

A more balanced property market emerging in Reading

As we moved through Q3, the Reading property market began to show signs of greater balance. The urgency to buy has been replaced with caution and taking extra time to ensure a purchase represents good value. This is clearly reflected across the greater Reading area.

While buyer registrations have eased, serious purchasers are still out there - and they are ready to act when the right property comes along. On average, it now takes a few more viewings to secure a sale (around 20% more than in Q1 and

Q2), but with the right marketing strategy, we're continuing to see successful outcomes. Mortgage rate reductions have paused for now and wider economic uncertainty is prompting some buyers to wait, but these conditions also create opportunities for those ready to move.

Looking ahead to Q4, we expect conditions to remain similar, with the possibility of a slightly more competitive environment for sellers. The key will be managing vendor expectations effectively but we anticipate results will still be strong.



Chris Cullity
Head of Sales

Buyer Demand

1,317 buyers
registered

17 viewings per
sale

7 offers per
deal

22% decrease in
registered
buyers YoY



98%
sold vs asking price

(Haslams internal data Q3 2025)

Supply - Homes for Sale

2,207 properties for sale
+11% vs last year

(Rightmove data for Reading area Sept 25)



Haslams Buyer Profiles



7% cash
93% mortgage



33% first time buyers
59% families
8% investors

(Haslams internal data Q3 2025)

Haslams Price Index

Q3 2024 vs Q3 2025

Town Centre Apartments	-0.63% ▼
Town Centre	+0.60% ▲
Caversham	-0.10% ▼
Woodley	+0.21% ▲
Earley/Lower Earley	+0.25% ▲
West Reading	+0.75% ▲
Calcot/Tilehurst	+0.23% ▼
Shinfield/Spencers Wood	+0.47% ▼

National House Prices

Year-on-year

Halifax Sept 25	-0.3%
Nationwide Sept 25	+2.2%
Land Registry Jul 25	+2.8%
Transactions HMRC Aug 25	+2%

Latest Instructions

MIMOSA DRIVE, RG2

£950,000

5 bed detached home set within a quiet cul-de-sac in Shinfield.

[VIEW PROPERTY >](#)



PEARSON ROAD, RG4

£725,000

3 bed red-brick cottage in the desirable village of Sonning.

[VIEW PROPERTY >](#)

