



**scansan**

# **Analytical Report**

Sale Market Analysis(June, 2024)

Intelligence Team

## Overview

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

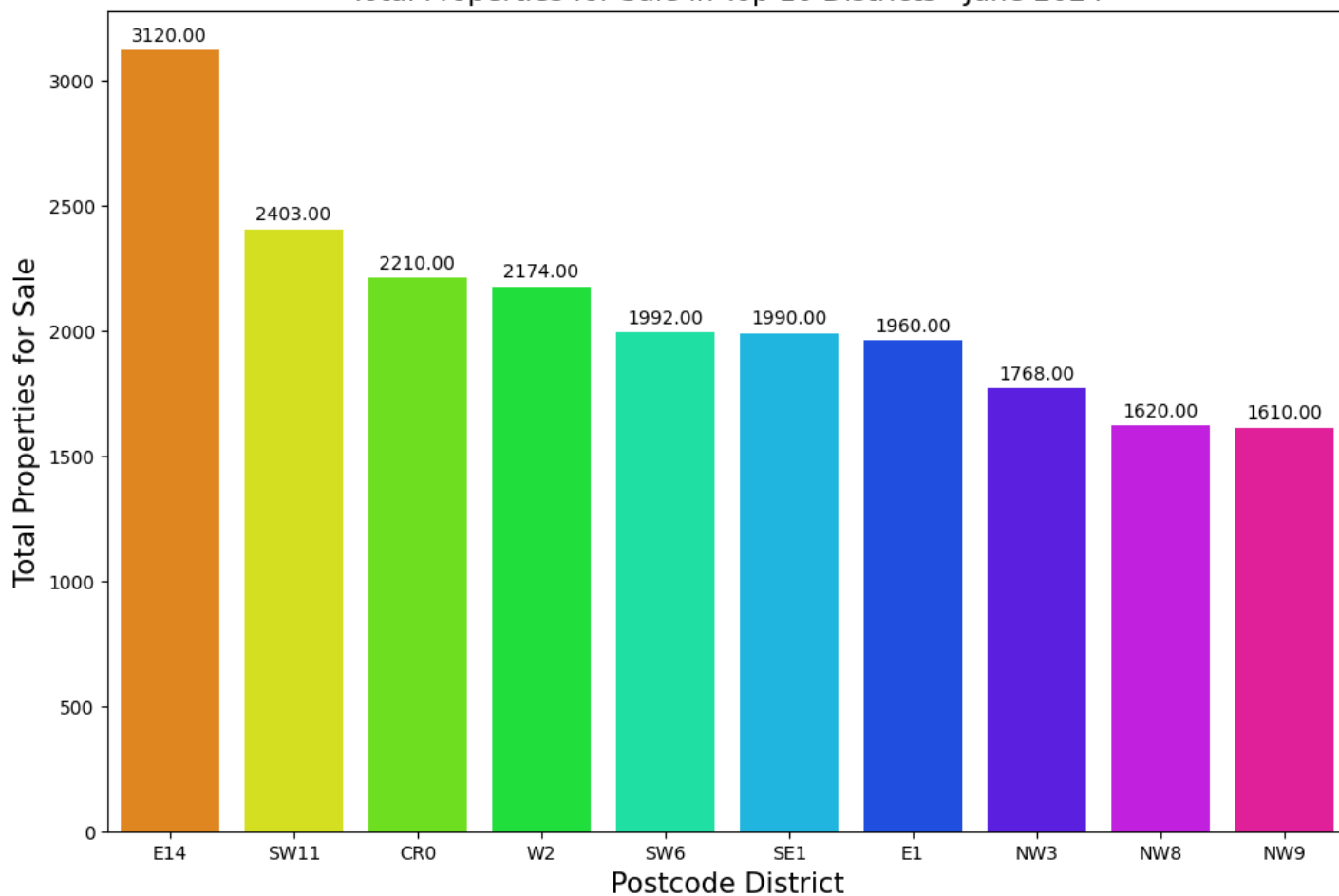
