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Analytical Report

Sale Market Analysis(May, 2024)

Intelligence Team

Overview

The following report represents information on sale properties in various postcode districts in London.

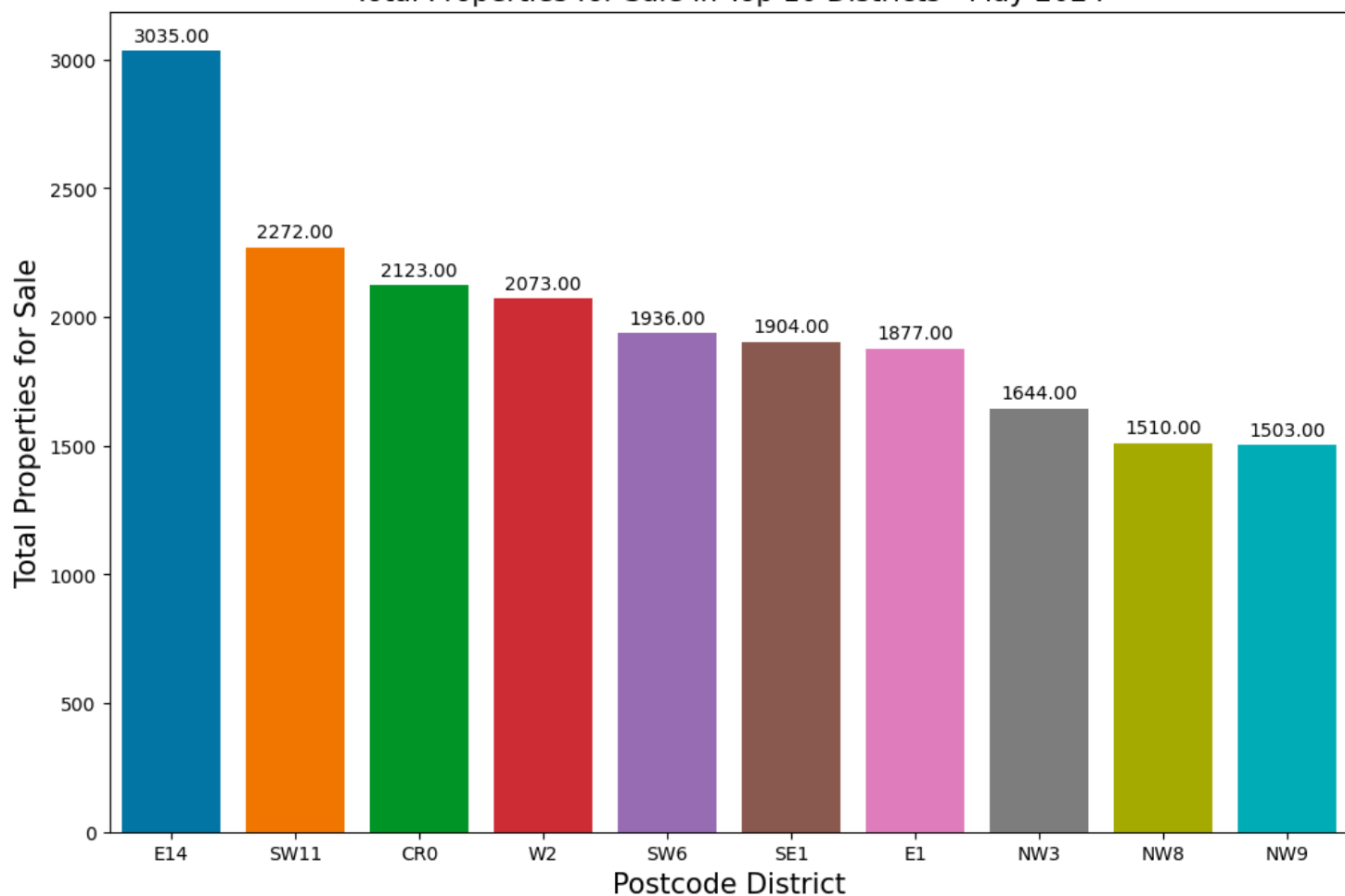
Key Metrics

- Total properties for sale: This value indicates the total number of properties available on the market for sale in a month.
- Average transaction per month: The average number of properties sold in a calendar month.
- Months of inventory: The amount of time it takes for the said “total properties for sale” to be sold out.
- Turnover percentage per month: The proportion of properties that change hands each month.
- Days on the market: The average number of days it takes for a property to be sold out.
- Rating: This value provides a qualitative assessment of the market type based on certain criteria including demand, sale price etc.
- Sellers Market: Market with high demand and less supply.
- Balanced Market: Market with approximately equal demand and supply.
- Buyers Market: Market with high supply and less demand.

