

## Stable market returns after November's Budget uncertainty

The last quarter of 2025 was heavily influenced by the November Budget, with people waiting to see if major changes would be made. As often happens in the run-up to such announcements, uncertainty led to a short-term slowdown in new listings and agreed sales.

Once it was clear there were no big changes for the majority of the property market, confidence was restored, and the market has returned to a steady place. With mortgage

rates continuing to fall and the recent base rate reduction, conditions are improving and we are seeing a more stable environment for both buyers and sellers. Overall, this suggests a healthier and more consistent market in 2026.

We are encouraged by the number of sellers preparing to bring their homes to market, and are confident these will be met by a healthy volume of buyers keen to capitalise on lower borrowing costs.



Chris Cullity  
Head of Sales

## Buyer Demand

1,069 buyers registered

12 viewings per sale

8 offers per deal

48% change in registered buyers YoY



98% sold vs asking price

(Haslams internal data Q4 2025)

## Supply - Homes for Sale

1,769 properties for sale  
+0.5% vs last year

(Rightmove data for Reading area Dec 25)



## Haslams Buyer Profiles



7% cash  
93% mortgage



41% first time buyers  
51% families  
8% investors

(Haslams internal data Q4 2025)

## Haslams Price Index

Q4 2024 vs Q4 2025

Town Centre Apartments	-0.89% ▼
Town Centre	+0.90% ▲
Caversham	-1.24% ▼
Woodley	-0.58% ▼
Earley/Lower Earley	-0.83% ▼
West Reading	-0.83% ▼
Calcot/Tilehurst	-0.95% ▼
Shinfield/Spencers Wood	-0.89% ▼

## National House Prices

Year-on-year

Halifax Dec 25	+0.3%
Nationwide Dec 25	+0.6%
Land Registry Oct 25	+1.7%
Transactions HMRC Nov 25	+2%

## Latest Instructions

ST. JOHNS HILL, RG1

£500,000

Distinctive period home within the Eldon Square Conservation Area.

[VIEW PROPERTY >](#)



OLD BATH ROAD, RG4

£1,500,000

Impressive four bedroom home in the desirable village of Sonning.

[VIEW PROPERTY >](#)