## Key Metrics

- 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

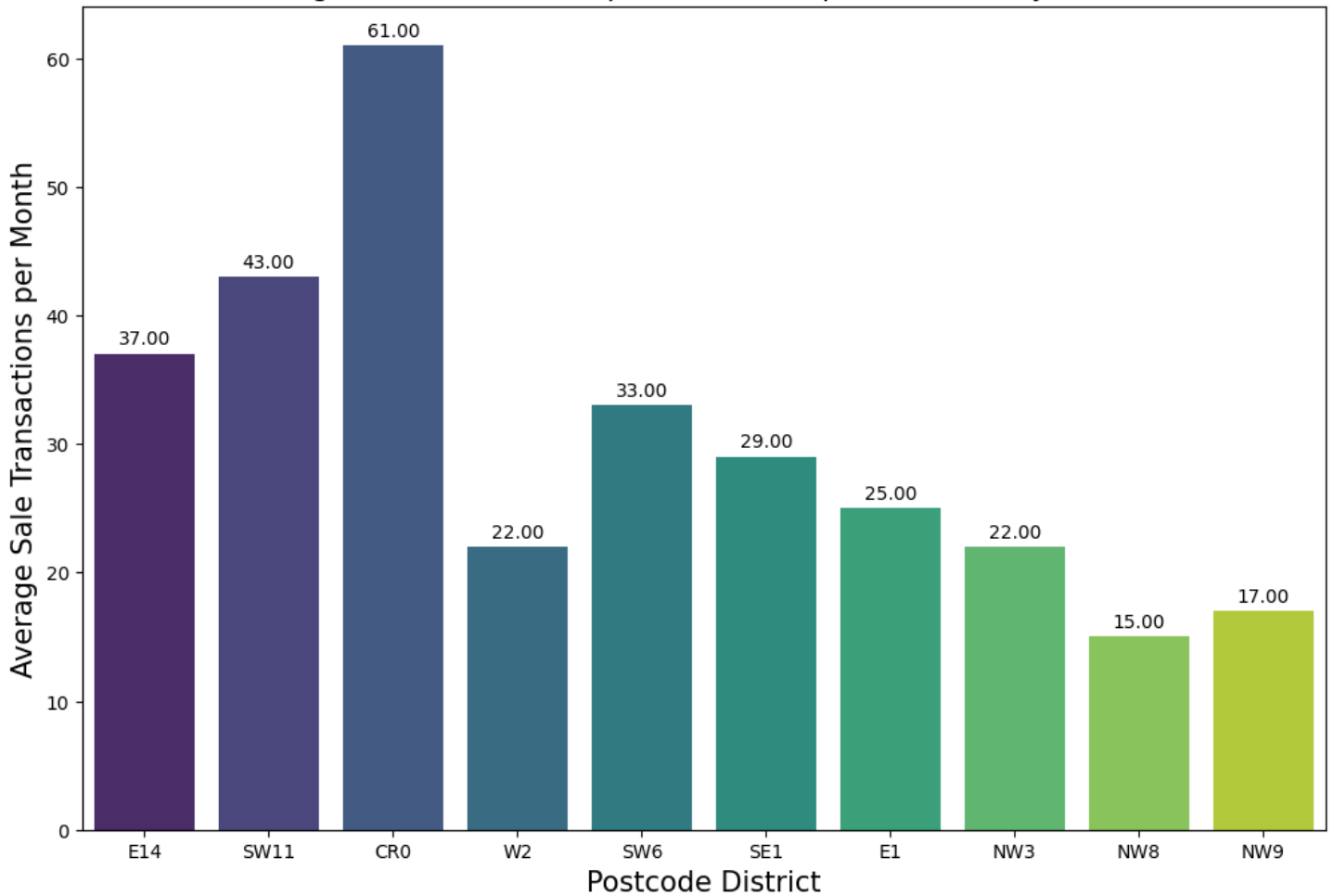
The following analysis gives an overview of how the sale market appears to be in some of the postcode district in the month of June, 2024.

