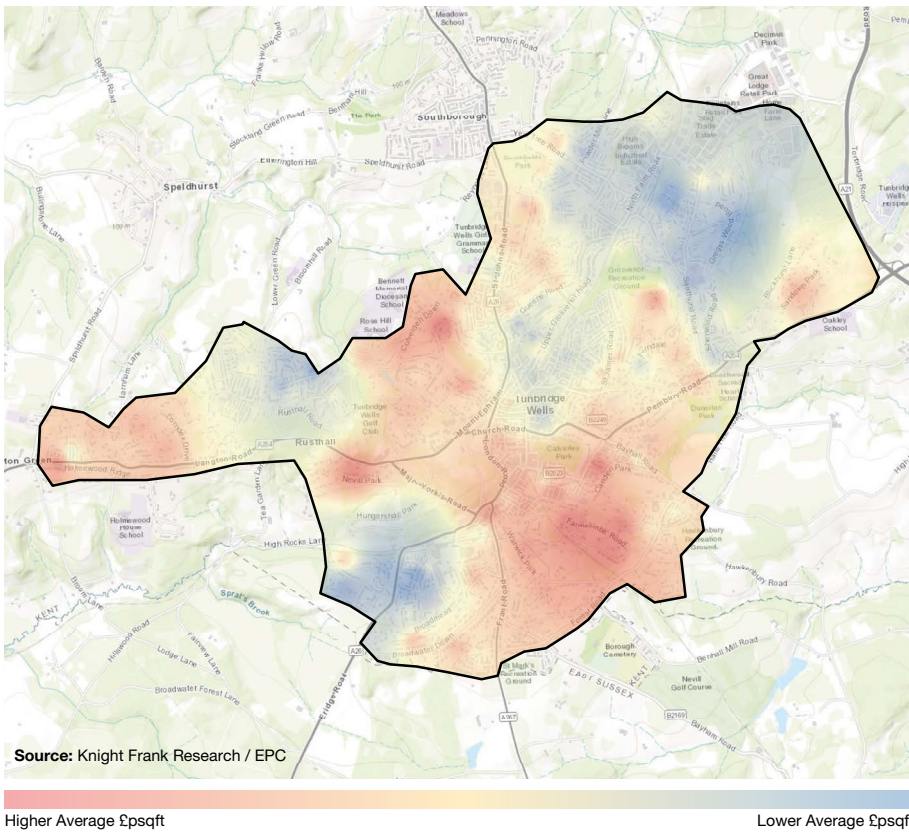
Where do people move from? Internal migration (2017)



Source: Knight Frank Research / ONS

Average £psqft prices in Tunbridge Wells

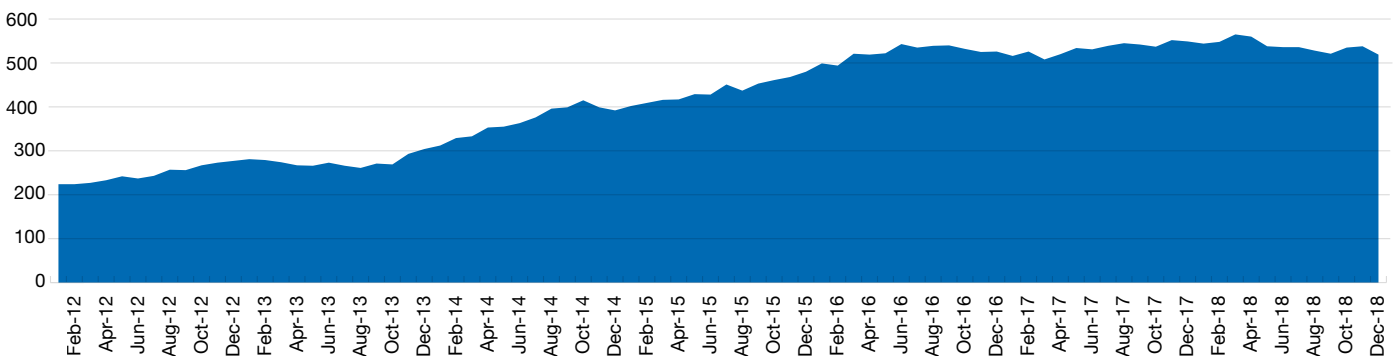
Based on achieved prices, year to September 2018



Source: Knight Frank Research / EPC

Higher Average £psqft Lower Average £psqft

Market activity Sales volumes above £500,000 in Tunbridge Wells, rolling 12 month total



Source: Knight Frank Research / Land Registry

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



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