High-level Analysis

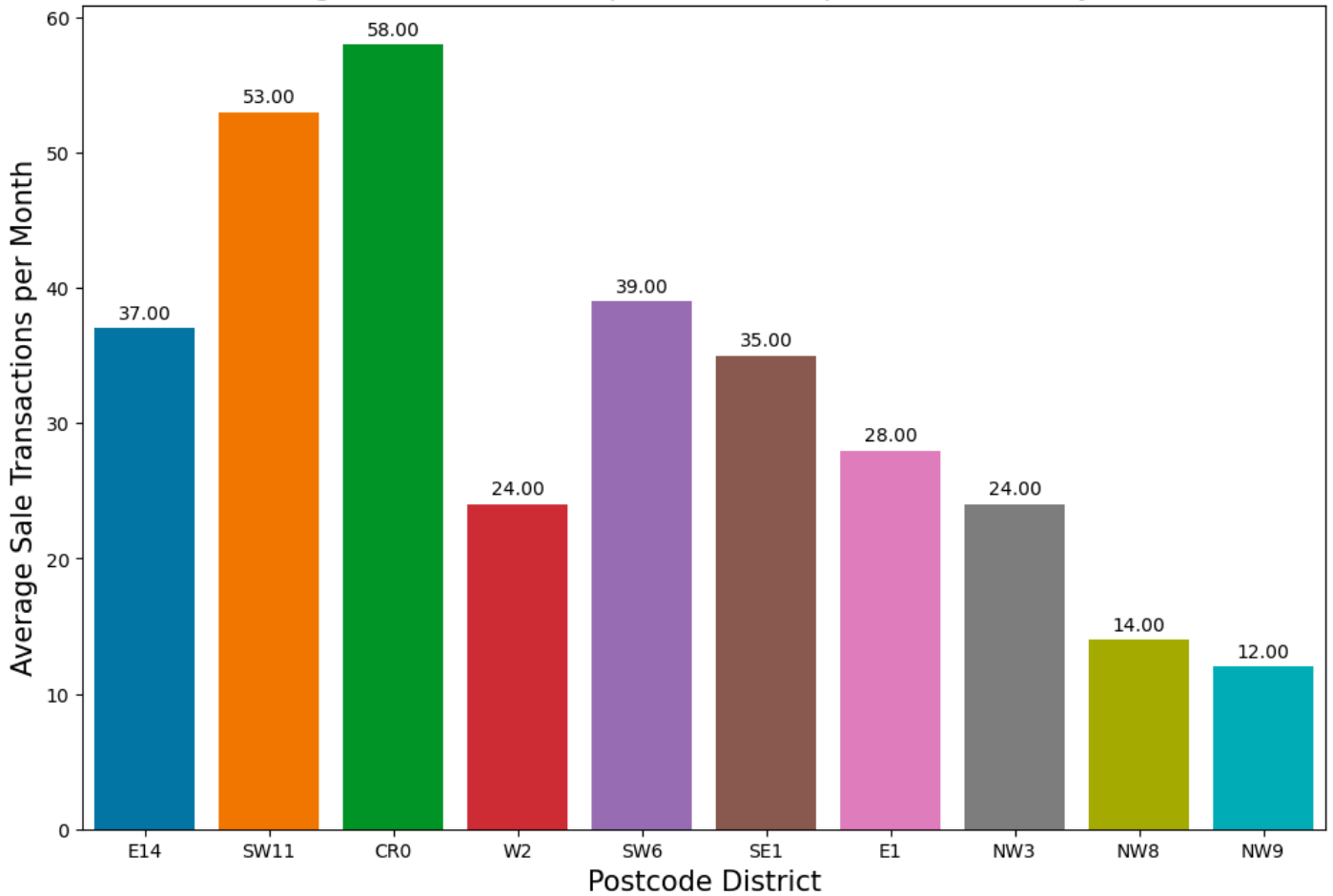
The following analysis gives an overview of how the sale market appears to be in some of the postcode district in the month of May, 2024.

