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Analytical Report

Sale Market Analysis(July, 2024)

Intelligence Team

Overview

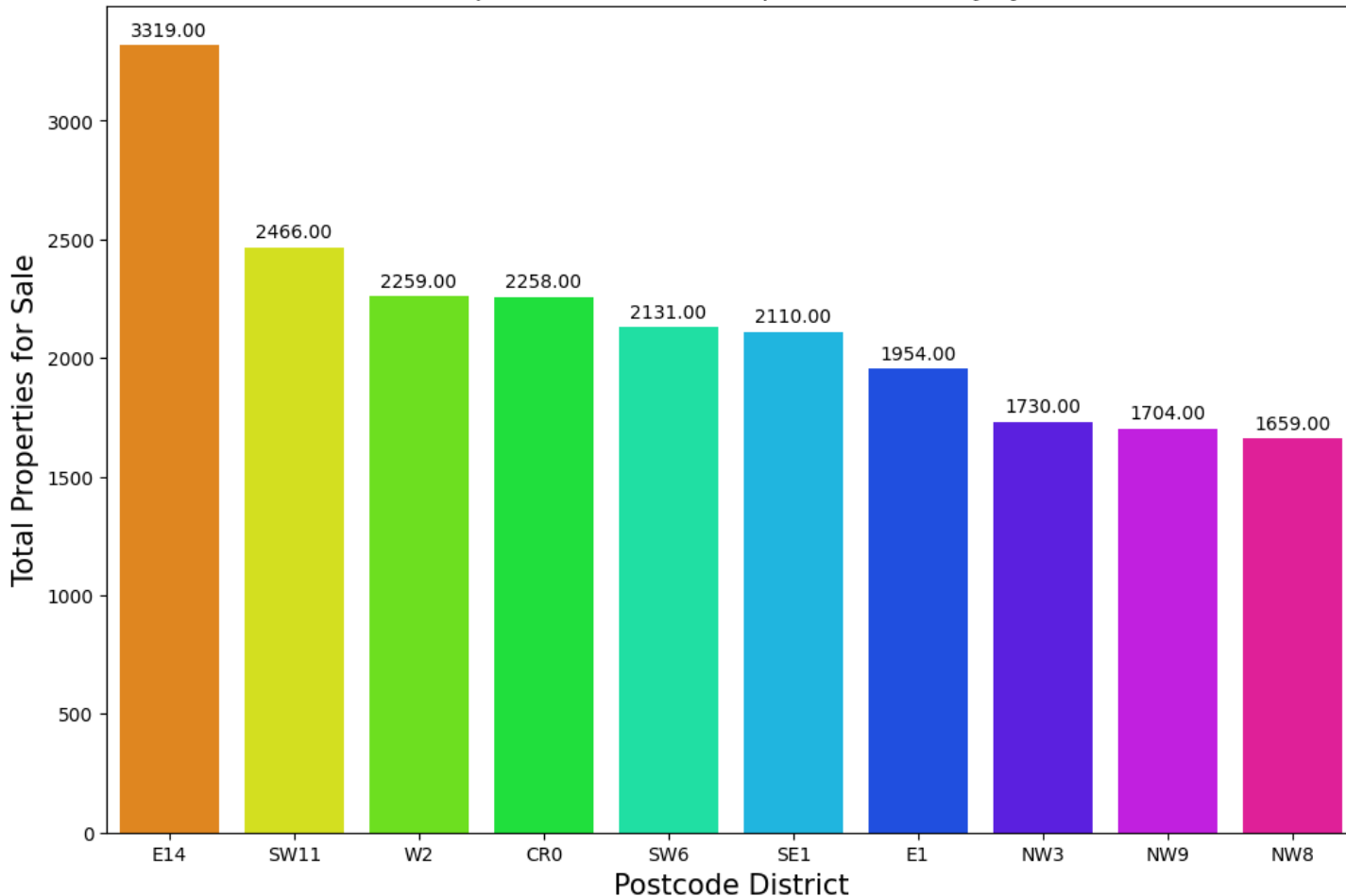
The following report represents information on sale properties in various postcode districts in London.

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.