### Total Properties for Sale in Top 10 Districts - June 2024



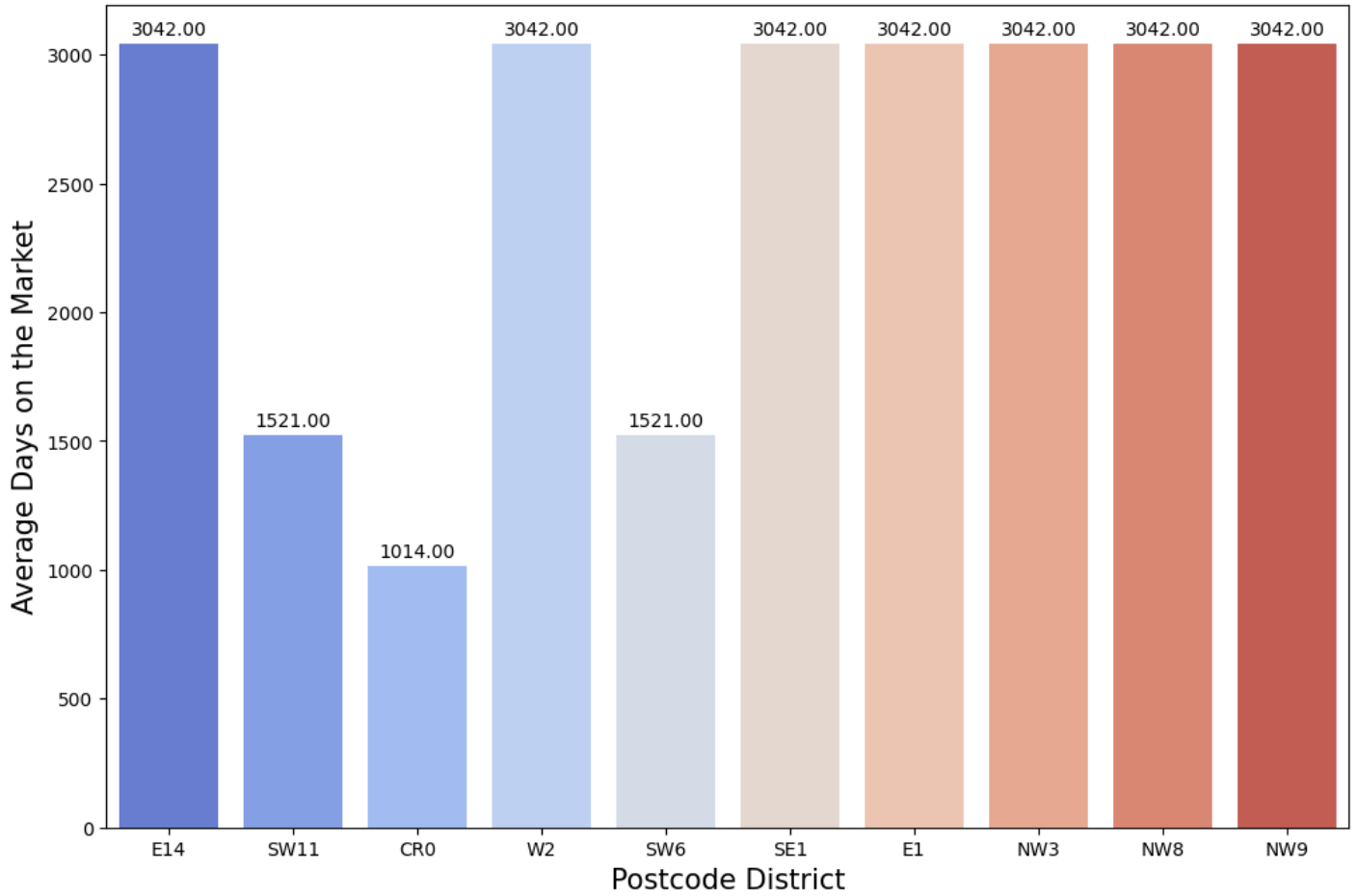
Index	Postcode District	Total Properties for Sale	Market Rating
1	E14	3120	Buyers Market
2	SW11	2403	Buyers Market
3	CR0	2210	Buyers Market
4	W2	2174	Buyers Market
5	SW6	1992	Buyers Market
6	SE1	1990	Buyers Market
7	E1	1960	Buyers Market
8	NW3	1768	Buyers Market
9	NW8	1620	Buyers Market
10	NW9	1610	Buyers Market