Total Properties for Sale in Top 10 Districts - May 2024



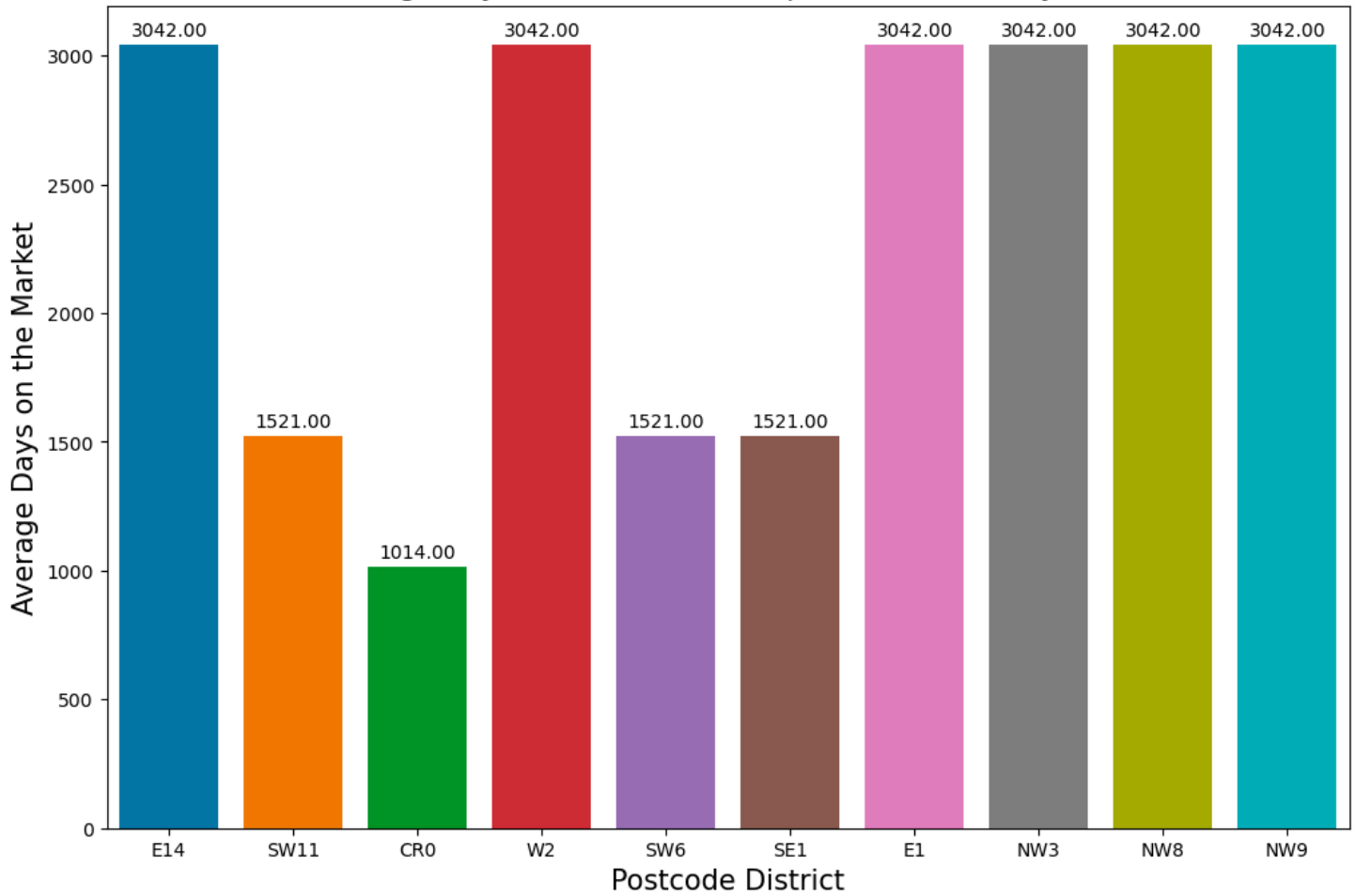
Index	Postcode District	Total Properties for Sale	Market Rating
1	E14	3035	Buyers Market
2	SW11	2272	Buyers Market
3	CRO	2123	Buyers Market
4	W2	2073	Buyers Market
5	SW6	1936	Buyers Market
6	SE1	1904	Buyers Market
7	E1	1877	Buyers Market
8	NW3	1644	Buyers Market
9	NW8	1510	Buyers Market
10	NW9	1503	Buyers Market

