



**scansan**

# **Analytical Report**

Sale Market Analysis(April, 2024)

Intelligence Team

## Overview

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

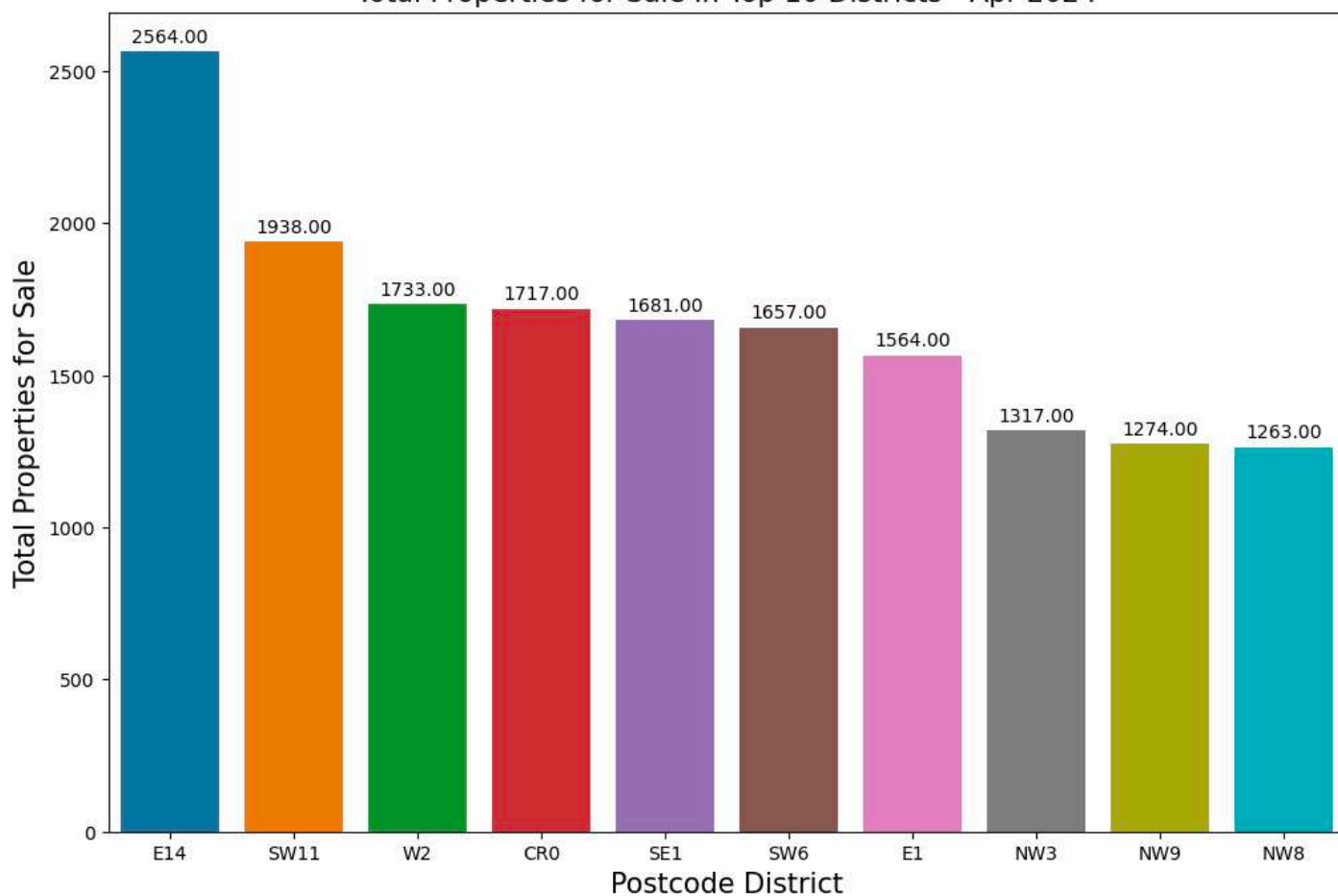
