

September sales surge offers hope for a stronger finish to 2026

Conditions remained slower than average in July and August, with a hot summer and economic pressures prompting many buyers and sellers to adopt a wait-and-see approach.

September traditionally brings an uplift in buyer and seller activity, and this year was no exception. Activity rose by approximately 50% across most areas compared with August.

The Bank of England continues to monitor inflation closely, and while interest rates held in September, uncertainty remains around future changes. On a more positive note, mortgage availability remains

strong, with more higher loan-to-value products coming to market. This creates opportunities for first-time buyers and those with smaller deposits, who continue to account for the greatest level of transaction activity.

With a wider choice of properties and improved mortgage options for buyers, there are reasons for cautious optimism for a stronger finish to the year.

Meanwhile, property investment yields are reaching levels not seen for some time, with double-digit returns increasingly achievable in some cases.



Chris Cullity
Sales Director

Buyer Demand

819 buyers registered

19 viewings per sale

6 offers per deal

4% decrease in registered buyers YoY



98% sold vs asking price

(Haslams internal data Q3 2026)

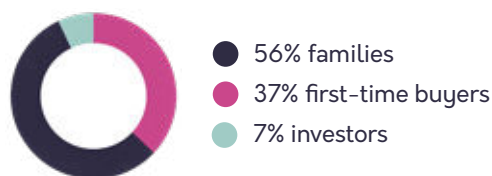
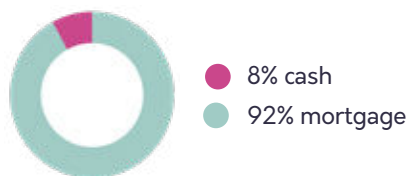
Supply - Homes for Sale

2,644 properties for sale
+5% vs last year

(Rightmove data for Reading area Sep 26)



Haslams Buyer Profiles



(Haslams internal data Q3 2026)

Haslams Price Index

Q3 2026 vs Q3 2025

Town Centre Apartments	-9.69% ▼
Town Centre	-11.94% ▼
Caversham	-6.31% ▼
Woodley	-4.30% ▼
Earley/Lower Earley	-4.16% ▼
West Reading	-4.25% ▼
Calcot/Tilehurst	-4.58% ▼
Shinfield/Spencers Wood	-3.99% ▼

National House Prices

Year-on-year

Lloyds Sep 26	0.0%
Nationwide Sep 26	+0.8%
UK House Price Index Jul 26	+1.4%

Latest Instructions

ROSSBY, RG2
£450,000
3-bed townhouse set in a popular development with easy reach of M4 junction 11.

[VIEW PROPERTY >](#)



CLIFTON STREET, RG1
£500,000 (guide price)
3-bed semi-detached home set in the Castle Hill Conservation Area.

[VIEW PROPERTY >](#)