Average Sale Transactions per Month in Top 10 Districts - May 2024



Index	Postcode District	Average Transactions per Month	Turn over(%) per Month
1	E14	37	1
2	SW11	53	2
3	CR0	58	3
4	W2	24	1
5	SW6	39	2
6	SE1	35	2
7	E1	28	1
8	NW3	24	1
9	NW8	14	1
10	NW9	12	1

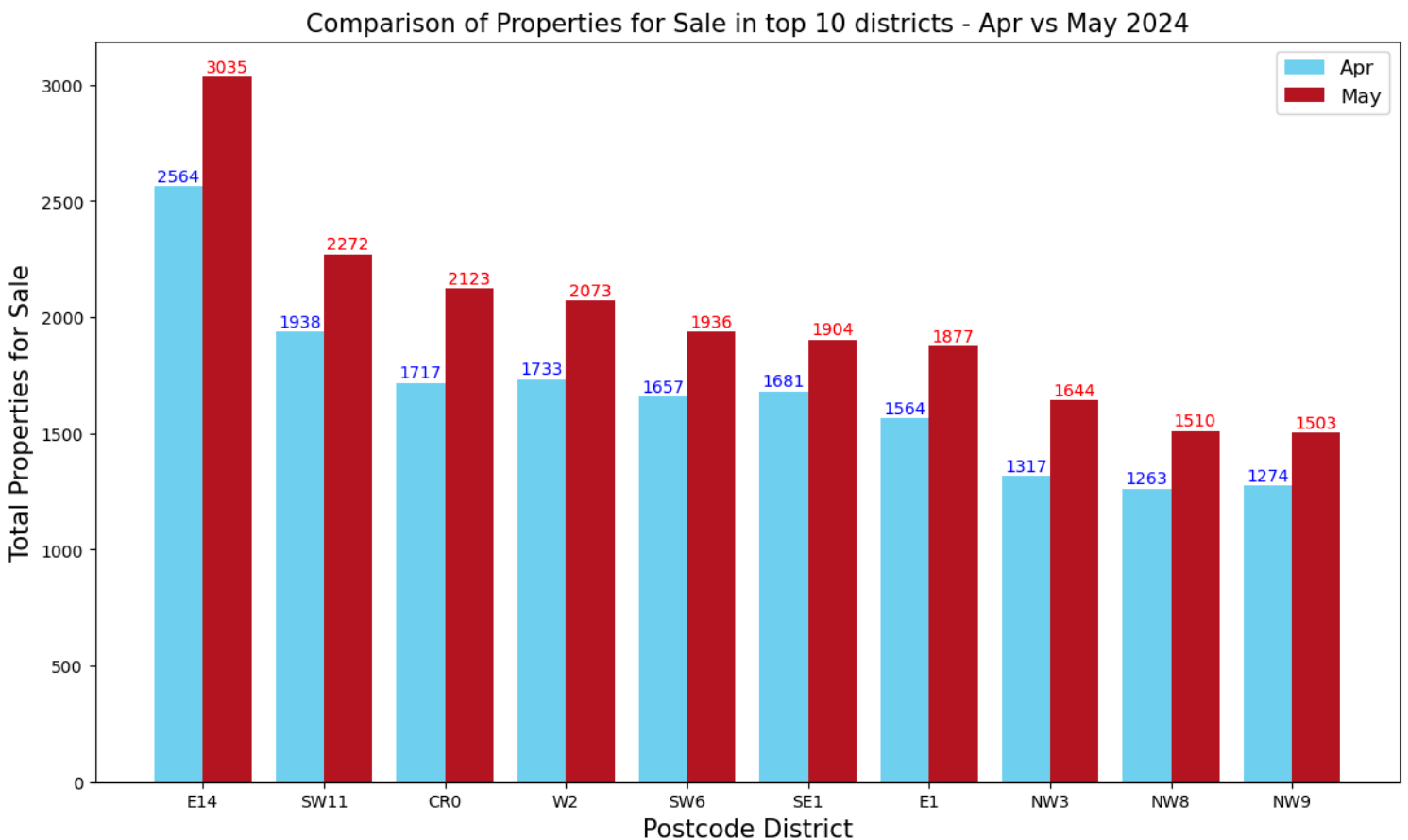
Average Days on the Market in Top 10 Districts - May 2024



Index	Postcode District	Months of Inventory
1	E14	100
2	SW11	50
3	CR0	33.3
4	W2	100
5	SW6	50
6	SE1	50
7	E1	100
8	NW3	100
9	NW8	100
10	NW9	100

Comparison of data: Apr vs May, 2024

The bar chart compares the top 10 districts for May against the corresponding districts for April. In this comparison, the performance of these districts in May is compared directly to their performance in April, enabling a visual assessment of any changes or trends over the two months.