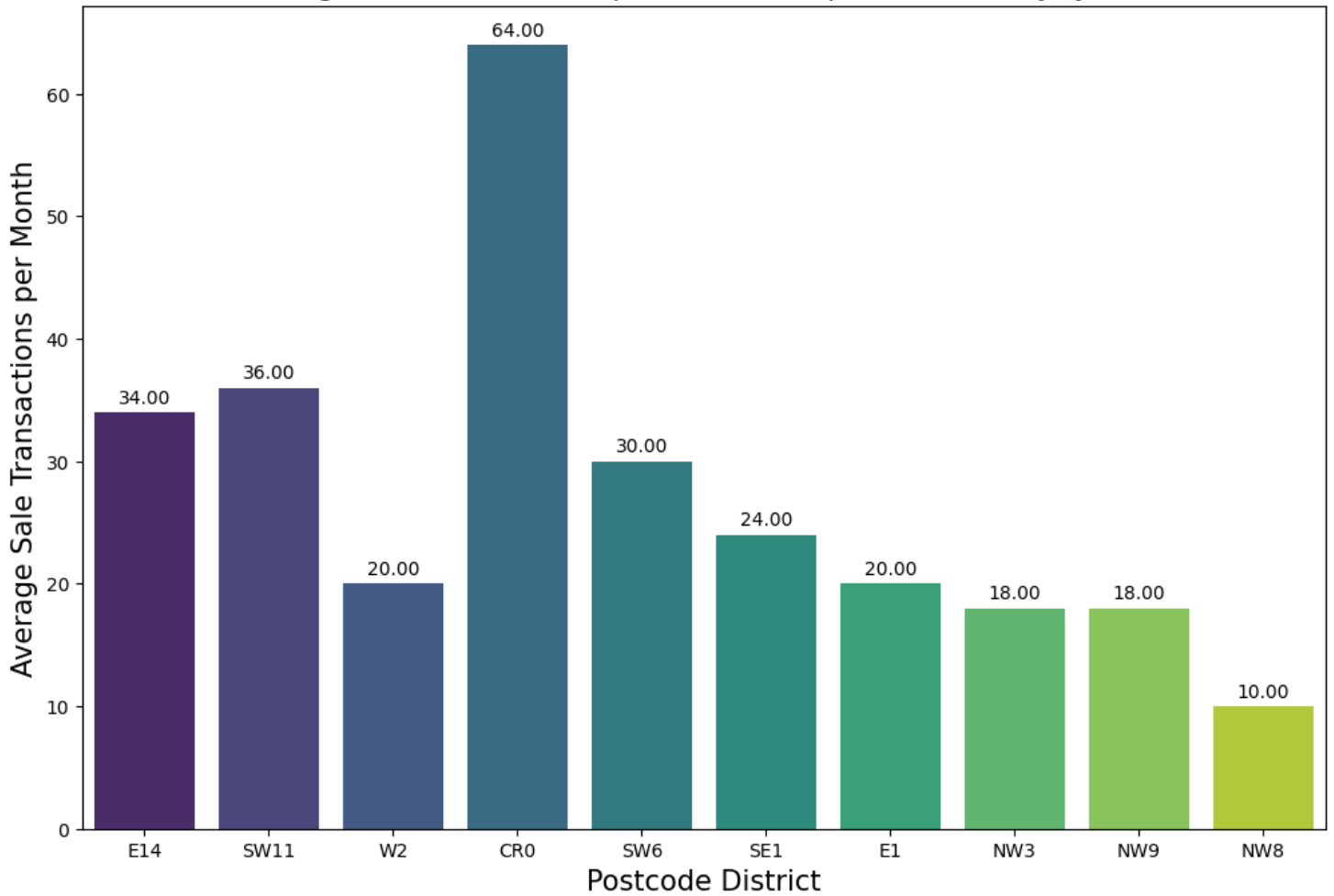
High-level Analysis: The following analysis gives an overview of how the sale market appears to be in some of the postcode district in the month of July, 2024.

