

Market growth driven by first-time buyers

The residential sales market showed strong growth in the last quarter of 2024, with sales volumes up 55% year on year, and new listings increasing by 40%. A key driver was the rush of first-time buyers eager to secure savings before the stamp duty relief threshold drops from £425,000 to £250,000.

Mortgage rate instability and economic uncertainty dampened buyer confidence elsewhere in the market, and affordability remains a challenge. Despite the rise in activity, sellers had to price their properties sensibly and remain flexible, resulting in a flattening

of home prices, with some vendors choosing to sell via online auction with Haslams to assure certainty with their sale. A positive trend was a 74% increase in exchanges, as solicitors and mortgage companies worked hard to clear their backlog.

Looking ahead to 2025, the market faces potential challenges, particularly with inflation and the possibility of lower interest rates. A positive shift from mortgage lenders could help counteract any decline in sales due to the upcoming stamp duty changes on 1 April 2025.



Chris Cullity
Head of Sales

Buyer Demand

669 buyers registered

12 viewings per property

5 offers per deal

8% increase in registered buyers YoY

£ 101.14% sold vs asking price

(Haslams internal data Q4 2024)

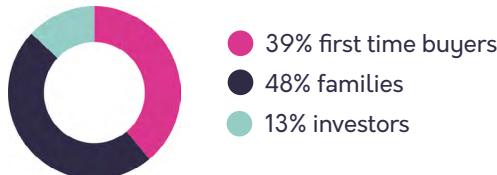
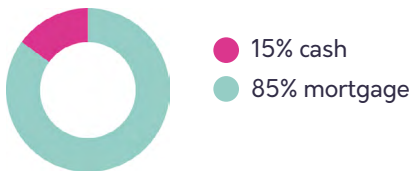
Supply - Homes for Sale

1,760 properties for sale
+18% vs last year

(Rightmove data for Reading area Dec 24)



Haslams Buyer Profiles



(Haslams internal data Q4 2024)

Haslams Price Index

Year-on-year Q4 2024 vs Q4 2023

Town Centre Apartments	-3.42%	▼
Town Centre	+9.04%	▲
Caversham	-2.02%	▼
Woodley	+0.73%	▲
Earley/Lower Earley	+0.72%	▲
West Reading	+0.83%	▲
Calcot/Tilehurst	-0.41%	▼
Shinfield/Spencers Wood	-0.35%	▼

National House Prices

Year-on-year

Halifax Dec 24	3.3%
Nationwide Dec 24	4.7%
Land Registry Oct 24	3.4%
Transactions	13%

Latest Instructions

ALPINE STREET, RG1
£400,000
3 bed, 2 bath terraced house
Walking distance to town centre



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BATH ROAD, RG4
£995,000
4 bed, 3 bath detached house
Village location with gated driveway



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