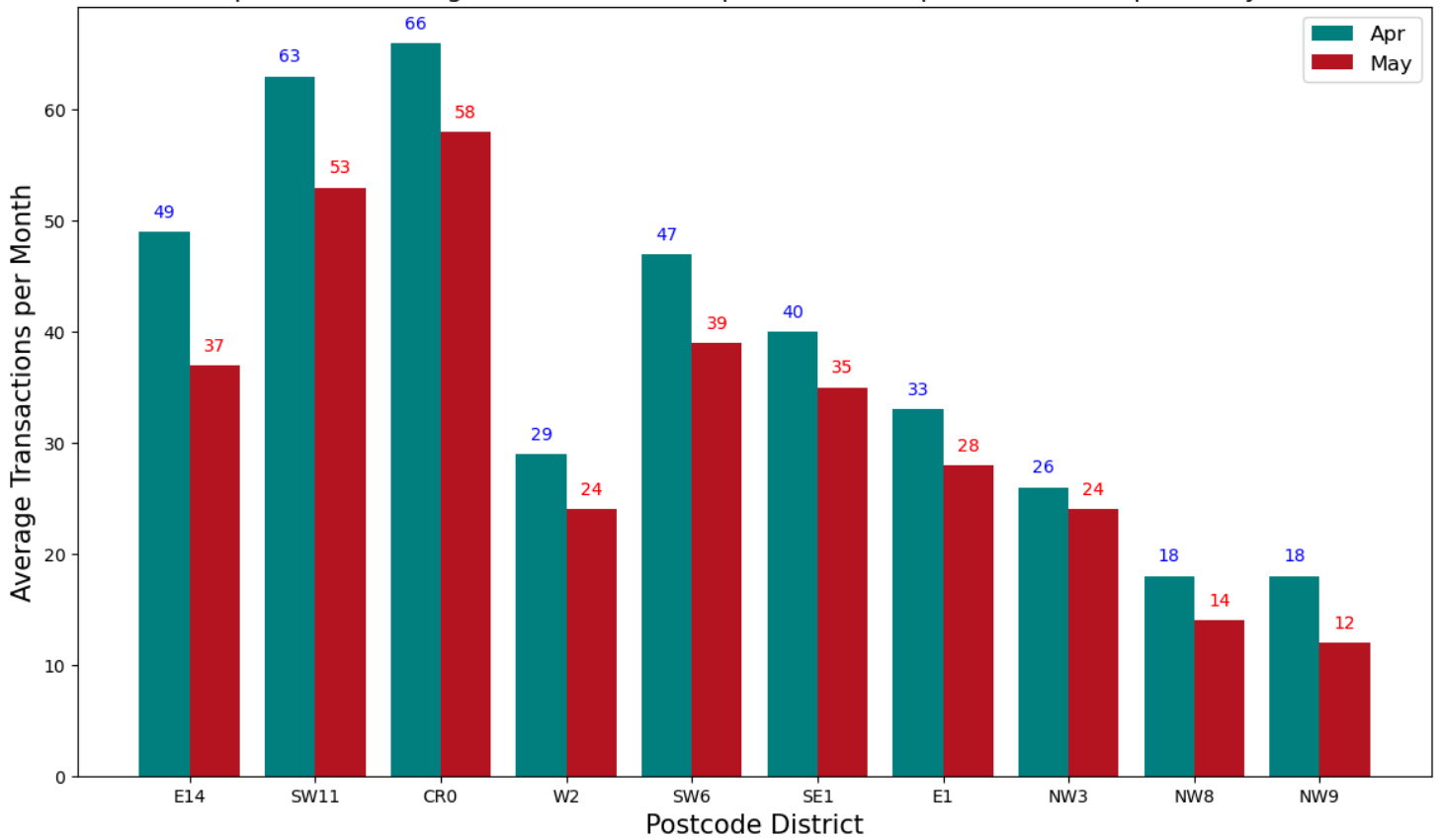


Conversely, the table presents a more detailed comparison by listing the individual top 10 districts for both May and April separately. Instead of using the top districts of May as a reference for April, each month's top 10 districts are analysed independently. This approach offers a granular view, to examine the specific performance of districts in each month without conflating the data from one period with another.

