



Jason Tebb
Chief Executive Officer

December 2023

(reporting on November 2023 data)

Resilient buyers and sellers shake-off macro-economic concerns and seek out opportunities

71% of active buyers in the UK were confident that they would purchase a property within the next 3 months

56% of sellers in the UK were confident that they would sell their property within the next 3 months

33% of properties were Sold Subject to Contract (SSTC) within 30 days of first being advertised for sale, compared with 42% in November 2022

Buyer sentiment remarkably consistent, while seller confidence sees regional variations

The Bank of England pressed the pause button on interest rates for the second consecutive meeting in November, raising hopes that base rate has peaked and the next move will be downwards. Although November tends to be a quieter month for the housing market, buyer sentiment remained fairly consistent, with just under three-quarters (71%) confident that they'd purchase a property within the next three months in November, compared to 72% in October.

Seller confidence was lower and down slightly month-on-month, with 56% of UK sellers confident that they'd sell within the next three months in November, down from 58% in October. However, this is all the more impressive when you consider the seasonal effects at play at this time of year. Essentially, more than half of vendors believe they will sell within three months, even though this includes the festive period and January, which often gets off to a slow start. Regionally, there were some significant variations with a 6 percentage-point decrease in seller confidence in Scotland, while the East Midlands saw a 7 percentage-point increase in confidence, illustrating that instead of a single, homogenous market there are many local markets, susceptible to different influences.

Just under a third of properties (33%) were Sold Subject to Contract within 30 days of first being listed for sale in November, down from 36% in October. This is the lowest level seen this year, suggesting stock levels are rising, providing more choice for serious property seekers and even more reason for those serious about selling to price sensibly.

There were growing mortgage concerns among some respondents, with 8% very worried or slightly concerned about securing a mortgage in November compared with 4% in October. This could be down to the month-on-month uptick in property prices as reported by Nationwide and Halifax, contradicting forecasters who had predicted that the market would tank. Those waiting for a 10 per cent drop in prices may now be realising that as this hasn't materialised, they will have to take on a bigger mortgage than they originally planned, and don't relish doing so in a high-rate environment. However, there is good news on the mortgage front; swap rates, which underpin the pricing of fixed-rate mortgages, continue to fall. Lenders need to lend and continue to reduce their fixed-rate mortgages to attract new business, with two- and five-year fixes now available from less than 4.5%.

Although borrowers must get used to a higher-rate environment, levels of confidence among buyers and sellers are surprisingly good. Those who want to get on with the business of moving are doing just that, and where sentiment fluctuates, it's only by a few percentage points, demonstrating a resilient buyer and seller cohort shaking off what is happening macro-economically and simply getting on with it. Provided property is priced attractively, it is entirely possible to attract serious buyers.

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State of the Nation

Once again, we're delighted to include views from agents across the country in this month's Property Sentiment Index (see from page 8).

'Solid demand levels in the Bolton, Bury and Greater Manchester sales market, with strong, almost unseasonal levels of sales being agreed' provided welcome news for Andrew Cardwell at Cardwells Estate Agents in the North West, although he noted that this is 'primarily in the middle and lower price brackets' with 'more expensive properties... proving to be a little slower, perhaps in line with the cost of borrowing remaining high'.

In Scotland, David Corrie at Galbraith also noted a 'steady volume of transactions and some good sales being achieved' despite the economic headwinds that have prevailed throughout the year. However, he advised sellers to 'take heed of their agent's advice and the Home Report value on pricing'. He added: 'where property is realistically priced, we are seeing a good deal of interest, ultimately delivering a better and swifter result for the seller'.

In Wales they have noticed a pre-Christmas lull but Melfyn Williams at Williams & Goodwin optimistically remarked that: 'many are casting one eye to the New Year market with a hope of renewed confidence for 2024'. This is based on the feeling that interest rates have peaked and although they may stay at their current level for a while, 'the outlook could be slightly lower rates towards the end of 2024'.

