Analytical Report

Sale Market Analysis(March, 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 March, 2024.

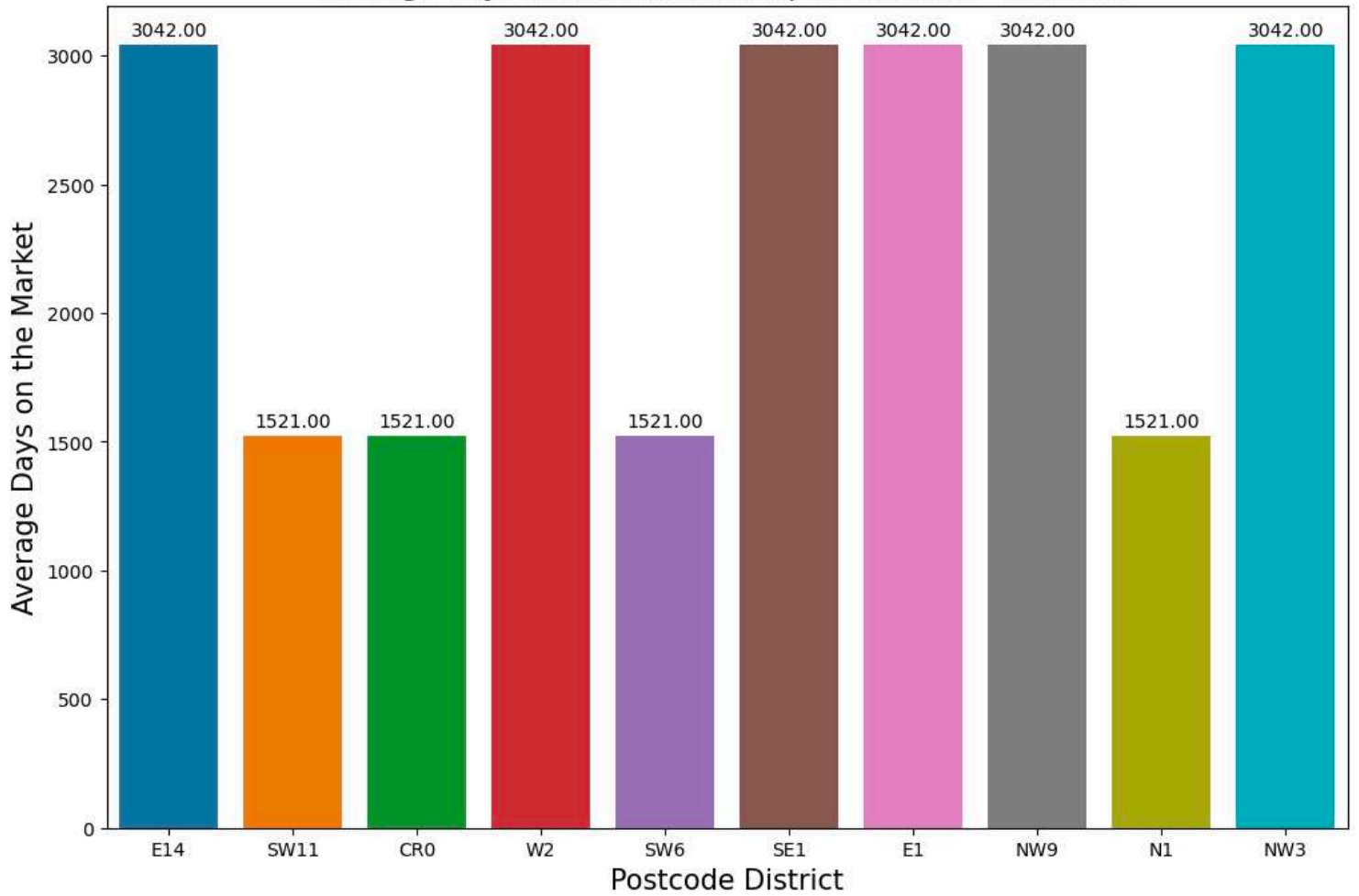## Total Properties for Sale in Top 10 Districts - Mar 2024
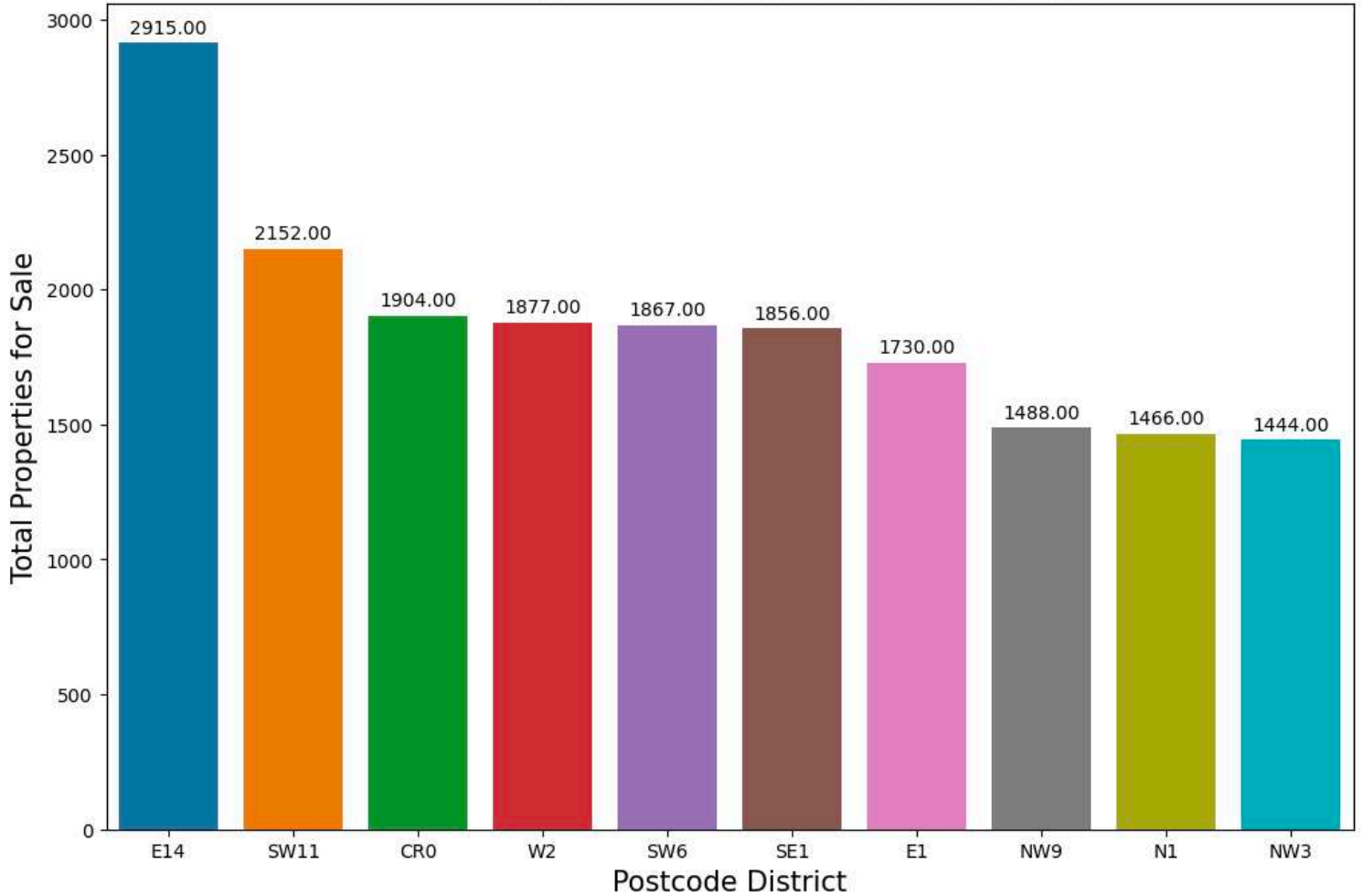
Index	Postcode District	Total Properties for Sale	Market Rating
1	E14	2915	Buyers Market
2	SW11	2152	Buyers Market
3	CR0	1904	Buyers Market
4	W2	1877	Buyers Market
5	SW6	1867	Buyers Market
6	SE1	1856	Buyers Market
7	E1	1730	Buyers Market
8	NW9	1488	Buyers Market
9	N1	1466	Buyers Market
10	NW3	1444	Buyers Market