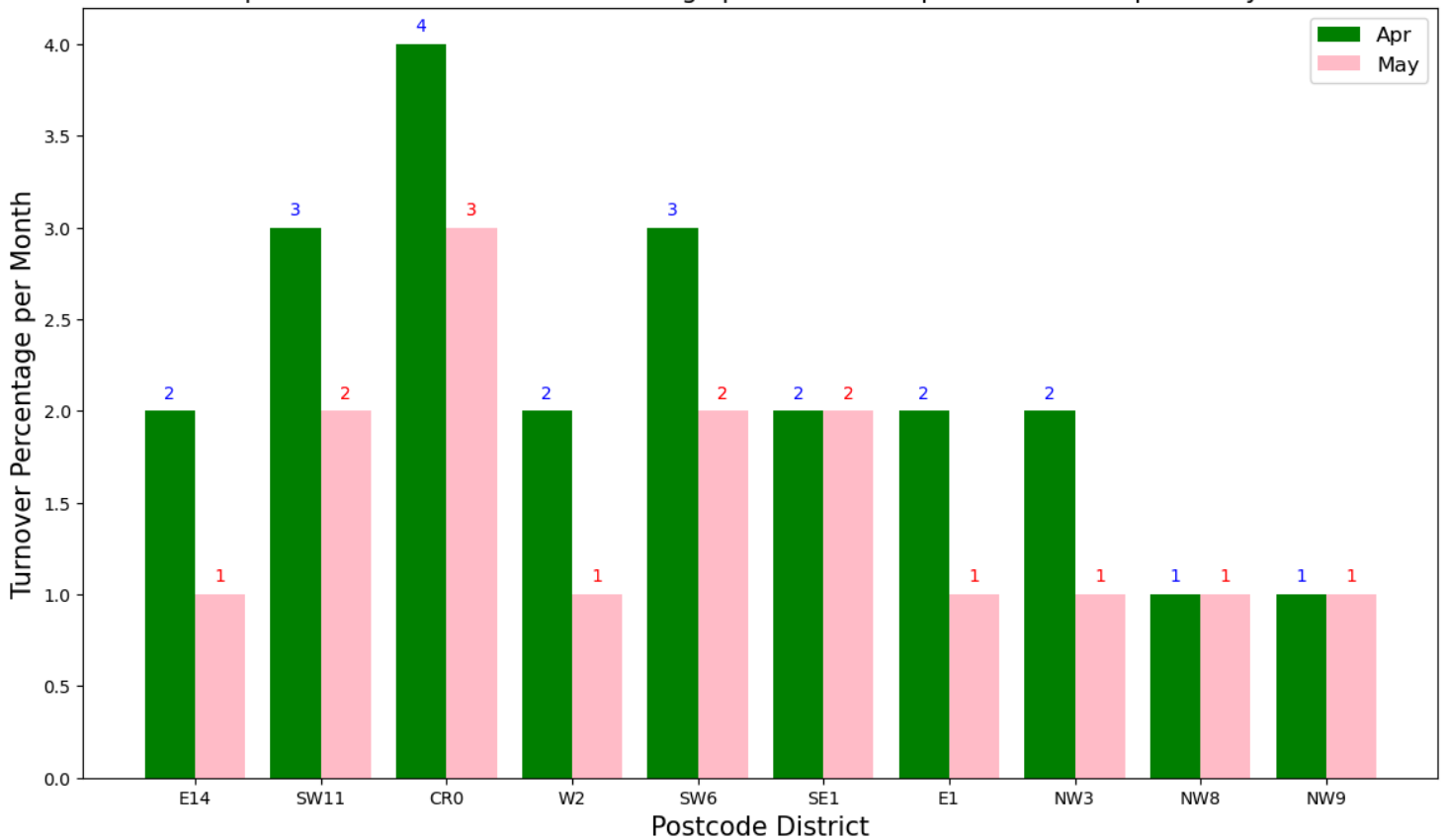
In both months, the top 10 districts, based on the total number of properties for sale, were classified as Buyer's Markets. This classification stemmed from the substantial increase in supply coupled with significantly lower average transaction volumes and turnover rates observed within each calendar month.