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



Index	Postcode District	Average Transactions per Month	Turn over(%) per Month
1	E14	37	1
2	SW11	43	2
3	CR0	61	3
4	W2	22	1
5	SW6	33	2
6	SE1	29	1
7	E1	25	1
8	NW3	22	1
9	NW8	15	1
10	NW9	17	1

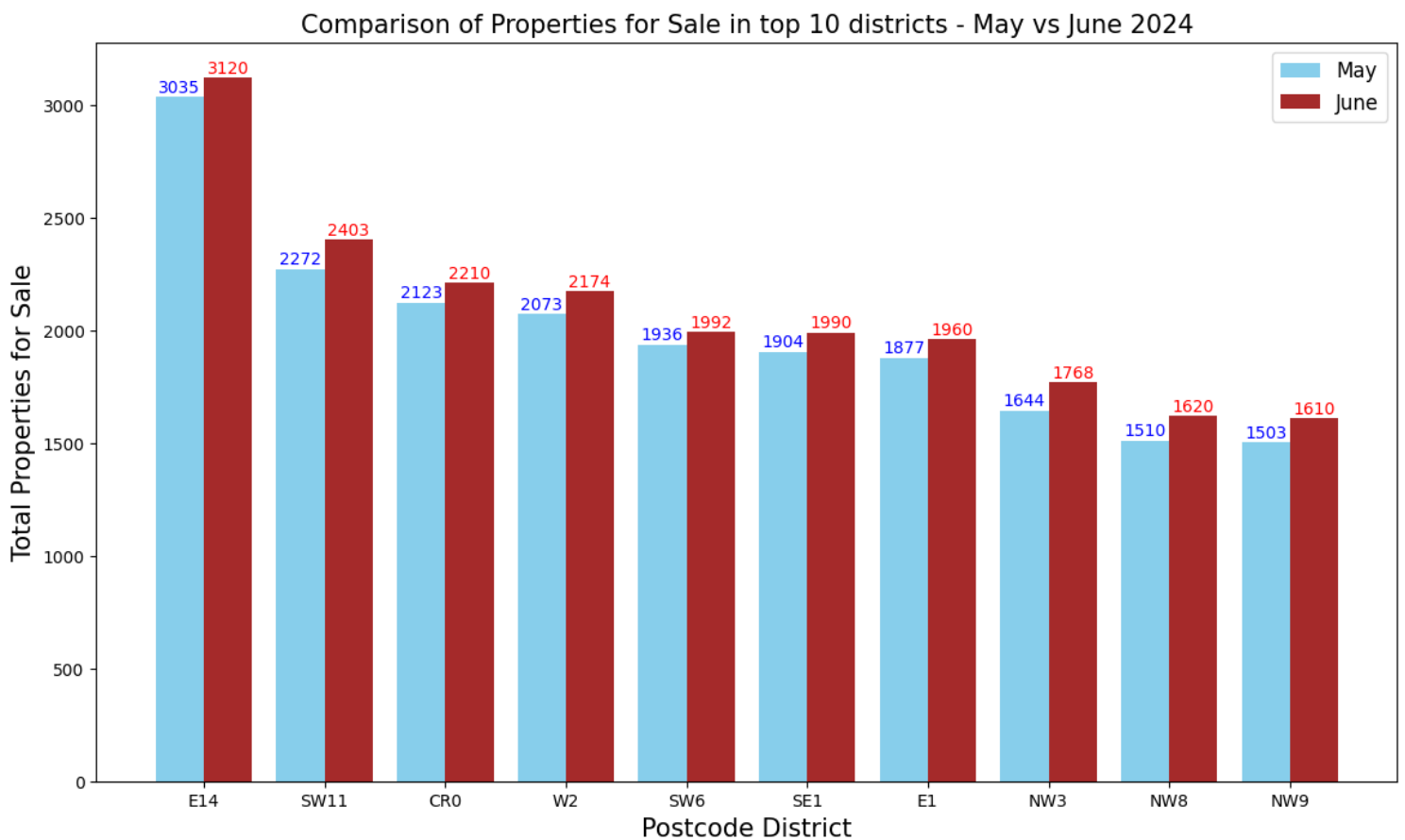
Average Days on the Market in Top 10 Districts - June 2024



