HASLAMS .net

Reading Market Insight

Residential Sales

Q2

APR - JUN 2026

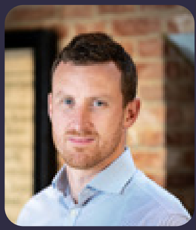
Price reductions restore buyer confidence

Q2 has not been without its challenges. Continued instability in the Middle East and an unsettled political landscape have led to a more cautious approach from buyers.

This, combined with overly optimistic pricing expectations from some sellers, has resulted in a decline in sales activity. Sellers have now started to respond to changing market conditions, and June saw a 25% increase in price reductions compared to June 2025.

The market is now reacting positively, with 62% of June's agreed sales following a price change.

Meanwhile, the mortgage market continues to be competitive, and with house prices now offering better value than we have seen for several years, the conditions are in place for a potential uplift in sales activity in the coming months.



Chris Cullity
Sales Director

Buyer Demand

1,008 buyers registered

14 viewings per sale

6 offers per deal

15% increase in registered buyers YoY

95% sold vs asking price

(Haslams internal data Q2 2026)

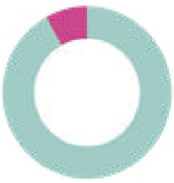
Supply - Homes for Sale

2,655 properties for sale
+3% vs last year

(Rightmove data for Reading area Jun 26)

FOR SALE

Haslams Buyer Profiles



- 8% cash
- 92% mortgage

- 49% first time buyers
- 42% families
- 9% investors

(Haslams internal data Q2 2026)

Haslams Price Index

Q2 2026 vs Q2 2025

Town Centre Apartments	-5.08% ▼
Town Centre	-1.81% ▼
Caversham	-3.69% ▼
Woodley	-2.85% ▼
Earley/Lower Earley	-2.39% ▼
West Reading	-2.36% ▼
Calcot/Tilehurst	-2.15% ▼
Shinfield/Spencers Wood	-2.43% ▼

National House Prices

Year-on-year

Lloyds Jun 26	+0.6%
Nationwide Jun 26	+2.2%
UK House Price Index Apr 26	+3.8%

Latest Instructions

BULMERSHE ROAD, RG1
£850,000
5-bed, 3-storey Victorian detached home. Desirable University area.

VIEW PROPERTY >

SONNING, RG4
£2,950,000 (guide price)
4-bedroom family home with 3,800 sq ft and 1.14 acres. Prime Sonning location.

VIEW PROPERTY >