Average Sale Transactions per Month in Top 10 Districts - Mar 2024
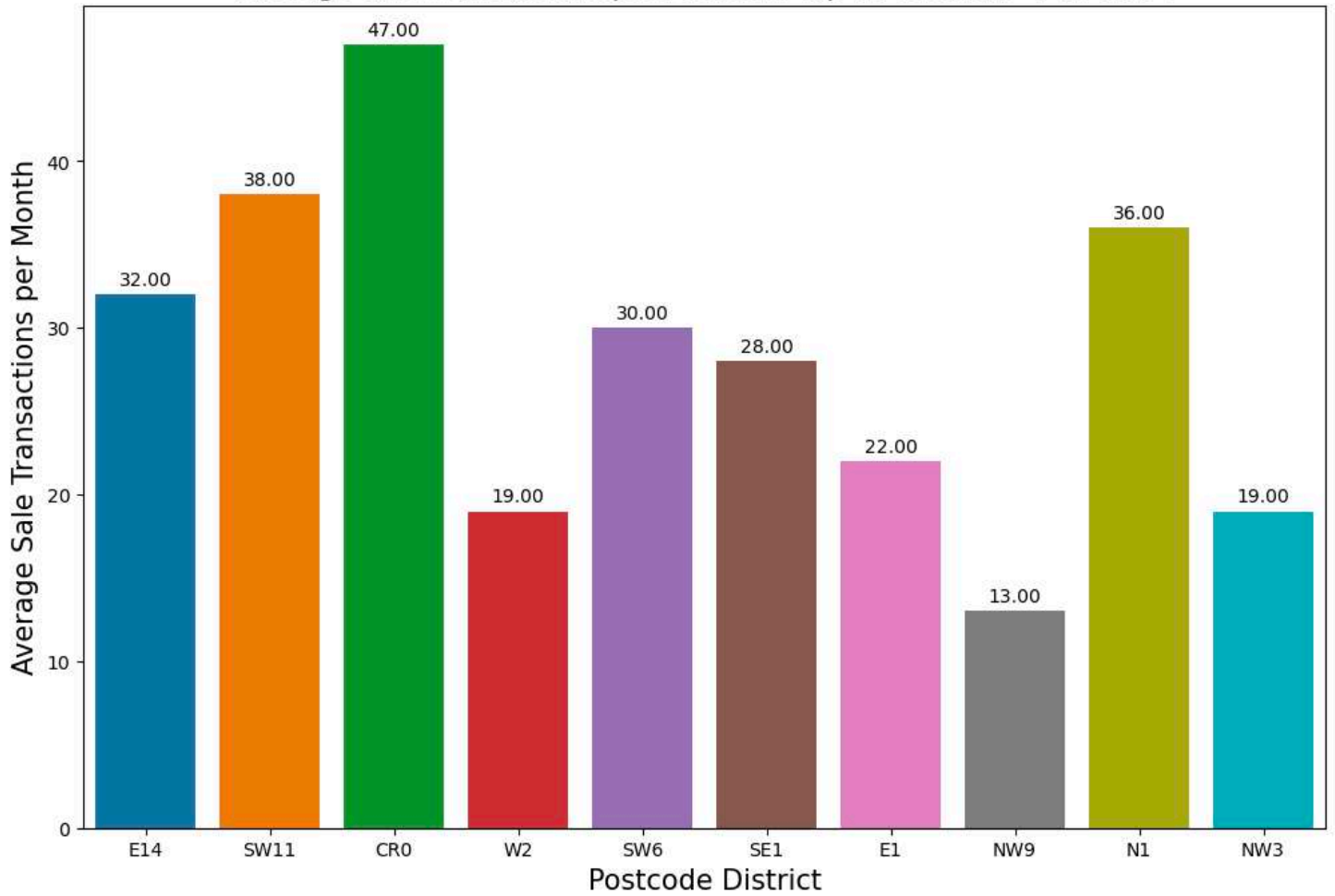
Index	Postcode District	Average Transactions per Month	Turn over(%) per Month
1	E14	32	1
2	SW11	38	2
3	CR0	47	2
4	W2	19	1
5	SW6	30	2
6	SE1	28	1
7	E1	22	1
8	NW9	13	1
9	N1	36	2
10	NW3	19	1

