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September 2023

(reporting on August 2023 data)

## Amplified seasonality sees fewer casual browsers, but serious buyers and sellers continue to be active

**75%** of active buyers in the UK were confident that they would purchase a property within the next 3 months

**61%** of sellers in the UK were confident that they would sell their property within the next 3 months

**38%** of properties were Sold Subject to Contract (SSTC) within 30 days of first being advertised for sale, compared with 54% in August 2022

**Buyers** hyper-sensitive on price, so sellers would be wise to take advice from an experienced local agent

For the first August in a couple of years, traditional seasonality returned to the housing market. It felt quieter, as families took advantage of the school holidays and got away, rather than bought or sold houses. The backdrop of economic uncertainty, fuelled by numerous consecutive interest rate rises, the high cost of living and concerns over the Bank of England's ability to rein in stubborn inflation, have amplified seasonal effects. As a consequence, August, a traditionally quiet month for the market, has felt even more so.

Despite everything, buyers are proving to be resilient, with three-quarters confident that they'd purchase a property within the next three months in August compared to 76% in July. Those property seekers who are out there are serious; transaction numbers may be down month on month but motivated buyers and sellers are proceeding, with over a third (38%) of properties Sold Subject To Contract within 30 days of first being listed for sale in August.

It is unsurprising that this is down from 54% last August when the market was much busier, with significantly less property stock and abnormally high levels of demand, unusual for the height of summer and reflecting a very different market.

Seller sentiment was not as strong as buyer confidence in August, reflecting the shift in power toward the latter, but even so, 61% of UK sellers were confident that they'd sell within the next three months in August compared to 63% in July. There are regional variations, with confidence decreasing in the North West and South East to 65% and 55% respectively in August,

compared to 72% and 62% in July, while rising in the East Midlands to 65% in August from 57% in July. This divergence may reflect the fact that sellers are usually hyper-sensitive to activity in their local market as this information is easy to come by, noticing how long properties take to sell and for how much.

Challenging markets tend to shake out those who aren't serious about moving as it's more unlikely people will wish to view properties speculatively. In trickier conditions, it can be tempting to adopt a 'wait and see' approach until inflation is under control or mortgages are cheaper if there is no strong motivation to move.

Those who remain tend to be serious buyers who have to purchase or are keen to but are hyper-sensitive to pricing: if they don't think it's sensible, they may not even commit to a viewing. Sellers should not be disheartened, as while buyers may be fewer in number, our data suggests that they are highly motivated. There is no reason why those sellers who take advice from a local agent and price sensitively can't successfully transact.

While another rate rise can't be ruled out, on the positive side, this has largely been priced in by lenders with a number reducing their mortgage rates recently.