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

## Comparison of data: May vs June, 2024

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

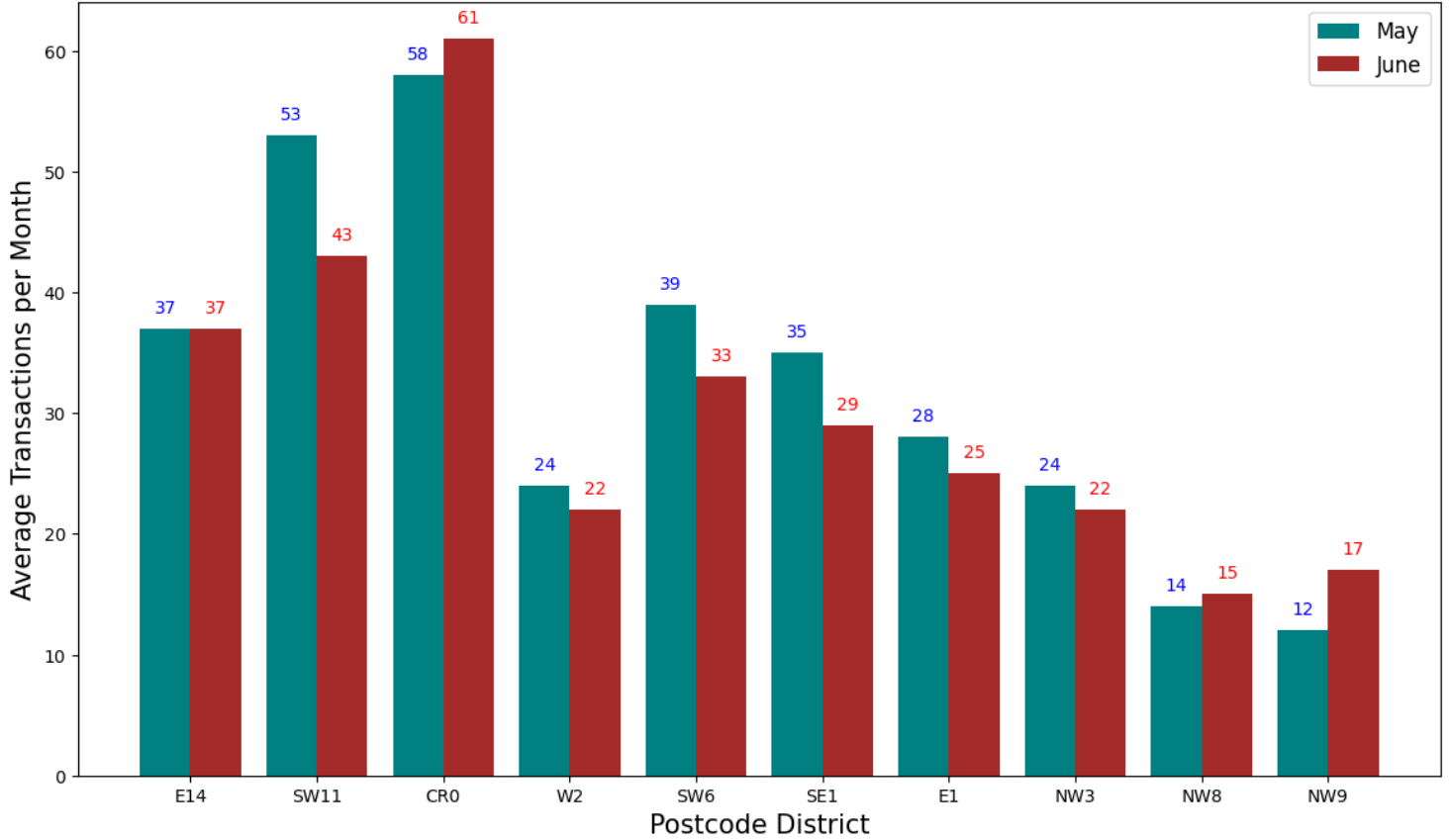


Conversely, the table presents a more detailed comparison by listing the individual top 10 districts for both June and May separately. Instead of using the top districts of June as a reference for May, each month's top 10 districts are analysed independently. This approach offers