Ranking	Top 10 - May	Total Properties for Sale	Top 10 - April	Total Properties for Sale
1	E14	3035	E14	2564
2	SW11	2272	SW11	1938
3	CRO	2123	W2	1733
4	W2	2073	CRO	1717
5	SW6	1936	SE1	1681
6	SE1	1904	SW6	1657
7	E1	1877	E1	1564
8	NW3	1644	NW3	1317
9	NW8	1510	NW9	1274
10	NW9	1503	NW8	1263

Comparison of Average Sale Transactions per Month in top 10 districts - Apr vs May 2024



Comparison of Sale Turnover Percentage per Month in top 10 districts - Apr vs May 2024



Seller's Market - May 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	DA1	190	32	5.9	17	179	Sellers Market
2	RM8	94	17	5.6	18	169	Sellers Market
3	DA17	64	11	5.9	17	179	Sellers Market
4	EC3R	10	2	5.0	20	152	Sellers Market
5	EC3A	6	2	2.6	39	78	Sellers Market
6	DA18	4	2	2.4	42	72	Sellers Market
7	EC4Y	2	2	1.2	83	37	Sellers Market

Buyer's Market - May 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	E14	3035	37	100	1	3042	Buyer's market
2	SW11	2272	53	50	2	1521	Buyer's market
3	CRO	2123	58	33.3	3	1014	Buyer's market
4	W2	2073	24	100	1	3042	Buyer's market
5	SW6	1936	39	50	2	1521	Buyer's market
6	SE1	1904	35	50	2	1521	Buyer's market
7	E1	1877	28	100	1	3042	Buyer's market
8	NW3	1644	24	100	1	3042	Buyer's market
9	NW8	1510	14	100	1	3042	Buyer's market
10	NW9	1503	12	100	1	3042	Buyer's market

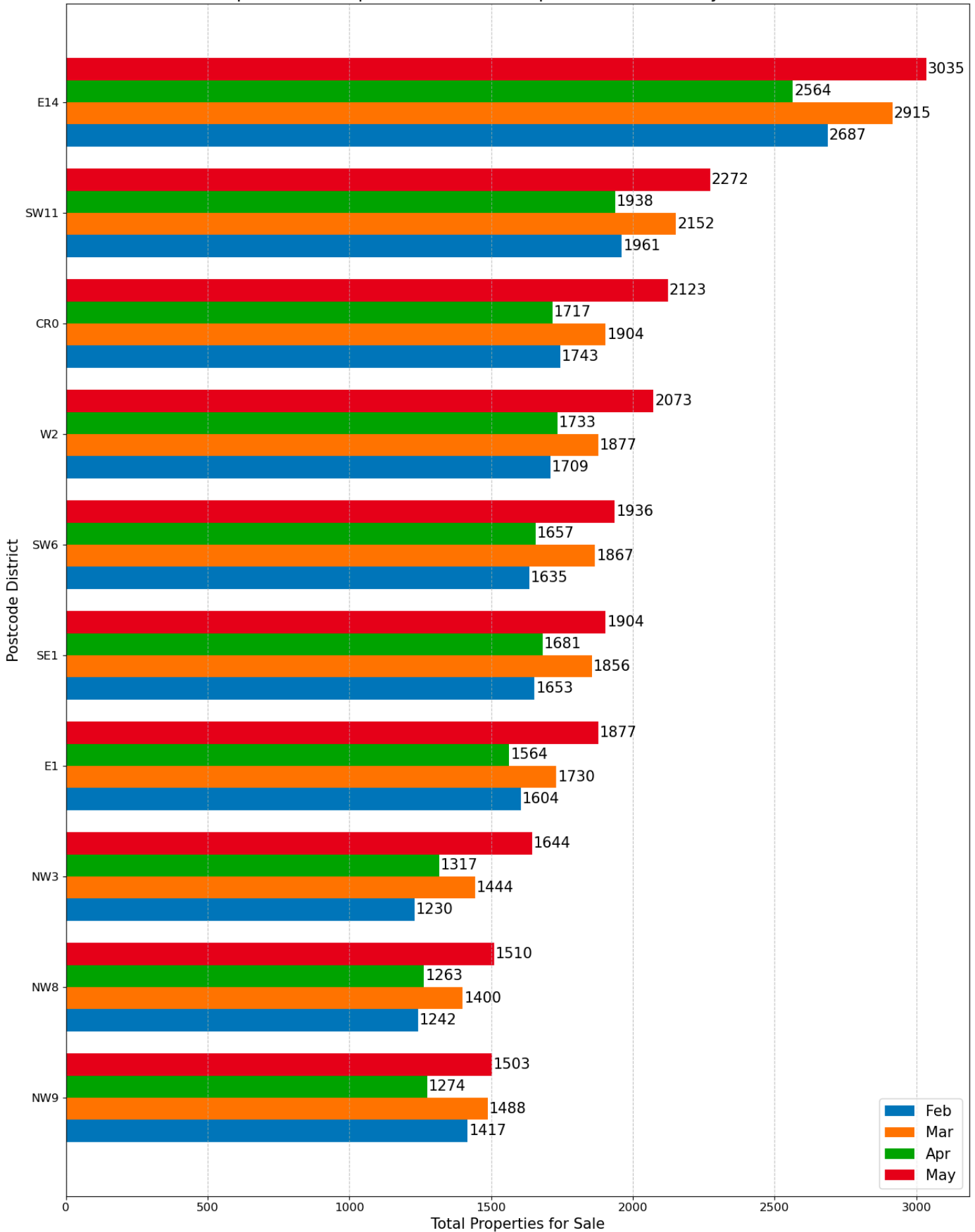
Insights - Top 10 Postcode Districts w.r.t total properties for sale