# Seller Sentiment – how confident were sellers in August 2023?

## August 2023 Headlines

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

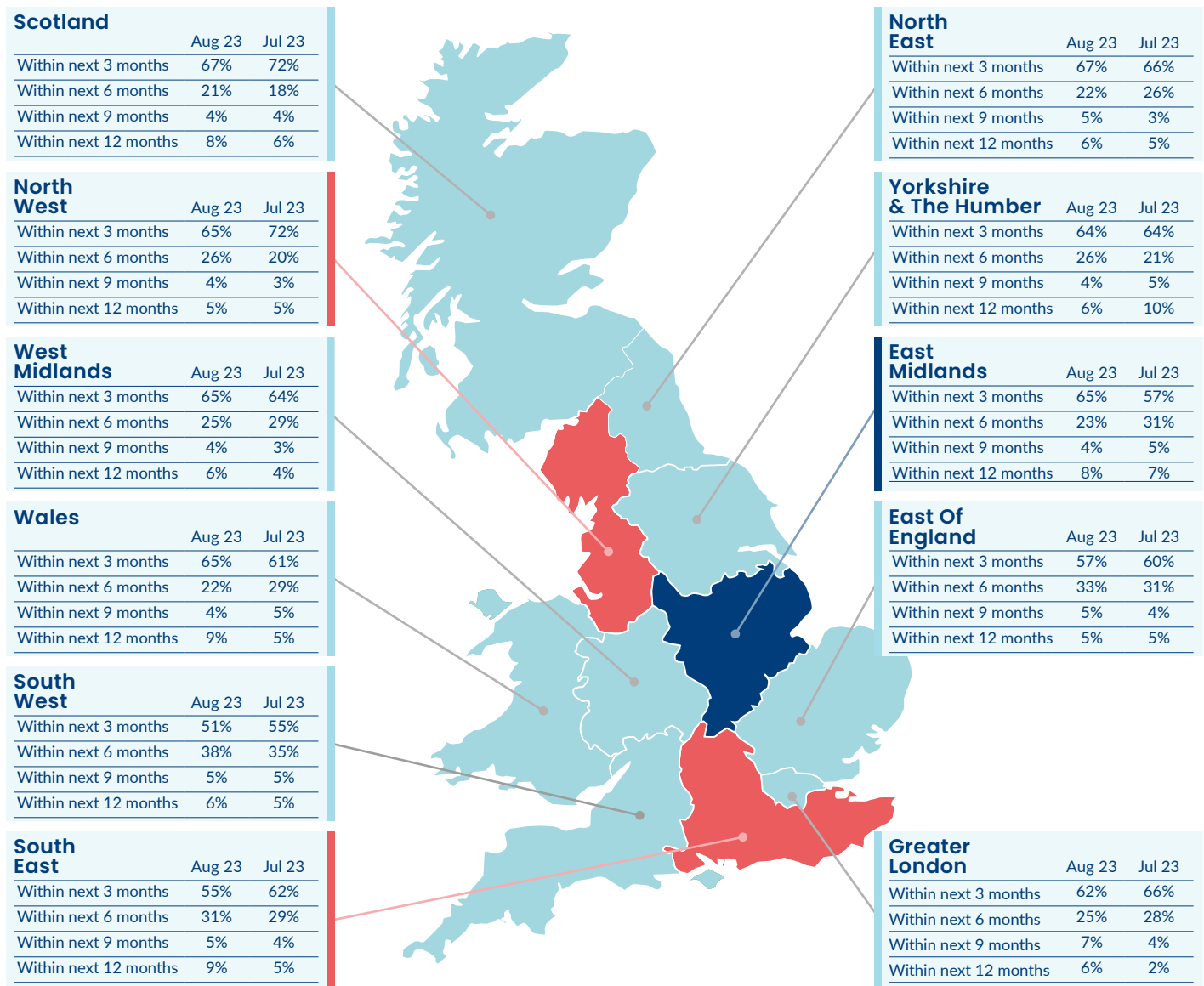
- 61% of sellers were confident that they would sell their property within the next 3 months, a slight decrease when compared to July 2023 (63%)
- 27% of sellers were confident that they would sell their properties within the next 6 months, a slight decrease when compared to July 2023 (28%)
- 5% of sellers were confident that they would sell their properties within the next 9 months, a slight increase when compared to July 2023 (4%)
- 7% of sellers were confident that they would sell their home within the next 12 months, a slight increase when compared to July 2023 (5%)

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

● >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)



