

### Reading sales market holding firm amid global uncertainty

As we reach the end of Q1, one thing that seems apparent is that constant change is here to stay - especially in the property market. Public sentiment, along with growing concern about the global situation, is beginning to slow decision-making among some buyers and sellers.

That said, at Haslams, new listings have reached record levels and, with the right pricing and effective marketing, sales have remained strong. Without comparing

directly to Q1 2025 - when the Stamp Duty deadline artificially fuelled the market - it is encouraging to see new listings and sales volumes returning to levels more in line with those seen pre-Covid.

Looking ahead, the market will likely remain sensitive to developments in the Middle East and the wider knock-on effects on costs, whether through energy prices or mortgage borrowing. We hope conditions stabilise so as not to dampen positive momentum.



Chris Cullity  
Head of Sales

#### Buyer Demand

**1,403** buyers registered    **17** viewings per sale    **4** offers per deal

**5%** increase in registered buyers YoY



**98%** sold vs asking price

(Haslams internal data Q1 2026)

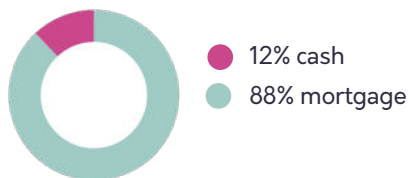
#### Supply - Homes for Sale

**2,671** properties for sale  
+15% vs last year

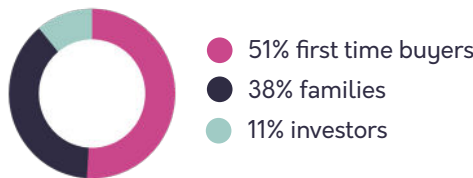
(Rightmove data for Reading area Mar 26)



#### Haslams Buyer Profiles



(Haslams internal data Q1 2026)



#### Haslams Price Index

Q1 2026 vs Q1 2025

Town Centre Apartments	-4.39%
Town Centre	-8.98%
Caversham	-2.48%
Woodley	-0.99%
Earley/Lower Earley	-1.58%
West Reading	-0.55%
Calcot/Tilehurst	-1.93%
Shinfield/Spencers Wood	-1.06%

#### National House Prices

Year-on-year

Halifax Mar 26	+0.8%
Nationwide Mar 26	+2.2%
Land Registry Jan 26	+1.3%
Transactions HMRC Feb 26	-6%

#### Latest Instructions

**PEARSON ROAD, RG4**  
£995,000  
Turpins is a charming Grade II listed period home in Sonning-on-Thames.

[VIEW PROPERTY >](#)



**BELLE VUE ROAD, RG1**  
£410,000  
Three bedroom home in a desirable cul-de-sac location.

[VIEW PROPERTY >](#)