Property prices showed a modest increase during November in the West Midlands, with Angi Cooney at C residential noting that the 'growth rate remains in line with national trends, reflecting a balanced and sustainable market'. She is also optimistic as to what is ahead, expecting the market to remain resilient in coming months, fuelled by lower mortgage rates.

Finally, in north London, Jeremy Leaf of Jeremy Leaf & Co, said: 'With inflation and mortgage rates continuing their downwards trend, while mortgage approvals move in the opposite direction, it is clear confidence is improving'. He points to reduced fall throughs and softening prices rather than a significant correction, expecting more of the same as we head into 2024 with 'a bit of new year optimism making itself felt in the market'.

Seller Sentiment – how confident were sellers in November 2023?

November 2023 Headlines

From our sample of sellers surveyed, UK average rates of confidence over the last month were as follows:

- 56% of sellers were confident that they would sell their property within the next 3 months, a slight decrease when compared to October 2023 (58%)
- 33% of sellers were confident that they would sell their properties within the next 6 months, a slight increase when compared to October 2023 (31%)
- 5% of sellers were confident that they would sell their properties within the next 9 months, unchanged when compared to October 2023 (5%)
- 6% of sellers were confident that they would sell their home within the next 12 months, unchanged when compared to October 2023 (6%)

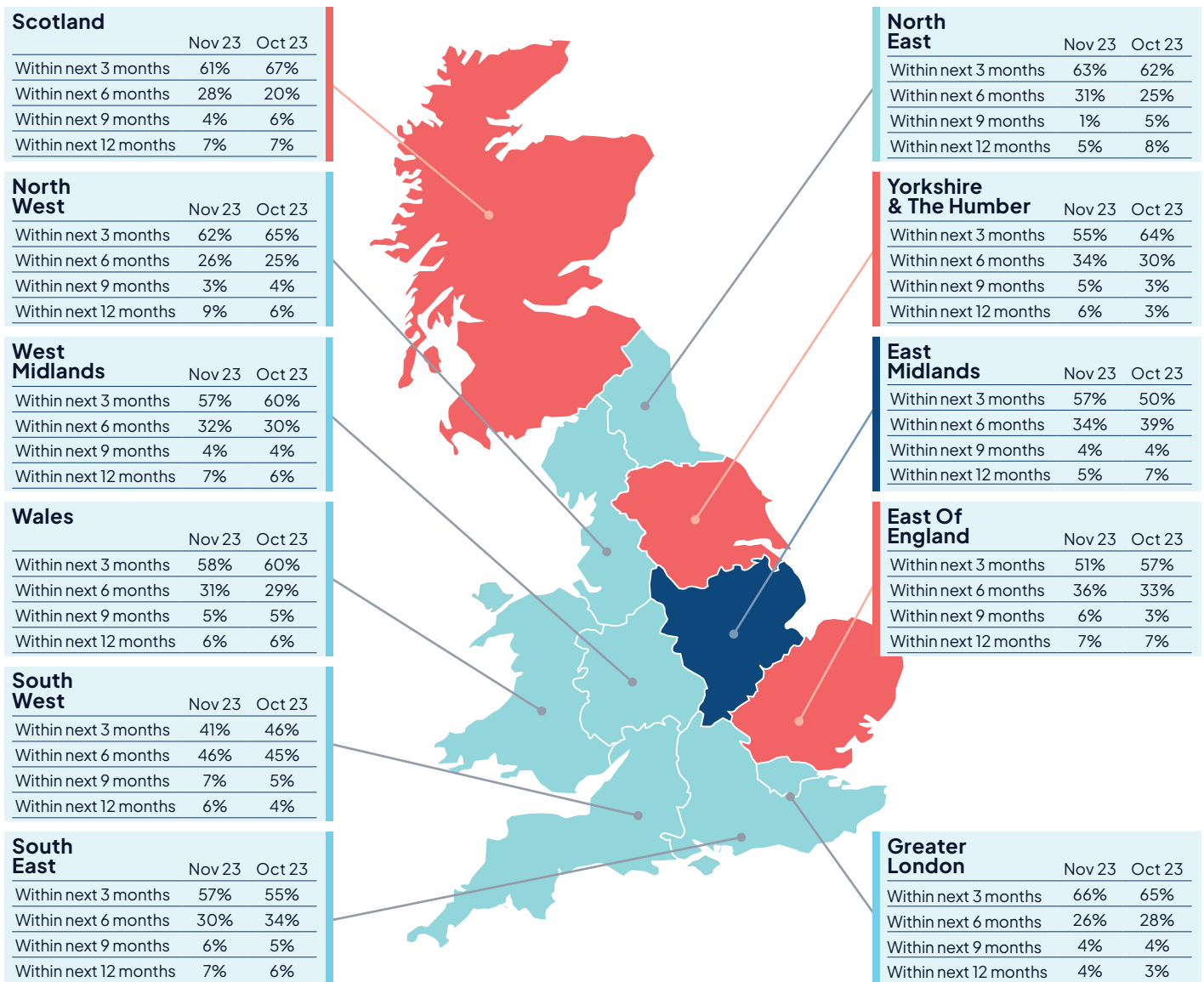
● >5% increase on previous month
 ● <5% increase and <5% decrease on previous month
 ● >5% decrease on previous month