## Key Metrics

- 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

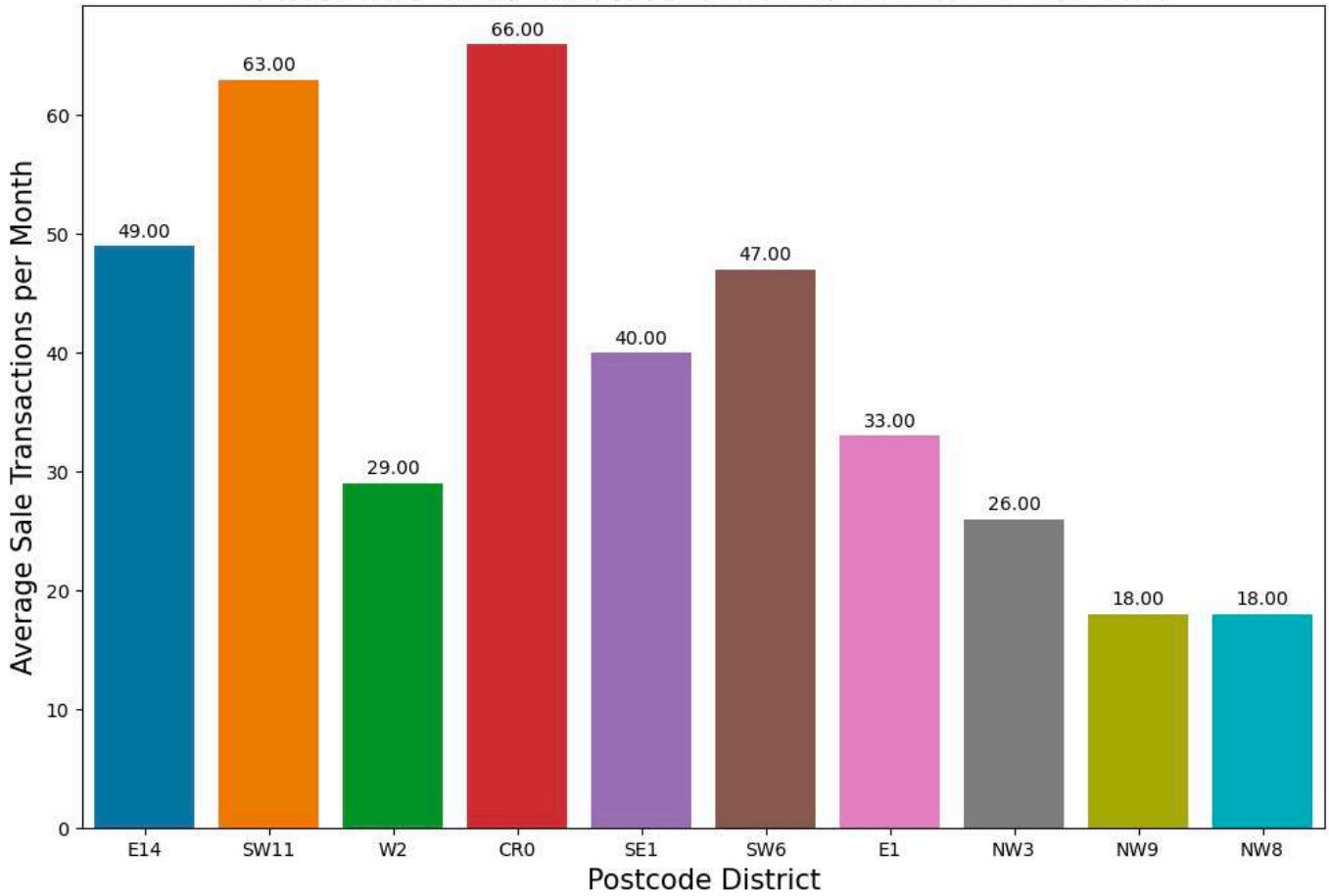
The following analysis gives an overview of how the sale market appears to be in some of the postcode district in the month of April, 2024.