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

Postcode District	Average Days on the Market
E14	3042.00
SW11	1521.00
CR0	1521.00
W2	3042.00
SW6	1521.00
SE1	3042.00
E1	3042.00
NW9	3042.00
N1	1521.00
NW3	3042.00

Index	Postcode District	Months of Inventory
1	E14	100
2	SW11	50
3	CR0	50
4	W2	100
5	SW6	50
6	SE1	100
7	E1	100
8	NW9	100
9	N1	50
10	NW3	100

Comparison of data: Feb vs Mar, 2024

The bar chart compares the top 10 districts for March against the corresponding districts for February. In this comparison, the performance of these districts in March is juxtaposed with their performance in February, allowing for a visual assessment of any changes or trends over the two months.

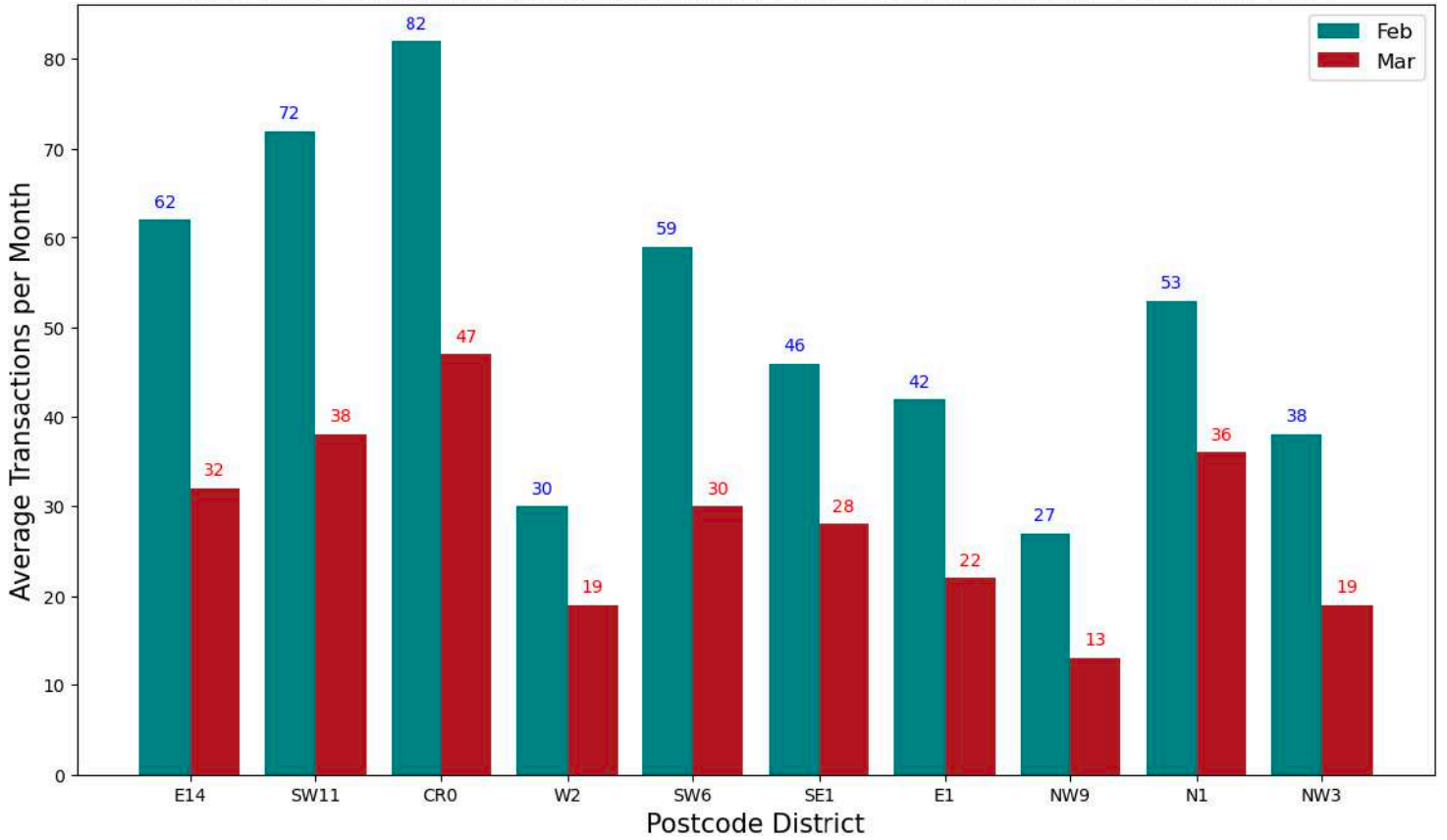Comparison of Properties for Sale in top 10 districts - Feb vs Mar 2024
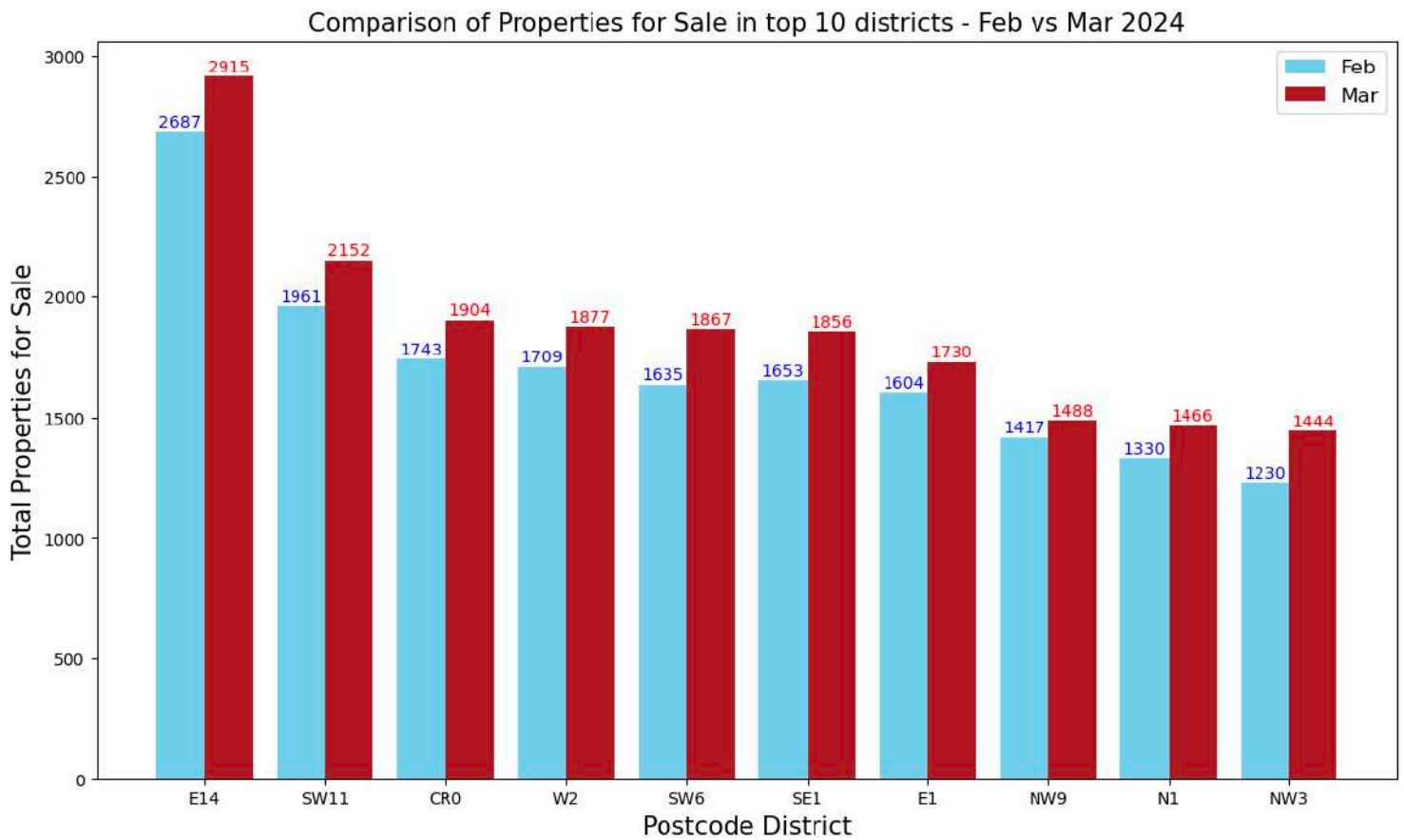
Conversely, the table presents a more detailed comparison by listing the individual top 10 districts for both March and February separately. Instead of using the top districts of March as a reference for February, each month's top 10 districts are analysed independently. This approach offers a granular 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 - March	Total Properties for Sale	Top 10 - Feb	Total Properties for Sale
1	E14	2915	E14	2687
2	SW11	2152	SW11	1961
3	CR0	1904	CR0	1743
4	W2	1877	W2	1709
5	SW6	1867	SE1	1653
6	SE1	1856	SW6	1635
7	E1	1730	E1	1604
8	NW9	1488	NW9	1417
9	N1	1466	N1	1330
10	NW3	1444	NW6	1291