(based on Seller confidence within next 3 months)

The OnTheMarket Property Sentiment Survey asks sellers across the UK how confident they feel about selling their home in order to provide a 'temperature check' of market sentiment both on a national and regional basis.

Sellers are asked to indicate how confident they are that they will sell their home:

- Within the next 3 months
- Within the next 6 months
- Within the next 9 months
- Within the next 12 months




Buyer Sentiment – how confident were buyers in November 2023?

November 2023 Headlines

From our sample of buyers surveyed, UK average rates of confidence over the last month were as follows:

- 71% of buyers were confident that they would purchase a property within the next 3 months, a slight decrease when compared to October 2023 (72%)
- 18% of buyers were confident that they would purchase a property within the next 6 months, unchanged when compared to October 2023 (18%)
- 4% of buyers were confident that they would purchase a property within the next 9 months, a slight increase when compared to October 2023 (3%)
- 7% of buyers were confident that they would purchase a property within the next 12 months, unchanged when compared to October 2023 (7%)

 >5% increase on previous month

 <5% increase and <5% decrease on previous month

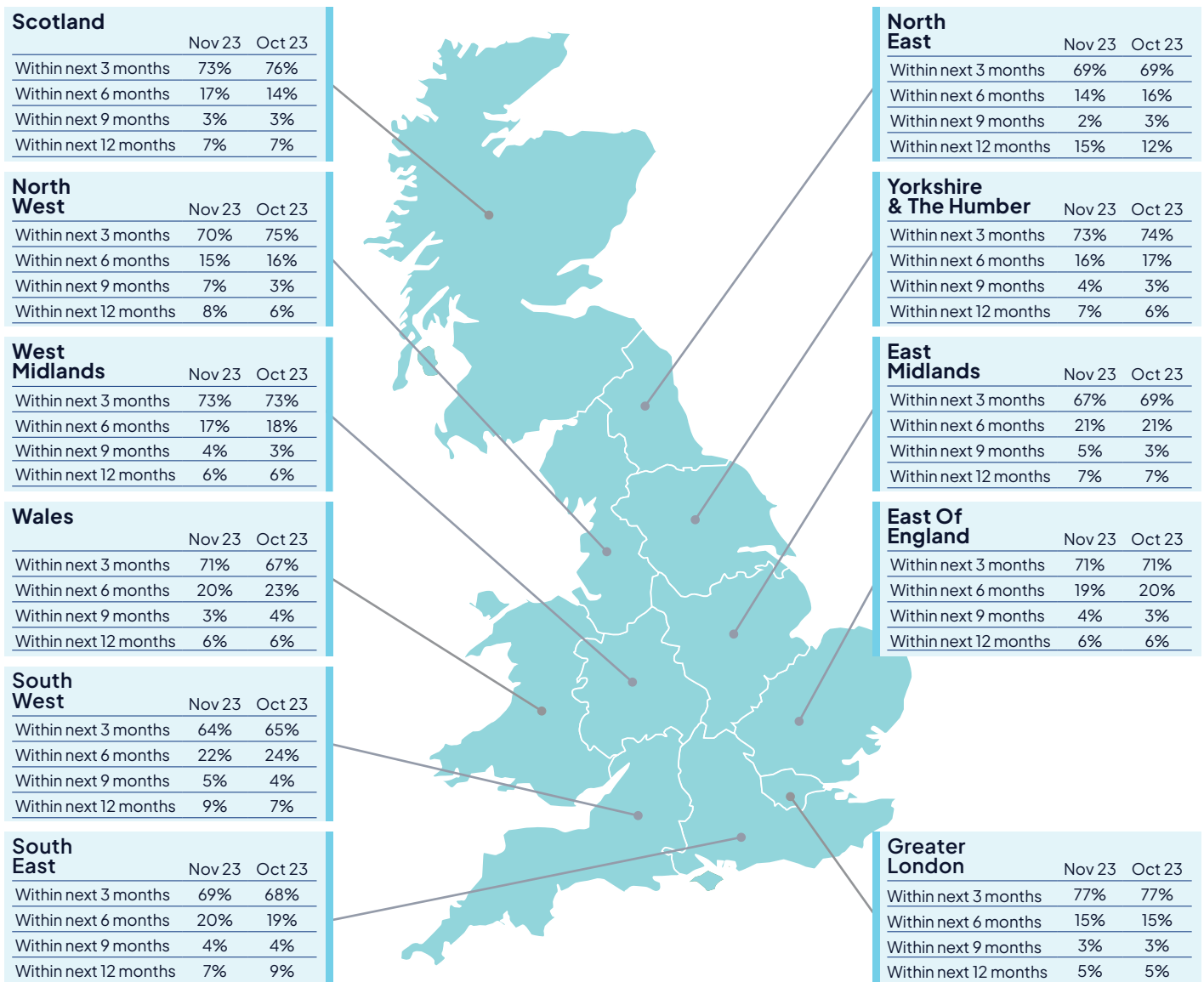
 >5% decrease on previous month

(based on Buyer confidence within next 3 months)

The OnTheMarket Property Sentiment Survey asks buyers across the UK how confident they feel about purchasing their next property in order to provide a 'temperature check' of market sentiment both on a national and regional basis.

Buyers are asked to indicate how confident they are that they will purchase their next property:

- Within the next 3 months
- Within the next 6 months
- Within the next 9 months
