

# WINCHESTER MARKET INSIGHT 2019

## Market update

Prime property prices in Winchester fell by 0.2% on average between April and June 2019 and are currently around 8.8% lower than in Q2 last year, Knight Frank data shows. Price performance and activity is increasingly tied to the political and economic outlook and uncertainty here has made discretionary buyers and sellers more cautious. There are signs pent-up demand is building across prime markets, however. The average number of new applicants registering per Knight Frank office was the highest in more than five years in the second quarter. Meanwhile, the number of viewings conducted per office also hit a five-year high.

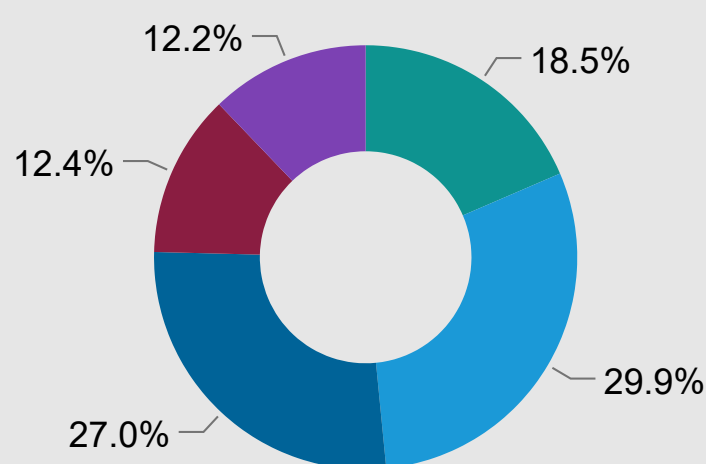
## Toby Gullick, Head of Winchester City Sales

"There has been a good level of interest so far this year compared with last, a trend which has coincided with a moderation in values across the market. The number of new prospective buyers registering and the number of viewings are both higher year-on-year. Purchasers, however, remain cautious and are more inclined to commit if they can see value, or for exceptional properties - highlighting the importance of pricing competitively at the current time. Demand is particularly robust among downsizers looking for properties in the city centre and within the £600,000 to £1.2m price bracket."