Total Properties for Sale in Top 10 Districts - July 2024



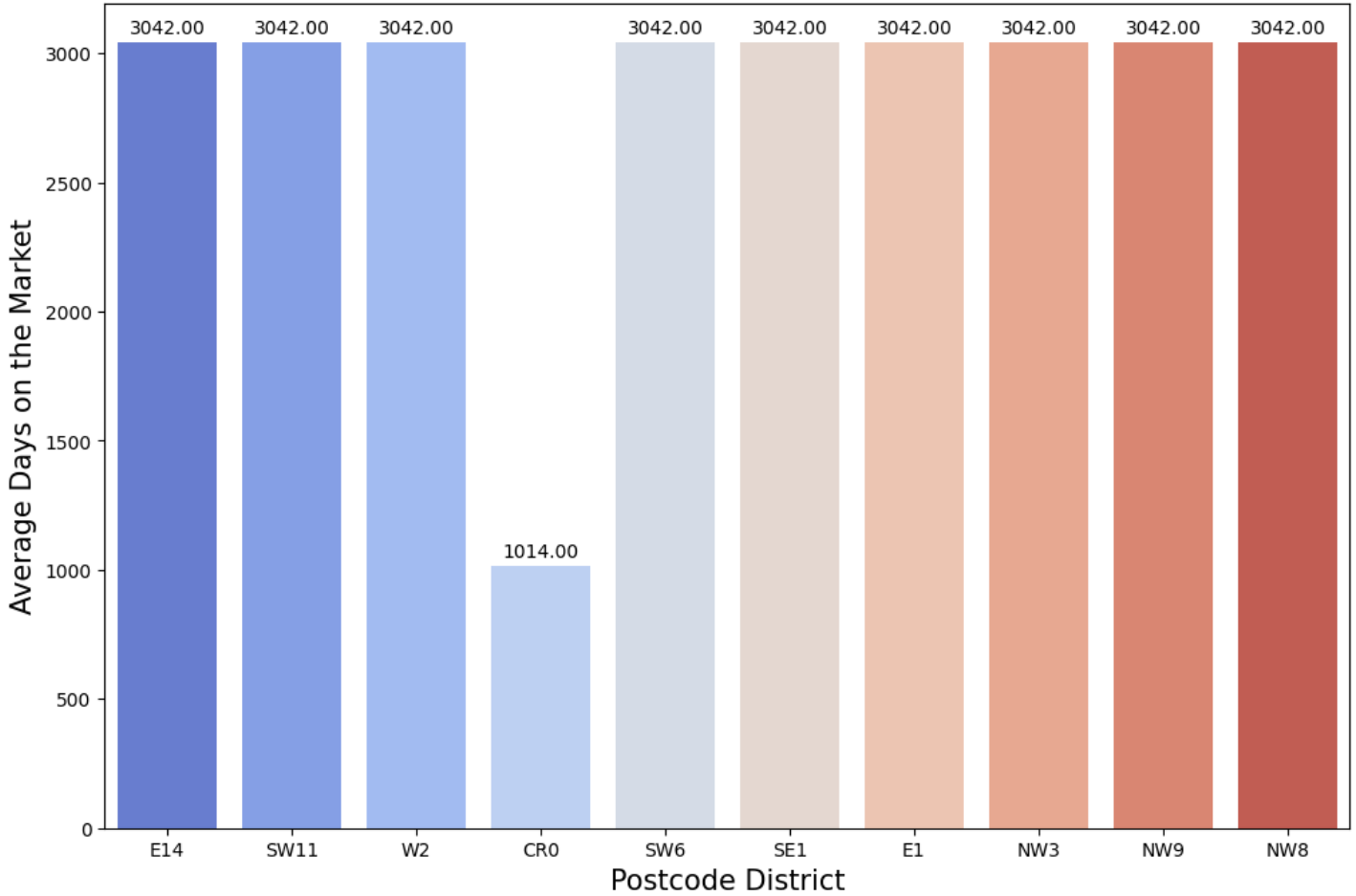
The graph provides a snapshot of London's property market as of July 2024, revealing it as a buyers' market. There is significant variation across districts, with E14 having a high number of properties for sale, possibly indicating substantial development or high-density living. Active markets like SW11, W2, and CR0 show notable real estate activity, suggesting these areas are in demand or undergoing changes. Conversely, Northwest London districts with fewer listings might indicate more stable populations or less development. In this buyers' market, high-volume areas offer more choices but face increased competition, while lower-volume areas present unique investment opportunities or reflect less development. Overall, the data highlights the diverse nature of London's property market, with varied conditions and opportunities across the city.