- Within the next 12 months



Mover attitudes towards mortgage availability in November 2023







November 2023 headlines:

- As a UK average, in November 2023 only 8% of movers were concerned (either very worried or slightly concerned) about securing a mortgage to fund the purchase of their next property, an increase when compared to October 2023 (4%)
- The West Midlands had the highest number of respondents who already had their mortgage Agreement In Principle in place prior to starting their search for a property (21%). The South West, East of England and North East jointly had the lowest number of respondents who already had a mortgage Agreement In Principle in place before starting their property search (16%)
- As a UK average, 30% of movers hadn't considered applying for a mortgage before starting their property search, with buyers in Greater London the least likely to have considered applying for a mortgage before starting their search for a property (36%)
- As a UK average, 31% of buyers surveyed said that they didn't need a mortgage in order to purchase a property. Greater London had the lowest number of respondents who indicated that they wouldn't require a mortgage to purchase a property (21%). Wales had the highest number of respondents who indicated that they didn't need a mortgage to buy their next home (41%)

The OnTheMarket Property Sentiment Index provides insights in terms of how confident movers across the UK feel about securing a mortgage in order to fund the purchase of their next property. Since increased affordability assessments were introduced by lenders in 2014 as part of the Mortgage Market Review, the ability to both successfully secure a mortgage and borrow enough to fund a property purchase are key factors which can have a significant impact on home mover sentiment.