Comparison of Average Sale Transactions per Month in top 10 districts - Feb vs Mar 2024

Comparison of Sale Turnover Percentage per Month in top 10 districts - Feb vs Mar 2024

Scansan Properties
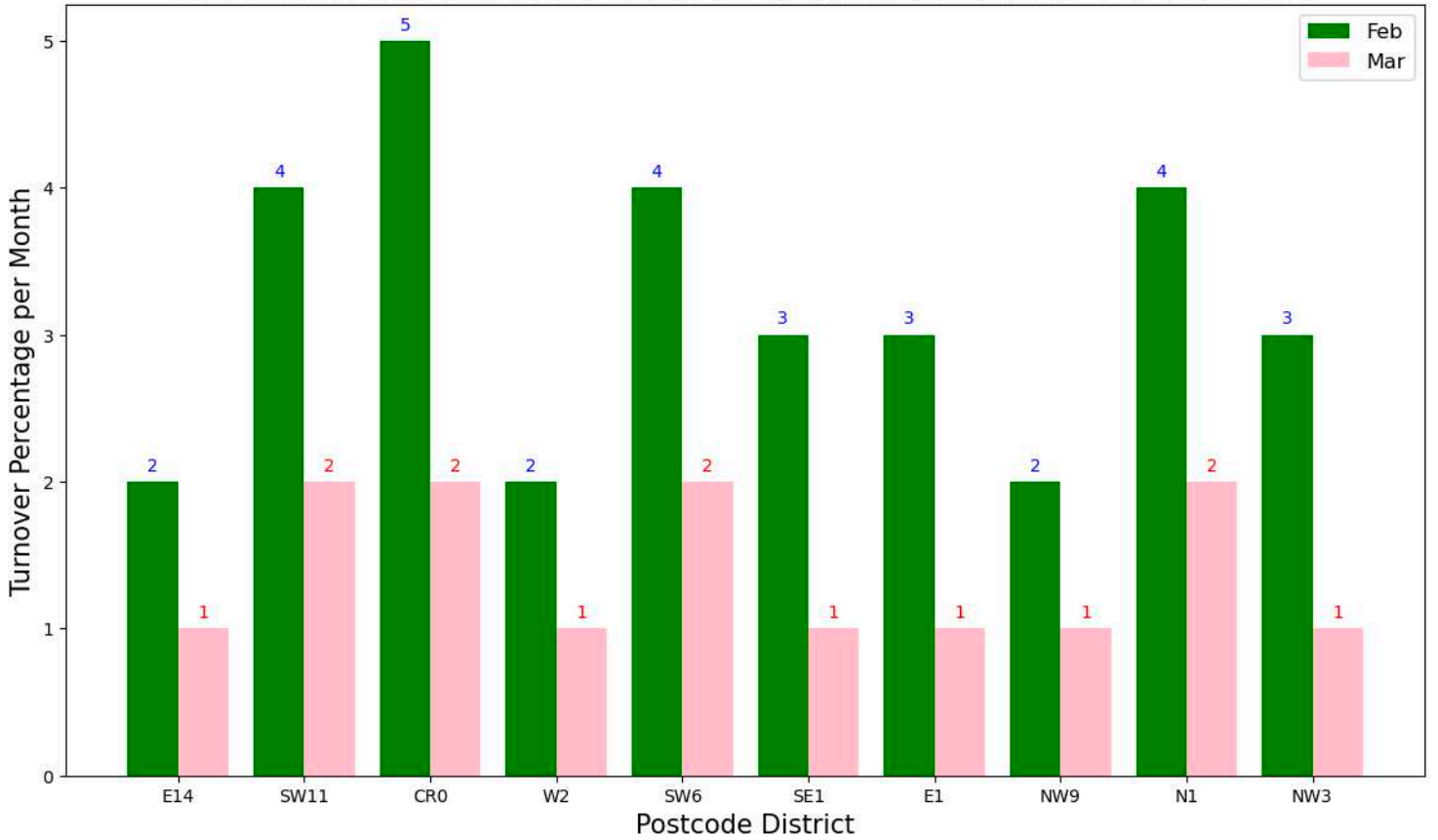
Seller's Market - March 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	IG4	28	5	5.9	17	179	Sellers Market
2	W1S	13	4	3.6	28	109	Sellers Market
3	EC3R	9	2	5.3	19	160	Sellers Market
4	DA18	7	2	4.2	24	127	Sellers Market