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



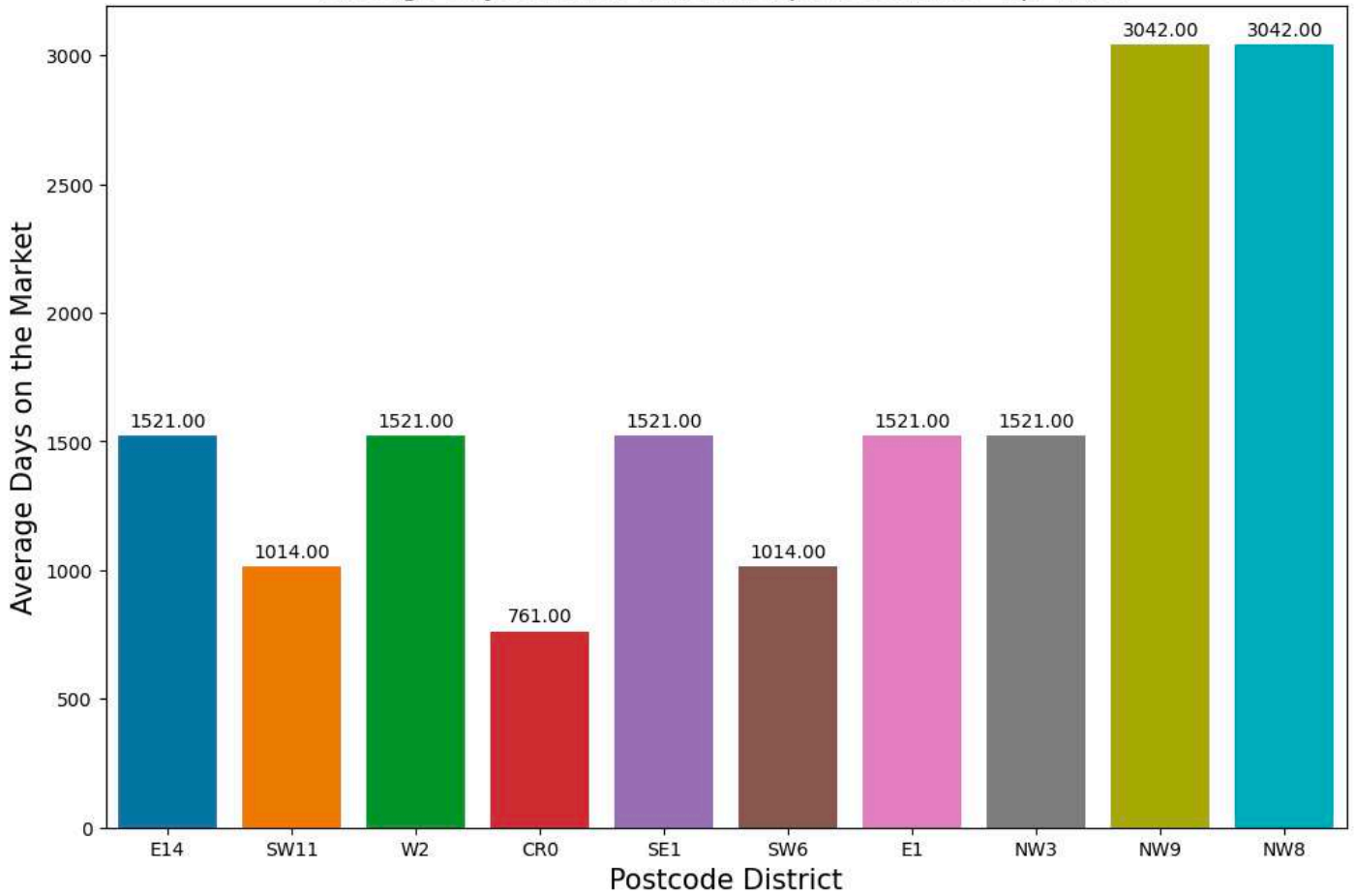
Index	Postcode District	Total Properties for Sale	Market Rating
1	E14	2564	Buyers Market
2	SW11	1938	Buyers Market
3	W2	1733	Buyers Market
4	CR0	1717	Buyers Market
5	SE1	1681	Buyers Market
6	SW6	1657	Buyers Market
7	E1	1564	Buyers Market
8	NW3	1317	Buyers Market
9	NW9	1274	Buyers Market
10	NW8	1263	Buyers Market

