

## With stock levels rising, vendors should align with market advice

At the start of 2025, we predicted a surge in exchanges ahead of the stamp duty deadline and a rise in stock levels, both of which materialised. Compared to the same period last year, completions jumped by 86%, showing the impact of a unified market push.

Stock also rose, driven by vendors making a final attempt to beat the deadline and a slight uptick in landlords selling. This gave buyers more choice, easing pressure on asking prices. In Reading, for example, 17% more homes saw price reductions.

Yet, properties going under offer slightly outpaced last year, indicating buyer appetite remains despite economic uncertainty. Sellers must work closely with agents to ensure their marketing aligns with buyer expectations.

As we move into Q2, new challenges emerge. While the global stock market faces uncertainty, the property market could stand to benefit. With potential interest rate cuts and falling mortgage rates anticipated, optimism may return - providing fresh momentum for both buyers and sellers.



Chris Cullity  
Head of Sales

### Buyer Demand

**819** buyers registered

**16** viewings per sale

**6** offers per deal

**1%** increase in registered buyers YoY



**98%**  
sold vs asking price

(Haslams internal data Q1 2025)

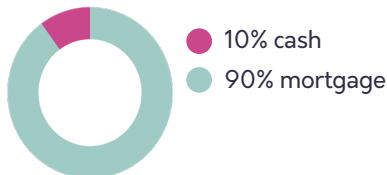
### Supply - Homes for Sale

**2,030** properties for sale  
+17% vs last year

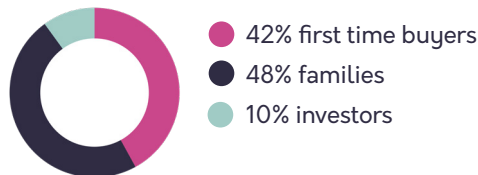
(Rightmove data for Reading area Mar 25)



### Haslams Buyer Profiles



(Haslams internal data Q1 2025)



### Haslams Price Index

Year-on-year Q1 2025 vs Q1 2024

Town Centre Apartments	-3.40% ▼
Town Centre	+10.06% ▲
Caversham	-1.27% ▼
Woodley	+1.22% ▲
Earley/Lower Earley	+1.29% ▲
West Reading	+1.61% ▲
Calcot/Tilehurst	-0.18% ▼
Shinfield/Spencers Wood	-0.35% ▼

### National House Prices

Year-on-year

Halifax Mar 25	2.8%
Nationwide Mar 25	3.9%
Land Registry Jan 25	4.9%
Transactions	28%

### Latest Instructions

**WOKINGHAM ROAD, RG6**  
£799,950  
4 bed, 2 bath detached house  
Great position for transport links

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**PARK COTTAGE, RG30**  
£1,295,000  
6 bed, 3 bath detached house  
Period home with picturesque views

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