a granular view, to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

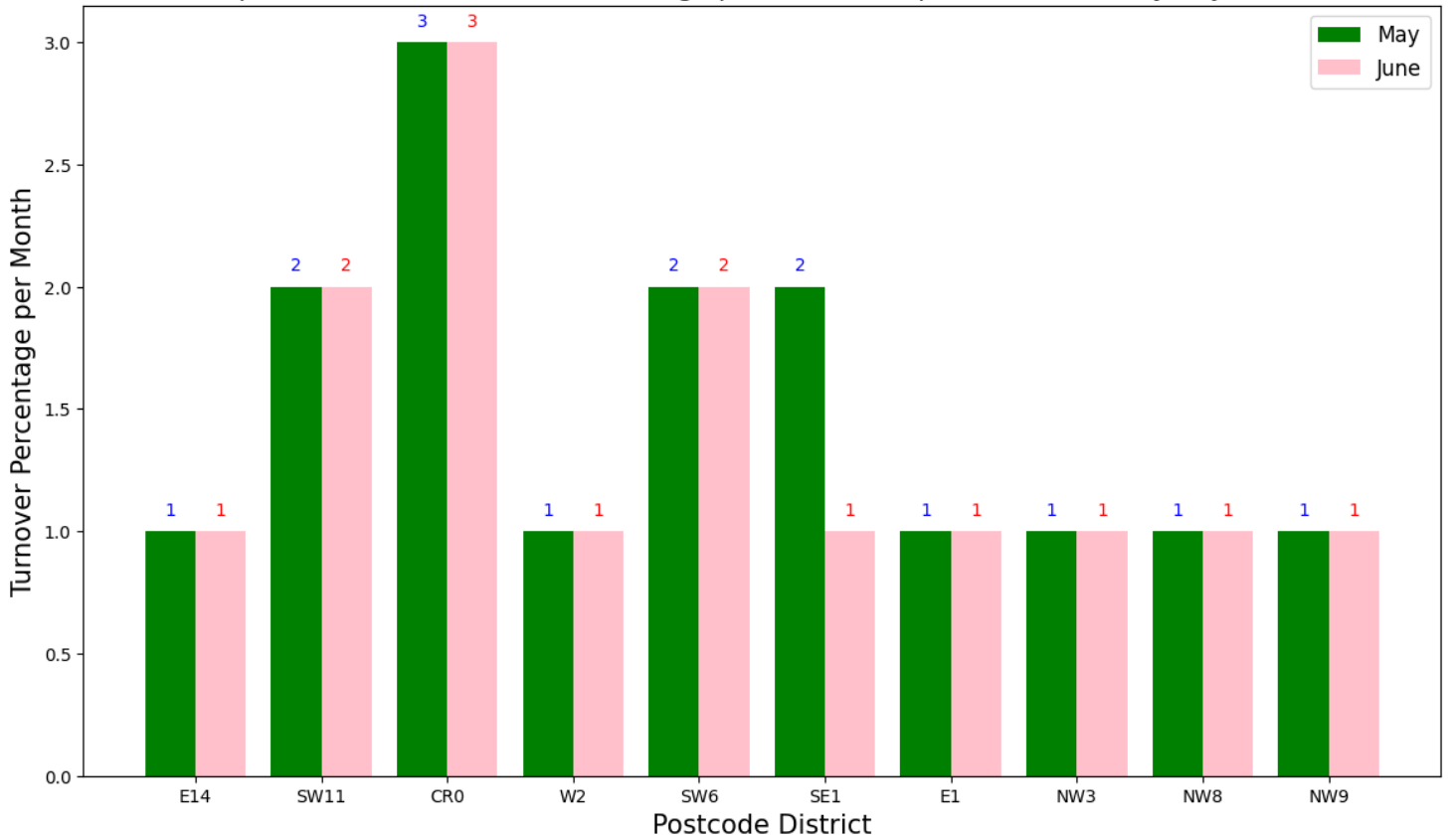
In both months, the top 10 districts, based on the total number of properties for sale, were classified as Buyer's Markets. This classification stemmed from the substantial increase in supply coupled with significantly lower average transaction volumes and turnover rates observed within each calendar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