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



Index	Postcode District	Turn over(%) per Month
1	E14	1
2	SW11	1
3	W2	1
4	CRO	3
5	SW6	1
6	SE1	1
7	E1	1
8	NW3	1
9	NW9	1
10	NW8	1

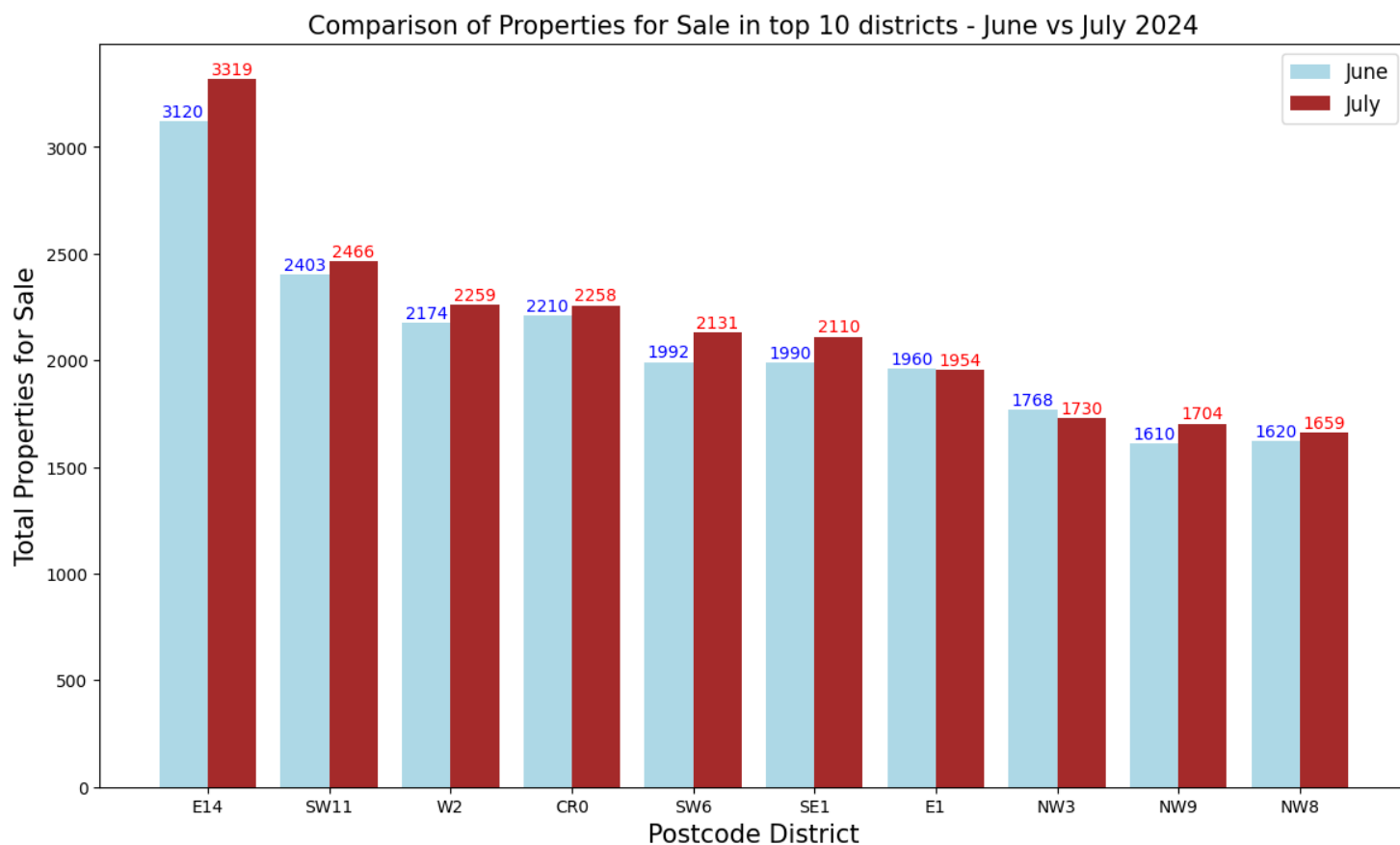
Average Days on the Market in Top 10 Districts - July 2024