## Age of properties

Percentage of total housing stock

- Pre 1900
- 1900 to 1939
- 1945 to 1972
- 1973 to 1999
- 2000 to present

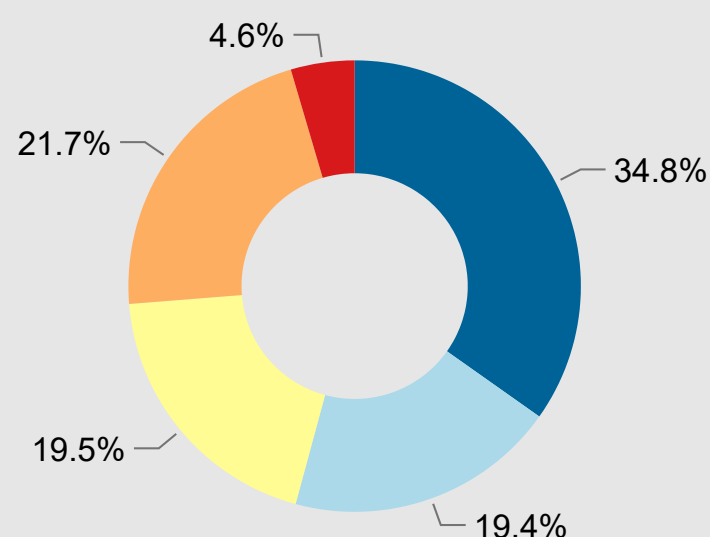


Source: Knight Frank Research / VOA

## Supply by price band

Listings breakdowns 12 months to Apr 2019

- £400k to £500k
- £500k to £600k
- £600k to £750k
- £750k to £1.5m
- Over £1.5m

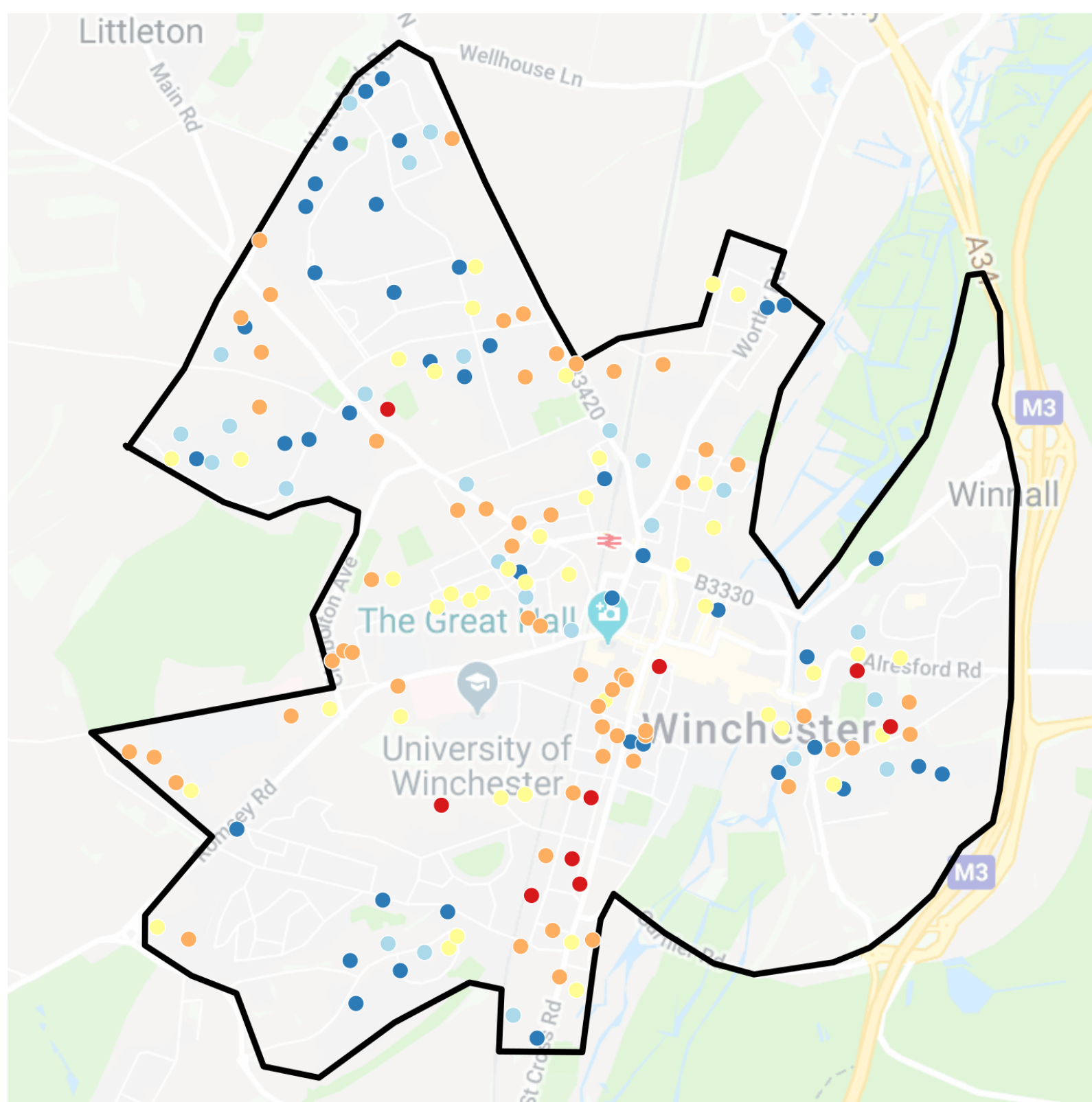


Source: Knight Frank Research / Rightmove

## Property Prices

Achieved prices in the last 12 months to Apr 2019, circles can represent multiple sales in the same postcode in which case highest value is displayed