Respondents to the OnTheMarket survey are asked to indicate how they feel about raising the necessary funds to purchase their next property by choosing from the following options:

- I'm very worried
- I'm slightly concerned
- I'm sure it will be fine
- I have a mortgage Agreement in Principle already
- I don't need a mortgage to buy a property
- I've not thought about it

	 I'm very worried		 I'm slightly concerned		 I'm sure it will be fine		 I've already got a mortgage AIP		 I don't need a mortgage		 I've not thought about it yet	
	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23
Grand Total	3%	1%	5%	3%	13%	2%	18%	32%	31%	36%	30%	26%
London	4%	1%	6%	5%	13%	2%	20%	38%	21%	20%	36%	34%
South East	2%	1%	6%	3%	12%	3%	17%	32%	32%	33%	31%	28%
South West	2%	1%	4%	3%	14%	2%	16%	26%	39%	46%	25%	22%
East of England	3%	1%	5%	4%	11%	1%	16%	29%	34%	36%	31%	29%
West Midlands	4%	1%	5%	3%	13%	2%	21%	37%	27%	30%	30%	27%
East Midlands	3%	1%	4%	4%	14%	2%	18%	30%	30%	35%	31%	28%
Yorkshire and The Humber	3%	1%	5%	4%	16%	2%	18%	32%	28%	37%	30%	24%
North East	2%	1%	5%	2%	25%	3%	16%	31%	28%	38%	24%	25%
North West	3%	1%	5%	3%	15%	2%	20%	39%	29%	32%	28%	23%
Wales	3%	0%	3%	1%	8%	2%	20%	30%	41%	45%	25%	22%
Scotland	3%	0%	4%	2%	11%	2%	18%	26%	37%	50%	27%	20%

Most popular Wish List searches and average asking prices in November 2023

Most popular Wish List searches

Using data collated from our Wish List tool on OnTheMarket.com, which allows property seekers to enter features they'd like in their next property to return search results most suited to their requirements, we're able to look at the top five most popular search terms per region and the top three searches as a UK average.

Top 5 Wish List searches per region

	East Midlands		East of England		London		North East		North West		Scotland		South East		South West		Wales		West Midlands		Yorkshire and the Humber		
	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	Nov 23	Oct 23	
1																							
2																							
3																							
4																							
5																							

Top 3 Wish List searches UK average

	November 23	October 23
1		
2		
3		

Key

	Garden		Parking		Garage		Outbuildings
	Large Garden		Off-street parking		Rural		Outside Space
	Double Garage		Character Property		With Land		Sea view

Average asking prices – November 2023

UK Average (excl. Greater London)

Type	Nov 23	Oct 23	Nov 22
Detached	£569,384	£584,972	£587,001
Semi-detached	£351,594	£358,339	£354,058
Terraced	£272,890	£278,255	£271,862
Flat/maisonette	£231,384	£235,026	£250,005
Grand Total	£404,597	£415,145	£404,594

Greater London

Type	Nov 23	Oct 23	Nov 22
Detached	£1,908,233	£1,853,913	£1,928,525
Semi-detached	£1,048,083	£1,130,881	£1,247,244
Terraced	£1,262,494	£1,229,661	£1,295,432
Flat/maisonette	£884,677	£875,060	£897,942
Grand Total	£1,027,039	£1,024,728	£1,051,753

Time to Sold Subject to Contract (SSTC) in November 2023

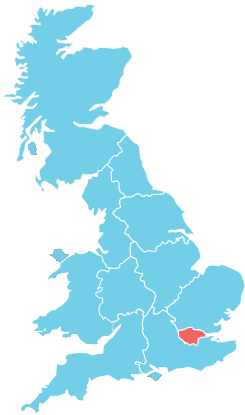
From analysis of OnTheMarket.com's data compiled from estate agents' listings across the UK, we're able to track where properties are Sold Subject to Contract (SSTC) the quickest and where they take the longest.