Balanced Market - March 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	BR2	283	26	11.1	9	338	Balanced Market
2	SY3	266	24	11.1	9	338	Balanced Market
3	BR3	259	29	9.1	11	277	Balanced Market
4	HA4	235	26	9.1	11	277	Sellers Market
5	DA1	208	22	10	10	304	Balanced Market
6	EN8	207	18	11.1	9	338	Balanced Market
7	E11	207	19	11.1	9	338	Balanced Market
8	WA7	203	24	8.3	12	254	Balanced Market
9	SE9	197	21	10	10	304	Balanced Market
10	KT19	196	18	11.1	9	338	Balanced 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 13 to 47. Most districts have either 100 months of inventory (E14, W2, SE1, E1, NW9, NW3) or 50 months of inventory (SW11, CR0, SW6, N1), indicating a significant supply of properties for sale.
- *Districts with High and Low Activity:* The postcode district with the highest number of total properties for sale is E14 with 2,915 properties and lowest number of total properties for sale is NW3 with 1,444 properties. SW11, CR0, SW6, N1 have twice the turn over rate than the other six districts.
- *Rating Analysis:* Most of the top postcode districts have a significant oversupply of properties, with 100 months of inventory and high average days on the market (1,521 to 3,042 days). This abundance of inventory, coupled with low turnover rates of 1-2%, 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 & Balanced Market

- *Market Share:* In March, London's postcode districts are distributed as follows; 214 districts are categorised as Buyer's Markets, 56 districts as Balanced Markets, and 4 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 7 to 28, relatively high turnover percentages per

calendar month, ranging from 17% to 28% and low inventory numbers in the range of 3.6 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 7 to 28 listings, suggesting high demand relative to supply. Turnover percentages are notably high, varying from 17% to 28% per month, signifying rapid sales of available inventory. Additionally, the average days on market are relatively low, spanning from 109 to 179 days, indicating swift property turnover. Months of inventory range from 3.6 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.

- *Balanced Market Analysis:* A balanced market typically means that there is equilibrium between supply and demand, resulting in stable conditions for both buyers and sellers. This is reflected in the turnover percentages, which range from 9% to 12% per calendar month, and the months of inventory, which range from 8.3 to 11.1.

- *Balanced Rating Analysis:* The postcode districts analysed exhibit a balanced market status, suggesting a harmonious interplay between property supply and demand. With inventory levels ranging from 196 to 283 properties for sale, these areas maintain a moderate supply of available listings. Turnover percentages per month fall within the range of 9% to 12%, indicating a steady pace of property transactions relative to inventory. Additionally, the average days on market vary from 254 to 338 days, reflecting a moderate marketing period for properties. Months of inventory range from 8.3 to 11.1 months, indicating a well-matched equilibrium between supply and demand. In these balanced market conditions, both buyers and sellers operate on a level playing field, fostering transactions at fair market values with equitable negotiation opportunities.