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



Index	Postcode District	Average Transactions per Month	Turn over(%) per Month
1	E14	49	2
2	SW11	63	3
3	W2	29	2
4	CRO	66	4
5	SE1	40	2
6	SW6	47	3
7	E1	33	2
8	NW3	26	2
9	NW9	18	1
10	NW8	18	1

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



Index	Postcode District	Months of Inventory
1	E14	50
2	SW11	33.3
3	W2	50
4	CRO	25
5	SE1	50
6	SW6	33.3
7	E1	50
8	NW3	50
9	NW9	100
10	NW8	100

## Comparison of data: Mar vs Apr, 2024

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

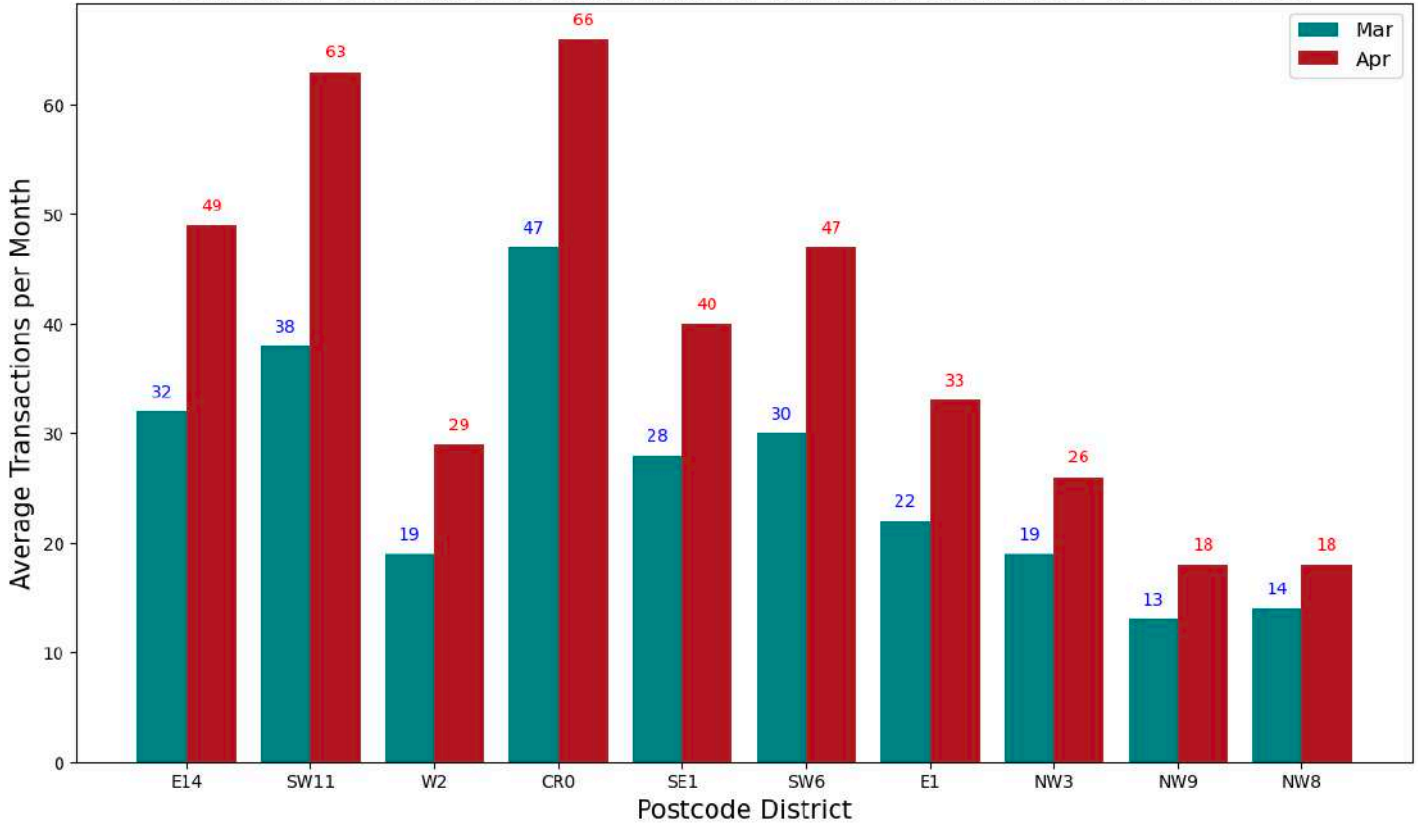


Conversely, the table presents a more detailed comparison by listing the individual top 10 districts for both April and March separately. Instead of using the top districts of April as a reference for March, each month's top 10 districts are analysed independently. This approach offers a granular view,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