- In November 2023, as a UK average 33% of properties were SSTC within 30 days of first being listed for sale, a slight decrease when compared to October 2023 (36%) and a decrease when compared to November 2022 (42%)
- In November 2023, Scotland was the fastest selling region, with 55% of homes SSTC within 30 days of first being listed for sale. London, the South East and East Midlands jointly had the lowest number of properties which were SSTC within 30 days (29%)
- In November 2023, the region with the most number of properties which had taken 120 days or longer to SSTC was Wales (27%) compared to Scotland which had the lowest number of properties that had taken 120 days or more to move to SSTC status (11%)

November 2023 Headlines

Region	% of homes first listed and SSTC within 30 days			% available homes first listed for sale over 30 days ago but were SSTC within 60 days			% available homes first listed for sale over 30 days ago but were SSTC within 90 days			% available homes first listed for sale over 30 days ago but were SSTC within 120 days			% available homes first listed for sale over 30 days ago but were SSTC within 150 days		
	Nov 23	Oct 23	Nov 22	Nov 23	Oct 23	Nov 22	Nov 23	Oct 23	Nov 22	Nov 23	Oct 23	Nov 22	Nov 23	Oct 23	Nov 22
UK average	33%	36%	42%	20%	19%	23%	13%	13%	12%	10%	10%	9%	24%	22%	14%
Greater London	29%	31%	33%	21%	20%	23%	14%	14%	14%	11%	12%	11%	25%	23%	19%
South East	29%	33%	40%	21%	19%	22%	15%	14%	13%	10%	10%	9%	25%	24%	16%
South West	31%	33%	42%	20%	20%	23%	14%	14%	12%	10%	11%	10%	25%	22%	13%
East of England	31%	33%	42%	21%	19%	23%	14%	14%	14%	10%	11%	8%	24%	23%	13%
West Midlands	34%	39%	44%	22%	19%	23%	13%	13%	12%	9%	10%	8%	22%	19%	13%
East Midlands	29%	33%	43%	21%	20%	22%	14%	15%	13%	11%	10%	9%	25%	22%	13%
Yorkshire & The Humberside	33%	35%	43%	20%	20%	24%	14%	13%	12%	9%	10%	8%	24%	22%	13%
North East	37%	41%	45%	19%	18%	23%	11%	12%	11%	10%	10%	9%	23%	19%	12%
North West	34%	34%	43%	20%	18%	23%	13%	15%	13%	9%	10%	8%	24%	23%	13%
Wales	32%	33%	40%	19%	18%	21%	12%	12%	12%	10%	11%	9%	27%	26%	18%
Scotland	55%	56%	59%	18%	17%	20%	10%	10%	10%	6%	7%	5%	11%	10%	6%

**Jeremy Leaf,
Principal,
Jeremy Leaf & Co**



North London

In our offices in November we continued to see prices soften, although not correct, and they are unlikely to do so unless prompted by an increase in arrears, forced sales, multiple repossessions and a significant rise in unemployment – none of which seem likely.

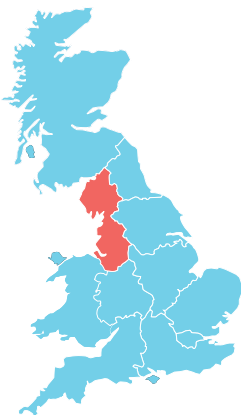
With inflation and mortgage rates continuing their downwards trend, while approvals move in the opposite direction, it is clear confidence is improving. Historically, low unemployment and wages rising faster than inflation, are also supporting affordability and reducing fall throughs.