# Buyer Sentiment – how confident were buyers in August 2023?

## August 2023 Headlines

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

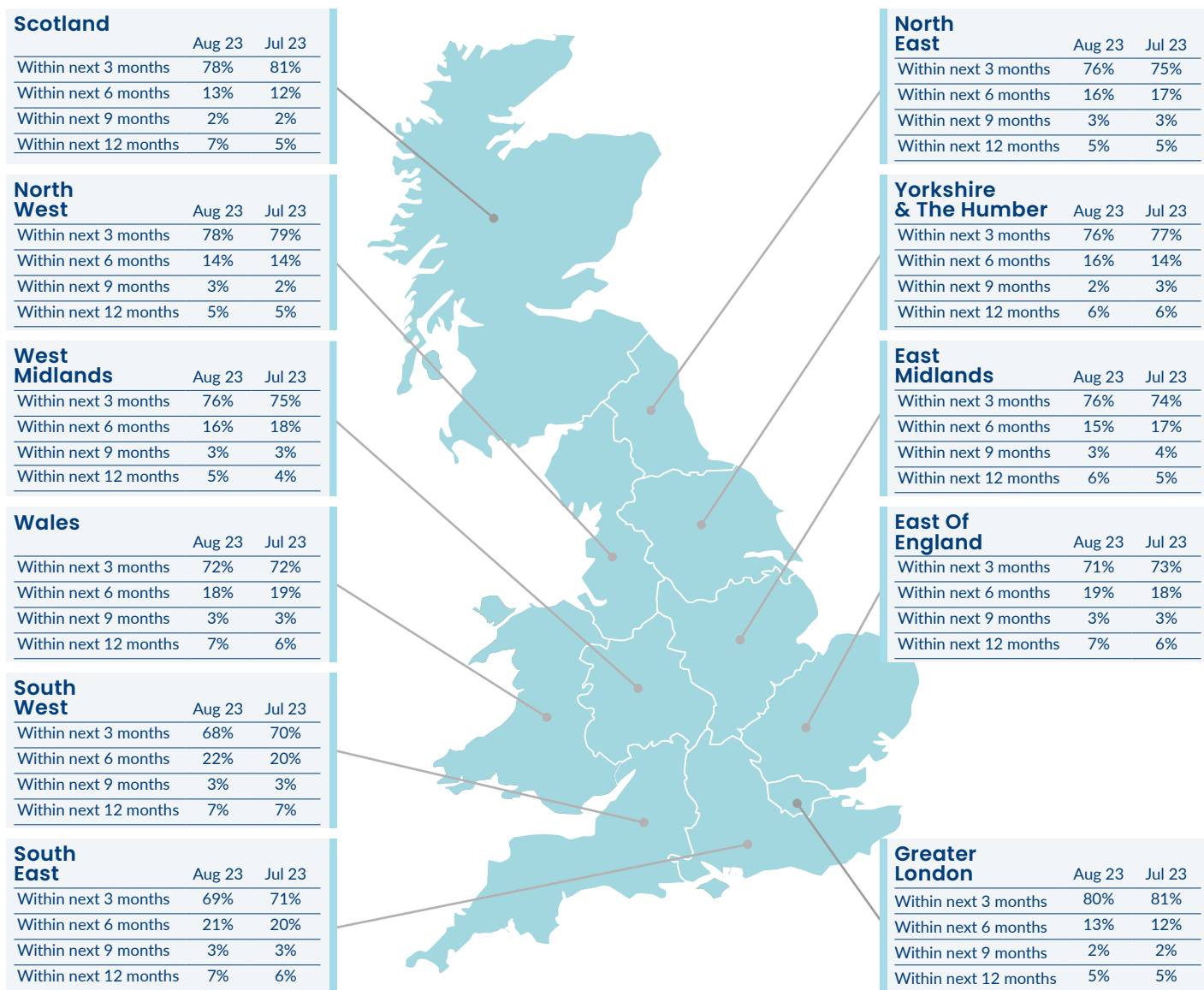
- 75% of buyers were confident that they would purchase a property within the next 3 months, a slight decrease when compared to July 2023 (76%)
- 16% of buyers were confident that they would purchase a property within the next 6 months, unchanged when compared to July 2023 (16%)
- 3% of buyers were confident that they would purchase a property within the next 9 months, unchanged when compared to July 2023 (3%)
- 6% of buyers were confident that they would purchase a property within the next 12 months, a slight increase when compared to July 2023 (5%)

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

● >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)



# Mover attitudes towards mortgage availability in August 2023







## August 2023 headlines:

- As a UK average, in August 2023 only 6% of movers were concerned (either very worried or slightly concerned) about securing a mortgage to fund the purchase of their next property, unchanged when compared to July 2023 (6%)
- The North West and Wales jointly had the highest number of respondents who already had their mortgage Agreement In Principle in place prior to starting their search for a property (23%). The South West had the lowest number of respondents who already had a mortgage Agreement In Principle in place before starting their property search (15%)
- As a UK average, 28% 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 (33%)
- As a UK average, 33% 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 (22%). The South West had the highest number of respondents who indicated that they didn't need a mortgage to buy their next home (44%)

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	
	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23
Grand Total	2%	2%	4%	4%	13%	12%	20%	20%	33%	35%	28%	27%
London	3%	3%	5%	5%	15%	17%	22%	22%	22%	22%	33%	31%
South East	2%	2%	5%	5%	10%	10%	19%	21%	35%	34%	29%	28%
South West	2%	2%	3%	2%	11%	11%	15%	15%	44%	45%	25%	25%
East of England	2%	2%	5%	4%	11%	10%	17%	17%	35%	37%	30%	30%
West Midlands	2%	2%	3%	5%	12%	11%	21%	22%	31%	29%	31%	31%
East Midlands	3%	2%	6%	5%	13%	15%	20%	20%	32%	31%	26%	27%
Yorkshire and The Humber	2%	2%	4%	4%	17%	14%	20%	21%	31%	32%	26%	27%
North East	1%	2%	3%	3%	15%	12%	18%	20%	36%	36%	27%	27%
North West	2%	2%	4%	4%	14%	16%	23%	22%	30%	30%	27%	26%
Wales	1%	2%	3%	3%	8%	10%	23%	20%	41%	43%	24%	22%
Scotland	1%	3%	3%	3%	11%	10%	17%	18%	43%	41%	25%	25%