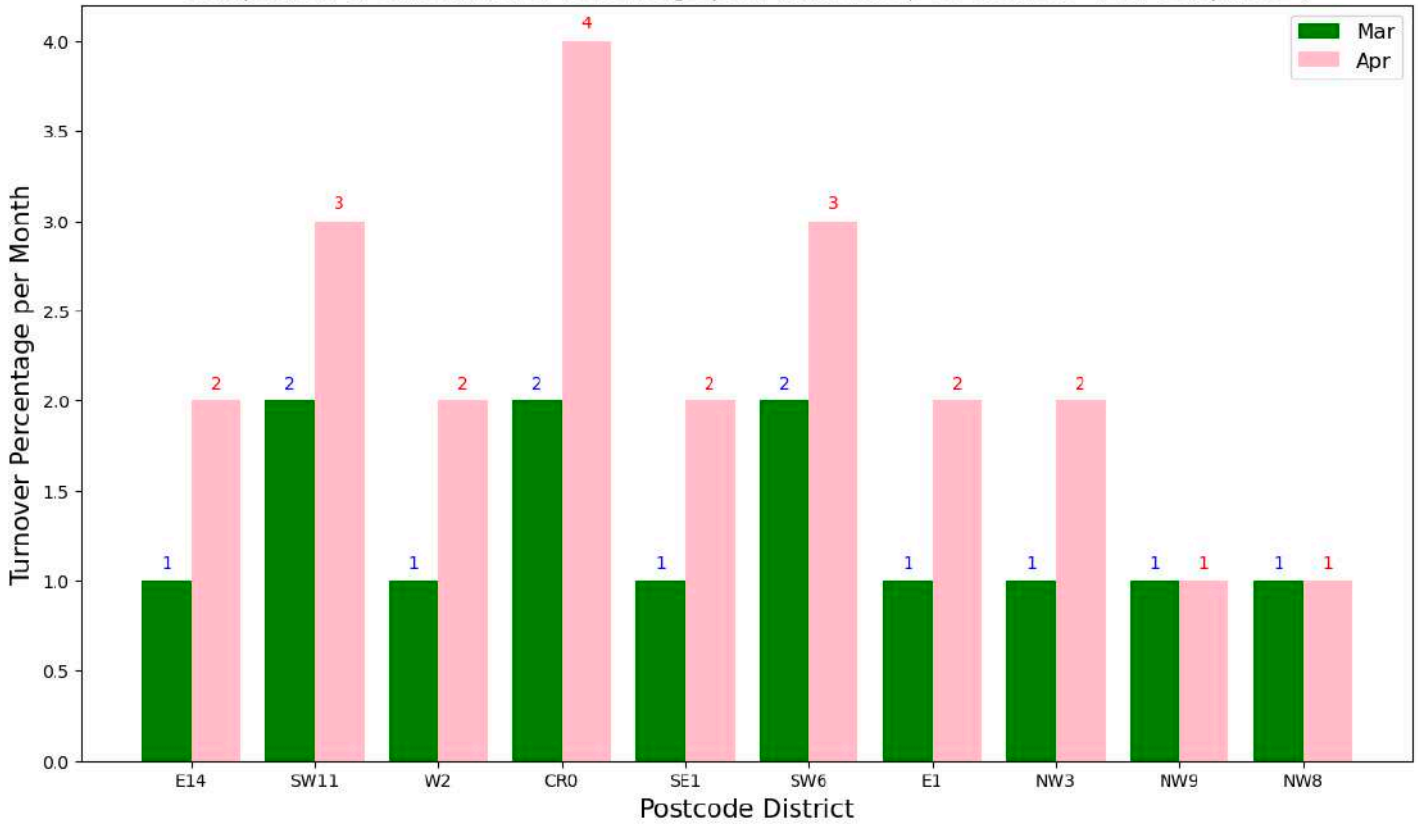
In both months, the top 10 districts, based on the total number of properties for sale, were classified as Buyer's Markets. This classification stemmed from the substantial increase in supply coupled with significantly lower average transaction volumes and turnover rates observed within each calendar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