Aspiring first-time buyers are increasingly fed up paying their landlords rather than their own mortgages and are making their presence felt again. A growing proportion of our buyers are cash or equity rich so are flexing their financial muscles. Landlords too are beginning to return to the market in response to those higher rents and yields.

Many of our buyers have sought smaller properties in less expensive locations to avoid recourse to mortgage finance as a way of improving their bargaining power.

Looking forward, we don't expect any great change bearing in mind so many fixed-rate mortgages are due to end imminently but probably more of the same, as well as a bit of new year optimism feeding through to the next quarter.

**Andrew Cardwell,
Managing Director,
Cardwells Estate Agents**



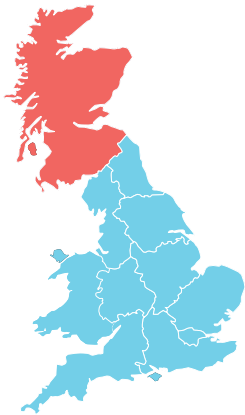
North West

We have been pleased with the solid demand levels in the Bolton, Bury and Greater Manchester sales market, with strong, almost unseasonal levels of sales being agreed, though this is primarily in the middle and lower price brackets of the marketplace. The more expensive properties are proving to be a little slower, perhaps in line with the cost of borrowing remaining high.

Of course, the freezing of the interest rates by the Bank of England has been helpful as more rises would have put significant pressure on the market, and the reductions in the lending rates by most banks and building societies has been most welcome. Fingers crossed now that inflation levels are below Mr Sunak's 5% target, there may be reductions in the interest rates in the first quarter of 2024.

The rental market continues to be buoyant, sustained by a low level of supply to the market, as a significant proportion of landlords have decided to step away from the business model over recent times due to changes in tax, allowances and concerns about Section 21 abolishment. This shortage of supply has meant that achieved rents have increased, and landlords often have a choice of potential tenants. This creates a trying task for some potential tenants who can find it difficult and competitive when trying to secure a new home.

David Corrie,
Partner and Head of Estate
Agency, Galbraith



Scotland

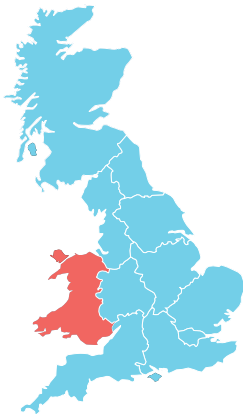
Scotland's rural property market is performing well, with both buyers and sellers feeling confident.

In the premium and rural property sector, there is a steady volume of transactions and some good sales being achieved, despite the economic headwinds that have prevailed throughout 2023.

The continued trend for home-working has allowed more rural areas of Scotland to be considered by a wider pool of buyers from all over the UK and further afield. The desire for a good quality of life also favours Scotland over and above other parts of the UK.

In a changing market, sellers should take heed of their agent's advice and the Home Report value on pricing. Where a property is realistically priced, we are seeing a good deal of interest, ultimately delivering a better and swifter result for the seller.

Melfyn Williams,
Director,
Williams & Goodwin



Wales

With less activity now, perhaps due to the typical pre-Christmas lull together with uncertainty that has been in the marketplace, many are now casting one eye onto the New Year market with a hope of renewed confidence for 2024.

The hope is that interest rates have peaked and whilst they may now remain at the current level the outlook could be slightly lower rates towards the end of 2024.

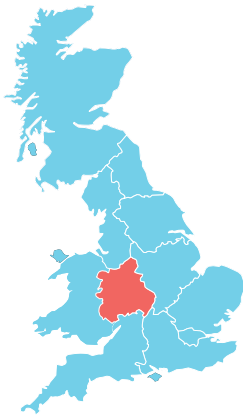
The hope is also that inflation is now getting under control and will ease financial pressures and in turn release a little surplus cash to enjoy life and hopefully 2024 will not now see property prices falling back too much as we have eased into a normal market that is likely to continue into the New Year.

