

Fewer buyers in the market but sales volumes remain strong

New buyer registrations have fallen by 28%, yet the rate of sale has at least matched that of a very strong 2024 when comparing the same period. Importantly, there are signs of increasing buyer confidence – despite widespread predictions of a fragile market following the stamp duty increase in April.

Currently, it takes just 13 viewings per sale, which is 29% fewer year-on-year – highlighting that buyers who are looking are more motivated to make a purchase.

The market has experienced a notable increase in available stock, with 2,489 properties currently for sale

in the Greater Reading area – up 23% compared to the same period last year.

This growing supply is giving buyers more choice, and with fewer buyers in the market, it underscores the importance of proactive estate agency, accurate pricing strategies, and effective marketing. This is why, despite the broader headwinds, Haslams has achieved an above-expected sales period.

Overall, the Reading market is evolving into a more balanced and confident environment as we enter the third quarter.



Chris Cullity
Head of Sales

Buyer Demand

867 buyers registered

13 viewings per sale

5 offers per deal

28% decrease in registered buyers YoY



98%
sold vs asking price

(Haslams internal data Q2 2025)

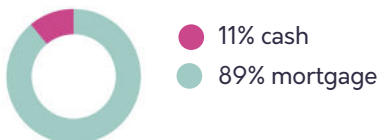
Supply - Homes for Sale

2,489 properties for sale
+23% vs last year

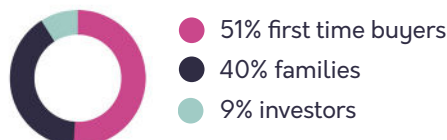
(Rightmove data for Reading area Jun 25)



Haslams Buyer Profiles



(Haslams internal data Q2 2025)



Haslams Price Index

Q2 2024 vs Q2 2025

Town Centre Apartments	-3.35% ▼
Town Centre	+1.51% ▲
Caversham	-1.01% ▼
Woodley	+0.63% ▲
Earley/Lower Earley	+1.08% ▲
West Reading	+1.81% ▲
Calcot/Tilehurst	+0.06% ▼
Shinfield/Spencers Wood	+0.88% ▼

National House Prices

Year-on-year

Halifax June 25	-0.3%
Nationwide June 25	+2.1%
Land Registry Apr 25	+3.5%
Transactions HMRC May 25	-12%

Latest Instructions

CROFTERS COTTAGE, RG7
£975,000
4 bed thatched cottage in the Berkshire countryside.

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ALEXANDRA ROAD, RG1
£850,000
5 bed Victorian townhouse in the prime Reading University area.

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