- Overall Market Analysis: All the top 10 postcode districts w.r.t total properties for sale are classified as Buyer's Markets, indicating high supply relative to demand. The average number of transactions per calendar month varies across districts, with values ranging from 12 to 58. The months of inventory for the districts ranges from 33.3 months and goes unto 100 months. Nearly 5 districts have inventory worth of 100 months indicating very slow turn over rate.
- Districts with High and Low Activity: The postcode district with the highest number of total properties for sale is E14 with 3035 properties and lowest number of total properties for sale is NW9 with 1503 properties. CRO has the highest turn-over rate of 3% per month than all the other districts in the top 10 whereas 6 districts have turn-over rate as 1 percent per calendar month.
- Rating Analysis: All of the top postcode districts have a significant oversupply of properties, with over 33.3 months of inventory and high average days on the market (1014 to 3,042 days). This abundance of inventory, coupled with low turnover rates of 1-3%, creates buyer-friendly market conditions across these areas. The substantial supply exceeds demand, providing buyers with more options and negotiating leverage as properties remain listed for extended periods before selling.

Insights - Seller's Market

- Market Share: In May, London's postcode districts are distributed as follows; 188 districts are categorised as Buyer's Markets, 79 districts as Balanced Markets, and 6 districts as Seller's Markets.
- Seller Market Analysis: These markets are characterised by high demand relative to supply, resulting in favourable conditions for sellers. This is evident from the low number of total properties for sale in each district, ranging from 2 to 190, relatively high turnover percentages per calendar month, ranging from 17% to 83% and low inventory numbers in the range of 1.2 to 5.9 months.
- Seller Rating Analysis: In the Seller's Market, the conditions are favourable for sellers. These areas exhibit low total properties for sale, ranging from 2 to 190 listings, suggesting high demand relative to supply. Turnover percentages are notably high, varying from 17% to 83% per month, signifying rapid sales of available inventory. Additionally, the average days on market are relatively low, spanning from 37 to 179 days, indicating swift property turnover. Months of inventory range from 1.2 to 5.9 months, suggesting that available inventory would be exhausted within a short timeframe at the current sales pace. Overall, these factors contribute to a seller's market dynamic, empowering sellers with pricing control and negotiation leverage, while buyers may encounter competitive conditions and the need for swift action to secure desired properties.

Comparison of Properties for Sale in Top 10 Districts of May Over Months



Insights - Comparison over months graph

- Demand Dynamics: Districts like E14 and SW11 consistently exhibit high sales volumes throughout the observed period, suggesting sustained demand for properties in these areas. The steady sales figures in these districts may be indicative of factors such as attractive amenities, good transportation links, or desirable living environments, making them perennially popular among buyers.
- Market Fluctuations: All of the top 10 districts display a steady market with insignificant fluctuations. For instance, SW6, E1 maintains relatively consistent sales figures across the months, indicating steadier market conditions or consistent buyer interest.
- Seasonal Trends: In May, as the onset of summer approaches, a notable surge in sales activity is evident across multiple districts. This uptick suggests a potential seasonal trend or heightened market activity coinciding with the transition from spring to summer. The increase in sales volumes during May aligns with traditional real estate patterns, such as the spring selling season, when both buyers and sellers tend to be more active in the market, capitalising on the favourable weather and renewed enthusiasm for property transactions.