Interestingly, those now active in the marketplace are making decisions and agreeing to purchase, they are getting on with their lives and looking forward to the longer term future outlook. People with investment opportunity are taking the opportunity the current market presents with many transactions currently being agreed at sub £200,000 prices and the mid to higher end of the property market perhaps slightly slower for the short term.

Overall transaction numbers remain pleasing for the month, with average time from sale agreed to exchange around 130 days.

So, we in turn hope everyone is able to enjoy the festive season and also look forward to an improved New Year and Spring Market.

Angi Cooney,
Director,
C residential



West Midlands

The number of property transactions in the West Midlands region remained steady during November. However, a slight decrease was noticed compared to October which suggests a seasonal stabilisation of the market.

Demand for affordable housing continues to be robust while the high-end properties experienced a moderate decline in sales.

Overall property prices in the region showed a modest increase during November with the growth rate remaining in line with national trends, reflecting a balanced and sustainable market. Certain areas, particularly those with good transport links and amenities, saw more pronounced price appreciation compared to others.

The demand from prospective buyers remained high but the imbalance between supply and demand, especially in popular areas of the region, contributed to competitive pricing.

Economic stability and positive employment indicators in the West Midlands contributed to sustained confidence.

In Staffordshire, we have seen increased market activity with more activity during November 2023 than 2022.

We are expecting the market to remain resilient in the coming months. With continued economic growth coupled with lower interest rates being phased in by lenders, it remains to be seen what effect this will have in the coming months.

Methodology

Sentiment data (Buyer sentiment, Seller sentiment and Mover attitudes towards mortgage availability) are collected via questions on the OnTheMarket website monthly. With over 80,000 total consumer responses on average per month, it is believed by OnTheMarket to be the largest monthly consumer sentiment index to date in terms of buying and selling residential property in the UK.

Data on time to Sold Subject to Contract (SSTC), Average Asking Prices and Most Popular Property Types is drawn from OnTheMarket's data compiled from thousands of estate agent branches and housebuilders who list their properties with the portal every month.

Regions referred to are as classified by the Nomenclature of Territorial Units for Statistics (NUTS) geocode standard.

Breakdown of regions

- **Greater London:** All
- **South East:** Buckinghamshire, Oxfordshire, Berkshire, Surrey, Hampshire, Kent, West and East Sussex, Isle of Wight
- **South West:** Gloucestershire, Wiltshire, Somerset, Devon, Dorset, Cornwall, Bristol
- **East of England:** Norfolk, Suffolk, Cambridgeshire, Essex, Hertfordshire, Bedfordshire
- **West Midlands:** Shropshire, Staffordshire, West Midlands, Warwickshire, Herefordshire, Worcestershire
- **East Midlands:** Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire, Northamptonshire, Rutland
- **Yorkshire and The Humber:** North, South and West Yorkshire, East Riding
- **North East:** Northumberland, Tyne & Wear, County Durham
- **North West:** Lancashire, Greater Manchester, Merseyside, Cumbria, Cheshire
- **Wales:** All
- **Scotland:** All

About OnTheMarket.com

OnTheMarket.com is a leading UK residential property website, providing consumers with a simple way to search for their perfect home. The website and its apps list hundreds of thousands of homes for sale and to rent, and aim to provide all potential buyers, sellers, landlords and tenants with an exceptional property search service. This includes the opportunity to set-up personalised property alerts to help find a new home quickly and easily.

OnTheMarket.com displays thousands of Only With Us properties every month, 24 hours or more before they're advertised on Rightmove or Zoopla, to give serious home movers an edge in their property search. With thousands of estate and letting agents advertising their properties on the website, together with many of the UK's major house builders offering consumers a wide selection of new build homes, OnTheMarket.com provides a choice of properties at all price points. It also offers Overseas and Commercial search services.

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