Ranking	Top 10 - June	Total Properties for Sale	Top 10 - May	Total Properties for Sale
<b>1</b>	E14	3120	E14	3035
<b>2</b>	SW11	2403	SW11	2272
<b>3</b>	CRO	2210	CRO	2123
<b>4</b>	W2	2174	W2	2073
<b>5</b>	SW6	1992	SW6	1936
<b>6</b>	SE1	1990	SE1	1904
<b>7</b>	E1	1960	E1	1877
<b>8</b>	NW3	1768	NW3	1644
<b>9</b>	NW8	1620	NW8	1510
<b>10</b>	NW9	1610	NW9	1503

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



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





## Seller's Market - June 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	RM2	68	12	5.9	17	179	Sellers Market
2	IG4	27	6	4.5	22	138	Sellers Market
3	EC3R	8	2	4.0	25	122	Sellers Market
4	DA18	4	2	2.4	42	72	Sellers Market
5	EC4Y	2	2	1.2	83	37	Sellers Market

## Balanced Market - June 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	N4	268	24	11.1	9	338	Balanced Market
2	BR3	256	34	7.7	13	234	Balanced Market
3	HA4	240	24	10.0	10	304	Balanced Market
4	SE23	236	24	10.0	10	304	Balanced Market
5	SE9	220	25	9.1	11	277	Balanced Market

## **Insights - A detailed analysis of the market trends and opportunities**

- *Market Trends and Dynamics:* Districts like E14, SW11, and CRO have the highest number of properties listed for sale. This indicates significant inventory available for potential buyers to choose from in these areas. The average transactions per calendar month (ranging from 15 to 61) reflect the pace of property sales within these districts. Higher transaction numbers suggest a more active sales market with frequent property turnover. Higher months of inventory suggest a sluggish or slow-moving market where the supply of available properties far exceeds the demand from potential buyers. In markets with high inventory, sellers may need to consider adjusting prices or offering incentives to attract buyers and expedite sales.
- *Market Fluctuations and Variability:* A low turnover percentage suggests that only a small fraction of properties listed for sale are being sold within a given period (likely monthly). This indicates relative market inactivity or sluggishness. A market with low turnover percentages and high days on market may indicate stability in terms of pricing and transaction activity. However, it can also signify a lack of momentum or growth in the market. Properties with extended days on market might undergo price reductions or adjustments to attract buyers, potentially leading to softer pricing conditions over time. Buyers in such markets may have the advantage of negotiating better terms and prices, given the prolonged market exposure of properties.
- *Market Possibilities and Opportunities:* For short-time investors, districts with lower months of inventory and higher turnover percentages may present opportunities for quicker property turnover and potentially higher returns on investment. And also properties with extended days on market and low turnover percentages may present opportunities for long-term investors seeking stable, income-generating assets. These properties often require patience as they may take longer to sell but can provide steady rental income in the interim.