

# Newcastle is the fastest paced property market, while it takes nearly twice as long for properties to go under offer in Blackpool

Under Offer Index, July 2025



In this latest edition of the OnTheMarket Under Offer Index, we track where UK (excluding Northern Ireland) properties for sale and rent received an offer the fastest and where it took the longest to reach an acceptable offer.

Properties in Newcastle upon Tyne were once again the fastest to go under offer with an average of 35 days. Properties in the fastest moving markets are selling quicker year on year, Newcastle was also the quickest market for the same period last year, currently taking two days less on average to go under offer and more than half (63%) of homes taking just 30 days.

The trend of a faster-moving market continues across the top locations, with properties selling at least two days quicker than the areas in the same positions last year. Crawley jumped to second place, taking on average 36 days, from 15th place with an average of 42 days for the same period last year. Sunderland and Swindon both had an average time of 37 days followed by Barnsley and Luton with 38 days.

## Fastest-paced sales markets in the UK



### 1. Newcastle upon Tyne

35 days to under offer / sold STC



### 2. Crawley

36 days to under offer / sold STC



### 3. Sunderland

37 days to under offer / sold STC



### 4. Swindon

37 days to under offer / sold STC



### 5. Barnsley

38 days to under offer / sold STC



### 6. Luton

38 days to under offer / sold STC

Meanwhile, the seaside town of Blackpool was the slowest moving sales market, consistent with its position at the bottom of the table last year. Properties took on average 66 days to get to an acceptable offer, even longer than the 60 days it took last year with less than a quarter of Blackpool homes (23%) going under offer within 30 days. Vendors in Blackpool are taking 11 days longer to reach the same stage in the selling process compared to those in Blackburn and Slough, which are tied for second from the bottom, where it takes 55 days for a property to go under offer. London and Nottingham complete the five slowest markets, both taking 52 days.

## London sales market

In London, Waltham Forest retained its position as the fastest moving London borough, taking 41 days on average for a property to go under offer, although this is slower than last year's 37 days. Bexley, with 42 days to go under offer, Enfield and Havering, each taking 45 days and Kingston upon Thames at 46 days, complete our top five fastest-selling London boroughs.

### Fastest-paced sales markets in London



#### 1. Waltham Forest

41 days to under offer / sold STC



#### 2. Bexley

42 days to under offer / sold STC



#### 3. Enfield

45 days to under offer / sold STC



#### 4. Havering

45 days to under offer / sold STC



#### 5. Kingston upon Thames

46 days to under offer / sold STC

The City of Westminster was once again the slowest London borough, taking an average of 69 days, compared with 68 days last year. Kensington and Chelsea taking 68 days, City and County at 66 days followed by Hammersmith taking 63 days and Richmond upon Thames with 62 days, completes the five slowest London boroughs to go under offer.



## Comments on sales market

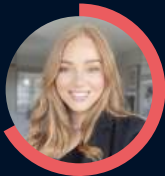


**Jason Tebb**  
President, OnTheMarket

Commenting on the the time sales properties take to go under offer:

“These numbers illustrate why it is so important to drill down to the regional data when analysing the housing market as local areas differ significantly across the country. Those buying and selling in Newcastle will find their local market is moving considerably faster than the more leisurely pace of Blackpool, so a national average transaction speed is unlikely to be of much use.

Many factors influence the speed in which it takes to go under offer, including demand and competition among buyers, stock levels, pricing and affordability. Sellers who wish to speed up the process should choose a local estate agent carefully and take their advice to ensure their property is listed at the right price. Buyers should ensure they have their financing arranged, have appointed a good solicitor and have found a buyer for their own home if they wish their transaction to move smoothly with as few delays as possible.”



**Jess Bates**  
Property Manager, Curlett Jones Estates, North East

Commenting on Newcastle being the fastest place in the country for properties to go under offer:

“Newcastle is a fantastic place with a diverse variety of housing stock which offers great opportunities for investors and all-important first-time buyers. Having vendors and buyers ready and prepared for going to market helps keep it vibrant and moving, which is great news for everyone.”



# Aldershot is the fastest moving market for rentals, while Huddersfield, Middlesbrough and Nottingham lag

As with sales, the rental market is moving at different paces across the country, with some tenants not having long to make a decision. This is particularly the case in Aldershot in Hampshire, where on average a property was let within 15 days of being advertised. Yet remarkably this is longer than the same period a year ago, where it took only 14 days to let a property in the fastest moving market, Crawley. Crawley remains in the top five this year taking 19 days, then Swindon and Warrington both taking 20 days followed by Chatham and Plymouth taking 21 days each. If it's any consolation for tenants, a year ago the market was moving at an even faster pace, with all of the top five taking 18 days or fewer to let a property.

## Fastest-paced rental markets in the UK



### 1. Aldershot

15 days to let agreed



### 2. Crawley

19 days to let agreed



### 3. Swindon

20 days to let agreed



### 4. Warrington

20 days to let agreed



### 5. Chatham

21 days to let agreed



### 6. Plymouth

21 days to let agreed

At the other end of the table, tenants in Nottingham, Middlesbrough and Huddersfield have a more leisurely 33 days to make up their minds, while in Bradford, Brighton, Coventry, Derby, Leeds, Sheffield and Sunderland it took an average of 32 days.



# London rental market

In the London market, Bexley, Bromley and Islington are the quickest places to secure a rental property, taking an average of 21 days to rent. Bexley and Waltham Forest topped the London table in the same period last year, taking 18 days for a property to be marked as let agreed. Camden and Wandsworth complete the top five both taking 22 days on average.

## Fastest-paced rental markets in London



### 1. Bexley

21 days to let agreed



### 2. Bromley

21 days to let agreed



### 3. Islington

21 days to let agreed



### 4. Camden

22 days to let agreed



### 5. Wandsworth

22 days to let agreed

Meanwhile, at the other end of the scale, the slowest London borough for lettings for the second year running was Kensington and Chelsea where it took 34 days for a property to be let, compared with 35 days for the same period in 2024. Harrow taking 32 days, City of Westminster taking 31 days followed by Barnet and Brent both taking 30 days complete the five slowest London boroughs.





## Comments on the rental market



**Jason Tebb**  
President, OnTheMarket

Commenting on the the time rental properties take to go let agreed:

“The lettings market is still highly competitive across the country although in some areas tenants have very little time to make a decision, particularly if they wish to secure the best properties.

With the upcoming Renters’ Rights Bill set to give more rights to tenants, there are concerns that this will deter landlords from entering the sector, which in turn could reduce the number of rental properties available. This could put even more pressure on tenants to make a quick decision if there is increased competition for fewer properties.

As with those keen to buy, tenants should get to know their local agents and respond quickly when a suitable property becomes available, particularly in faster-moving markets.”





# Methodology

Data for average time under offer and let agreed from April to June 2025 compared with the same period in 2024.

Time to under offer and let agreed is measured from when a property is first listed with OnTheMarket to when the property is updated to under offer or sold subject to contract (SSTC) or let agreed.

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