Ranking	Top 10 - April	Total Properties for Sale	Top 10 - March	Total Properties for Sale
1	E14	2564	E14	2915
2	SW11	1938	SW11	2152
3	W2	1733	CRO	1904
4	CRO	1717	W2	1877
5	SE1	1681	SW6	1867
6	SW6	1657	SE1	1856
7	E1	1564	E1	1730
8	NW3	1317	NW9	1488
9	NW9	1274	N1	1466
10	NW8	1263	NW3	1444

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



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





## Seller's Market - April 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	WA7	192	33	5.9	17	179	Sellers Market
2	DA1	171	34	5.0	20	152	Sellers Market
3	SM5	111	20	5.6	18	169	Sellers Market
4	RM8	97	16	5.9	17	179	Sellers Market
5	RM10	79	17	4.5	22	138	Sellers Market
6	DA17	72	14	5.3	19	160	Sellers Market
7	RM5	62	10	5.9	17	179	Sellers Market
8	RM9	61	12	5.0	20	152	Sellers Market
9	KT9	56	10	5.9	17	179	Sellers Market
10	IG4	29	6	4.5	22	138	Sellers Market

## Balanced Market - April 2024

Index	Postcode District	Total Properties for Sale	Average Transactions	Months of Inventory	Turn Over	Days on the Market	Rating
1	E17	590	55	11.1	9	338	Balanced Market
2	SE18	376	34	11.1	9	338	Balanced Market
3	CR2	358	32	11.1	9	338	Balanced Market
4	NP19	326	41	7.7	13	234	Sellers Market
5	BR2	317	32	10.0	10	304	Balanced Market
6	BR1	309	33	9.1	11	277	Balanced Market
7	E4	305	33	9.1	11	277	Balanced Market
8	BR6	296	28	11.1	9	338	Balanced Market
9	SW4	296	27	11.1	9	338	Balanced Market
10	WD3	295	29	10.0	10	304	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 18 to 66. The months of inventory for the districts ranges from 25 months and goes unto 100 months. NW9 and NW8 have the highest inventory, 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 2,564 properties and lowest number of total properties for sale is NW8 with 1,263 properties. CRO has the highest turn-over rate of 4 per month than all the other districts in the top 10 whereas NW9, NW8 have turn-over rate as 1 per calendar month.
- Rating Analysis: Most of the top postcode districts have a significant oversupply of properties, with over 25 months of inventory and high average days on the market (761 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.