# Most popular Wish List searches and average asking prices in August 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	
	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23	Aug 23	Jul 23
1																						
2																						
3																						
4																						
5																						

### Top 3 Wish List searches UK average

	August 23	July 23
1		
2		
3		

#### Key

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

## Average asking prices - August 2023

### UK Average (excl. Greater London)

Type	Aug 23	Jul 23	Aug 22
Detached	£581,029	£591,768	£601,891
Semi-detached	£357,871	£363,344	£360,043
Terraced	£276,234	£279,998	£273,513
Flat/maisonette	£234,586	£236,830	£238,095
<b>Grand Total</b>	<b>£411,885</b>	<b>£418,442</b>	<b>£407,124</b>

### Greater London

Type	Aug 23	Jul 23	Aug 22
Detached	£1,891,741	£1,987,180	£1,987,289
Semi-detached	£1,121,440	£1,154,403	£1,250,223
Terraced	£1,163,531	£1,244,187	£1,315,396
Flat/maisonette	£869,269	£870,198	£907,068
<b>Grand Total</b>	<b>£1,003,990</b>	<b>£1,028,204</b>	<b>£1,044,939</b>

# Time to Sold Subject to Contract (SSTC) in August 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 August 2023, as a UK average 38% of properties were SSTC within 30 days of first being listed for sale, a slight decrease when compared to July 2023 (42%) and a decrease when compared to August 2022 (54%)
- In August 2023, Scotland was the fastest selling region, with 60% of homes SSTC within 30 days of first being listed for sale. Greater London, the South East and Wales jointly had the lowest number of properties which were SSTC within 30 days (34%)
- In August 2023, the regions with the most number of properties which had taken 120 days or longer to SSTC was Wales (22%) compared to Scotland which had the lowest number of properties that had taken 120 days or more to move to SSTC status (8%)

## August 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		
	Aug 23	Jul 23	Aug 22	Aug 23	Jul 23	Aug 22	Aug 23	Jul 23	Aug 22	Aug 23	Jul 23	Aug 22	Aug 23	Jul 23	Aug 22
UK average	38%	42%	54%	21%	20%	19%	14%	12%	10%	9%	8%	7%	18%	18%	10%
Greater London	34%	37%	44%	22%	22%	21%	14%	13%	12%	10%	9%	8%	20%	19%	15%
South East	34%	36%	51%	20%	21%	19%	15%	14%	12%	10%	10%	7%	21%	19%	11%
South West	36%	40%	55%	21%	21%	19%	14%	13%	10%	10%	8%	7%	19%	18%	9%
East of England	35%	39%	53%	22%	21%	20%	14%	13%	11%	10%	9%	7%	19%	18%	9%
West Midlands	38%	42%	56%	20%	21%	19%	14%	12%	10%	9%	9%	7%	19%	16%	8%
East Midlands	35%	38%	54%	21%	21%	20%	16%	14%	10%	9%	8%	7%	19%	19%	9%
Yorkshire & The Humberside	39%	41%	57%	21%	19%	19%	13%	13%	10%	9%	9%	6%	18%	18%	8%
North East	44%	46%	57%	21%	20%	19%	12%	10%	10%	8%	7%	6%	15%	17%	8%
North West	40%	43%	56%	20%	20%	18%	13%	11%	10%	8%	8%	6%	19%	18%	10%
Wales	34%	39%	52%	21%	18%	20%	13%	13%	11%	10%	8%	7%	22%	22%	10%
Scotland	60%	64%	71%	18%	17%	15%	10%	8%	7%	4%	4%	4%	8%	7%	3%

## 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.

OnTheMarket.com is owned by OnTheMarket plc, which was admitted to the Alternative Investment Market (AIM) in February 2018.

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