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

Comparison of data: June vs July, 2024

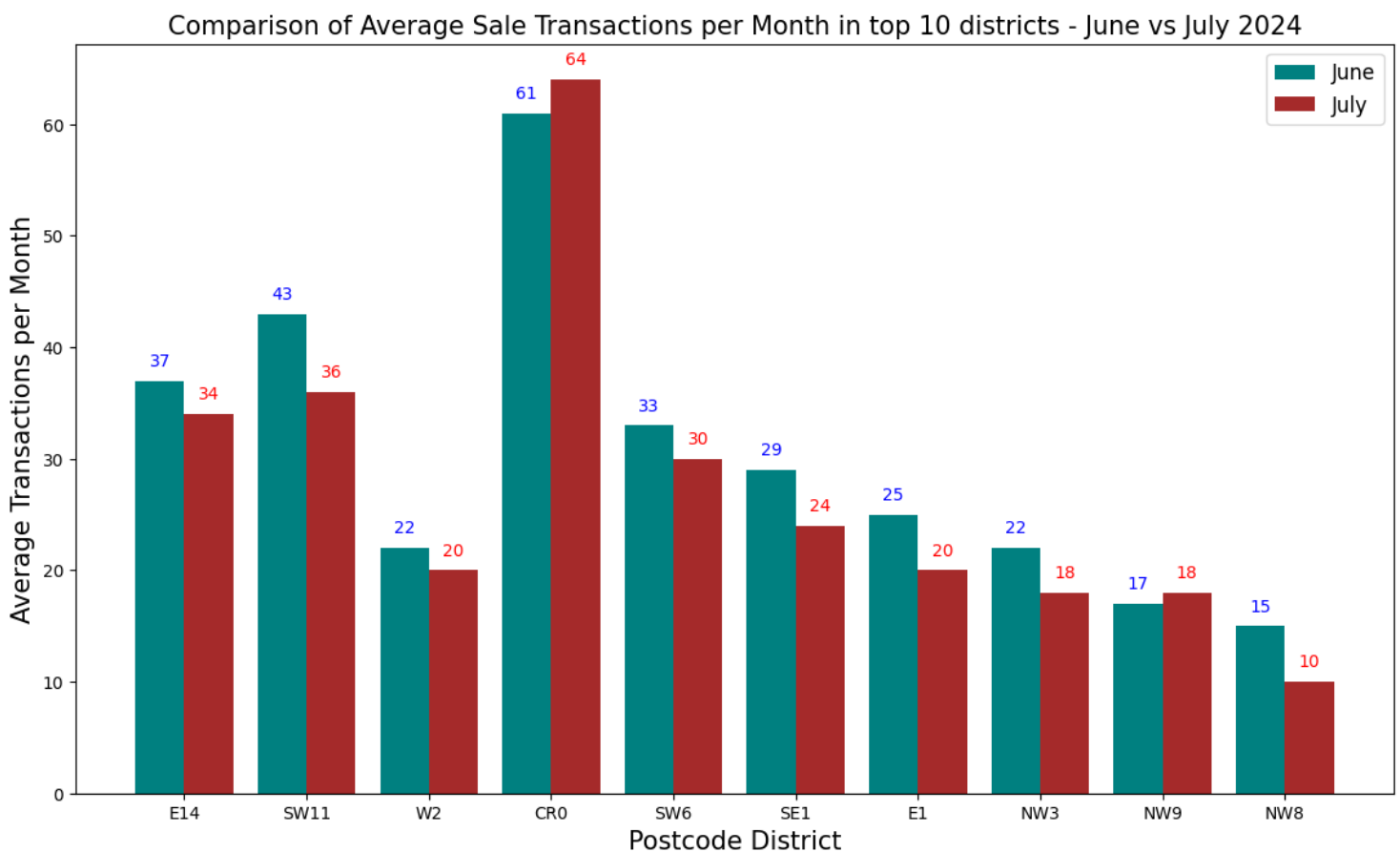
The graph provides a comparative analysis of properties for sale across the top 10 London postcode districts between June and July 2024, reflecting the current buyers' market.



There is a general increase in property listings from June to July, suggesting a possible seasonal uptick or growing market confidence. E14 stands out with the most significant rise in available properties, indicating it is either a major development area or highly sought-after. While districts like SW11, W2, CR0, SW6, and SE1 also show moderate increases, E1 and NW3 experience slight decreases, pointing to varied market conditions within the city. Areas such as E1 and NW8 exhibit relative stability, contrasting with the more volatile changes in E14 and SW11, which may reflect differing local dynamics or development activities. The overall rise in listings could be due to seasonal patterns, with more properties coming onto the market in summer. This trend reinforces previous observations of market segmentation, with high-

volume areas like E14 and medium-volume districts like SW11 and W2, alongside lower-volume areas like E1 and NW3.