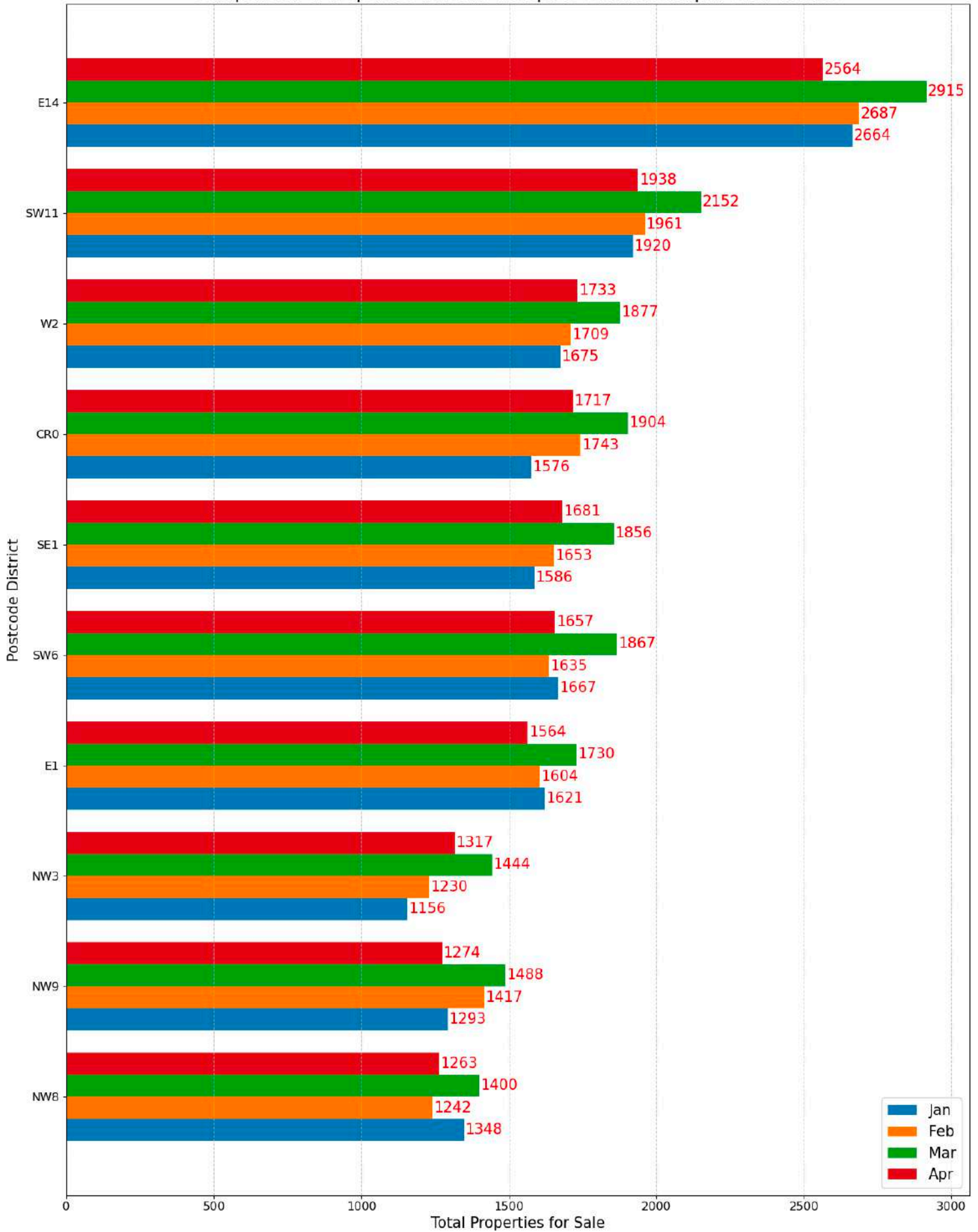
## Insights - Seller's Market & Balanced Market

- Market Share: In March, London's postcode districts are distributed as follows; 141 districts are categorised as Buyer's Markets, 118 districts as Balanced Markets, and 14 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 29 to 192, relatively high turnover percentages

per calendar month, ranging from 17% to 22% and low inventory numbers in the range of 4.5 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 29 to 192 listings, suggesting high demand relative to supply. Turnover percentages are notably high, varying from 17% to 22% per month, signifying rapid sales of available inventory. Additionally, the average days on market are relatively low, spanning from 138 to 179 days, indicating swift property turnover. Months of inventory range from 4.5 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 13% per calendar month, and the months of inventory, which range from 7.7 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 295 to 590 properties for sale, these areas maintain a moderate supply of available listings. Turnover percentages per month fall within the range of 9% to 13%, indicating a steady pace of property transactions relative to inventory. Additionally, the average days on market vary from 234 to 338 days, reflecting a moderate marketing period for properties. Months of inventory range from 7.7 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.

Comparison of Properties for Sale in Top 10 Districts of April 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 maintains relatively consistent sales figures across the months, indicating steadier market conditions or consistent buyer interest.
- Seasonal Trends: March emerges as a peak month for sales in several districts, including E14 and CRO, suggesting potential seasonal patterns or heightened market activity during this period. The increase in sales volumes during March may align with traditional real estate trends, such as the spring selling season, when buyers and sellers are more active.