- £400k to £500k
- £500k to £600k
- £600k to £750k
- £750k to £1.5m
- Over £1.5m

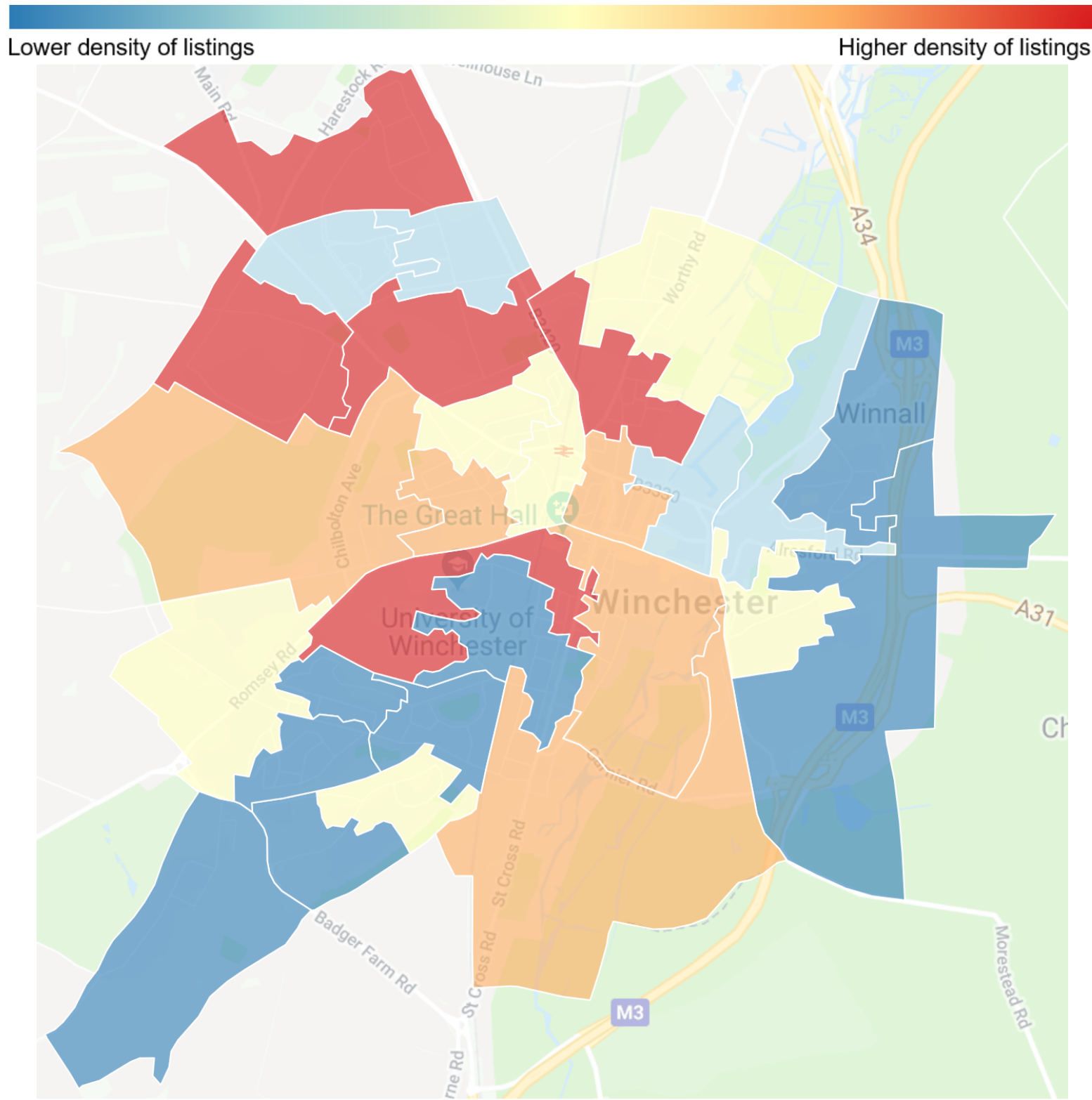




# WINCHESTER MARKET INSIGHT 2019

## Where are properties most commonly available?

Density of listings above £400k over the last 12 months



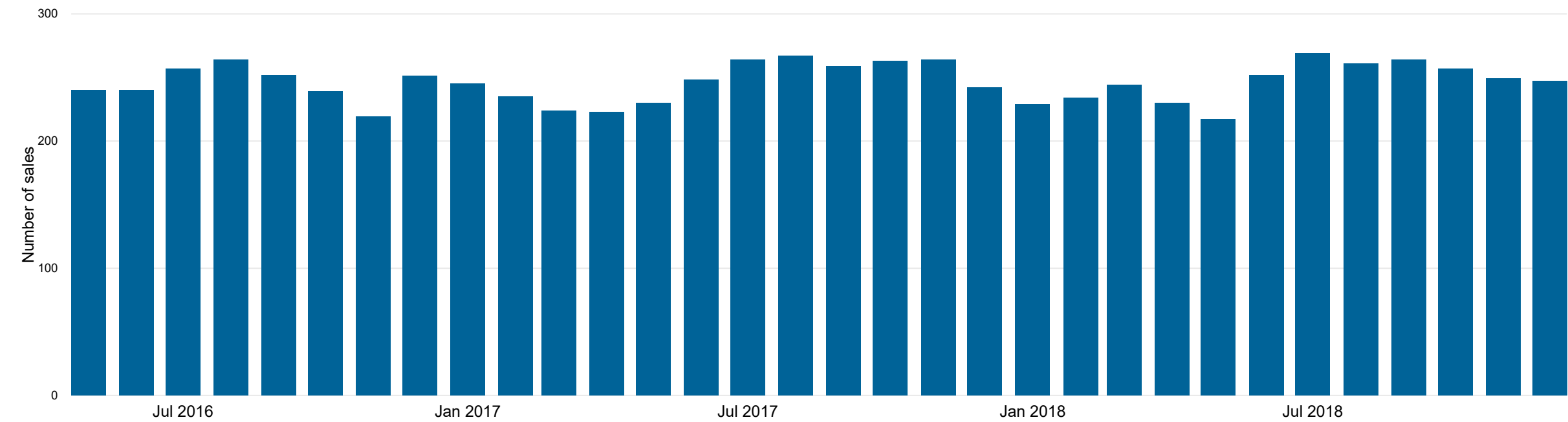
Source: Knight Frank Research / Rightmove

## Sales analysis by postcode

		Year to Feb 2017	Year to Feb 2018	Year to Feb 2019
Average Price	SO22	£786,410	£763,842	£682,447
	SO23	£641,648	£749,328	£753,548
Volume of Sales	SO22	170	185	150
	SO23	140	121	132

Source: Knight Frank Research / Land Registry

## Sales volumes above £400,000 Rolling 12 month total



Source: Knight Frank Research / Land Registry

## RESIDENTIAL RESEARCH



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

## KNIGHT FRANK SALES

**Please get in touch**  
If you're thinking of buying or selling, or would just like some property advice, please get in touch.

## Winchester



**Toby Gullick**  
Head of City Sales  
+44 1962 677 242  
toby.gullick@knightfrank.com

**Important Notice**  
© **Knight Frank LLP 2019** – 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