For buyers and investors, areas with significant increases may present new opportunities but also heightened competition, while districts with fewer listings could offer better negotiating positions. Geographic differences show more volatility in East and Southwest London compared to Northwest London, suggesting varied local market conditions. Overall, the increase in property listings in this buyers' market indicates growing confidence among sellers and highlights both broad trends and specific district variations that are important for navigating London's real estate sector.



The graph compares average monthly sale transactions in the top 10 London postcode districts for June and July 2024, revealing a general decrease in activity.

This decline contrasts with the increase in properties for sale observed in a previous graph, suggesting a potential mismatch between supply and demand. CRO emerges as the most active district, with a notable rise in transactions, while SW11 also shows high activity but with a significant drop. E14, despite having the highest number of properties, ranks third in transactions, possibly indicating an oversupply or a slower market. The decrease in transactions across most districts may reflect a cooling market, potentially influenced by economic factors or seasonal patterns. Areas like CRO and NW9, which show slight increases, appear more resilient, whereas districts like SW11, E14, and SE1 experience more significant declines, indicating greater market volatility. This disparity in activity suggests varying levels of market efficiency and appeal. The decrease in transactions could signal broader economic trends affecting the property market, such as changes in lending practices or consumer confidence. Local factors, including development projects and neighbourhood desirability, also play a crucial role in shaping market dynamics. Overall, this analysis highlights a complex and shifting property market in London, with important implications for buyers, sellers, and investors navigating current conditions.

Seller's Market - July 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	EC3R	10	2	5.9	17	179	Sellers Market
2	EC4Y	4	2	2.4	42	72	Sellers Market

Balanced Market - July 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	BR3	303	31	10	10	304	Balanced market
2	SE23	245	23	11.1	9	338	Balanced market
3	DA1	241	27	9.1	11	277	Balanced market
4	HA4	241	25	10	10	304	Balanced market
5	SE9	218	20	11.1	9	338	Balanced market
6	SM1	217	21	10	10	304	Balanced market
7	RM3	201	19	11.1	9	338	Balanced market
8	TW15	196	17	11.1	9	338	Balanced market
9	N16	192	26	7.1	14	217	Balanced market
10	UB2	191	18	11.1	9	338	Balanced market

Insights

- Market Trends and Dynamics: The property market exhibits notable segmentation, with larger districts generally favouring buyers and some other areas displaying sellers' or balanced market conditions. High-volume areas, such as E14, SW11, and W2, have a substantial number of properties for sale compared to smaller districts with significantly fewer listings. This disparity highlights differing market scales and suggests variations in property types or levels of development. Interestingly, despite having a higher number of properties, some of these high-volume districts experience slower transaction rates, indicating that while supply is abundant, market activity is less dynamic. This slower movement may reflect factors such as market saturation or varying demand levels across different districts.
- Market Fluctuations and Variability: The property market shows significant variability in key metrics across different market types. In buyer's market areas, properties tend to remain on the market for an extended period, often over 8 years, indicating low demand or pricing issues. In contrast, balanced markets see properties sold within a range of 217 to 338 days, reflecting more moderate demand and pricing strategies. Turnover rates also differ markedly, with buyer's market areas often experiencing complete turnover, while balanced markets exhibit much lower turnover rates, suggesting varying levels of market activity and property circulation. Additionally, the months of inventory range from as low as 1 month in buyer's markets to over 11 months in balanced markets, highlighting diverse supply and demand dynamics across districts.
- Market Possibilities and Opportunities: The current property market presents diverse opportunities based on market conditions. In buyer's markets, such as in prime areas like E14, SW11, and W2, buyers have the advantage of negotiating favourable terms due to high inventory and

long days on market. Conversely, balanced markets, including areas like BR3, SE23, and DA1, offer stable investment opportunities with moderate turnover rates and less market volatility. Smaller districts, like EC3R and EC4Y, which exhibit seller's market conditions, may provide niche opportunities with unique properties that sustain high demand despite broader market trends. The significant difference between high-volume and low-volume areas suggests potential for development or redevelopment in less saturated markets. Investment strategies may need to adapt based on market conditions, with long-term holds being more suitable for buyer's markets and quicker turnarounds in balanced markets. Additionally, market timing is crucial, especially in balanced markets where properties move more swiftly, requiring buyers to act promptly and be well-prepared.