

moreland 

January - June 2025

# MARKET UPDATE



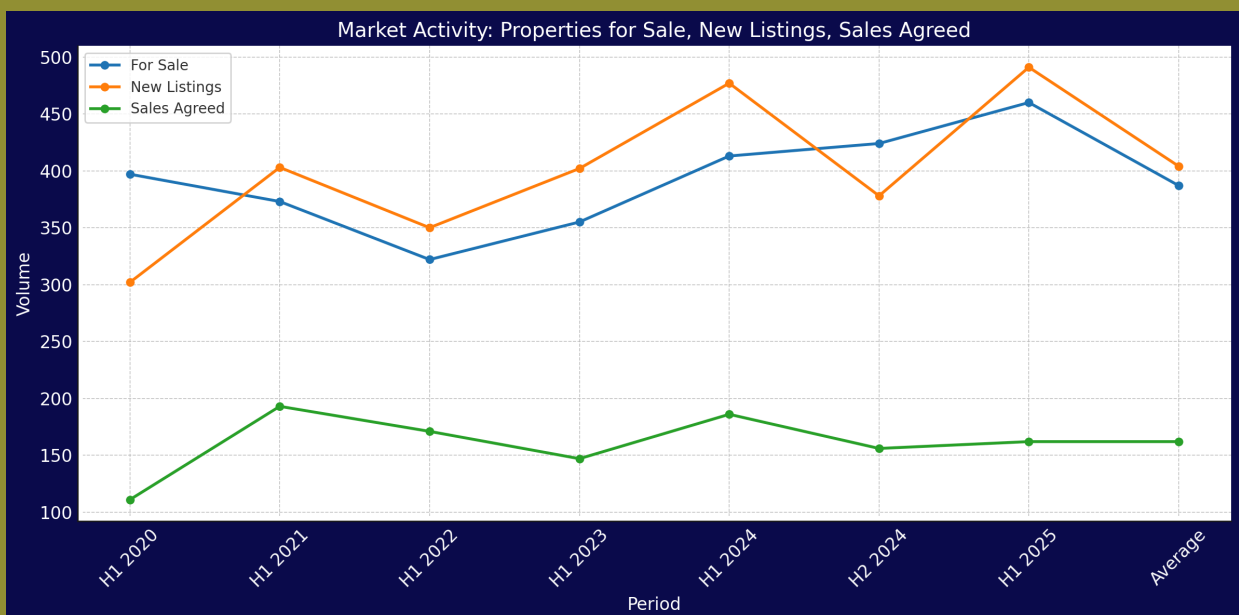
NW11



# Supply is Growing: More Choice for Buyers

The first half of 2025 saw a notable increase in available homes across NW11. The number of properties for sale rose to 460, marking an 11.4% increase compared to H1 2024, and an impressive 18.9% rise above the six-year H1 average. In parallel, new listings climbed to 491, which is 21.5% above the long-term H1 average.

This surge in supply suggests that more homeowners are feeling confident enough to enter the market, either in response to stronger pricing or in hopes of capitalising on renewed buyer interest. For buyers, this means more options and potentially greater negotiating power.



# Sales Activity Dips Slightly but Holds Steady

Despite the jump in supply, sales agreed fell to 162, down 12.9% from H1 2024.

However, this figure is exactly in line with the six-year H1 average, indicating that underlying demand remains solid. The small drop in sales likely reflects a period of adjustment, where buyers are becoming more selective and sellers are fine-tuning expectations.

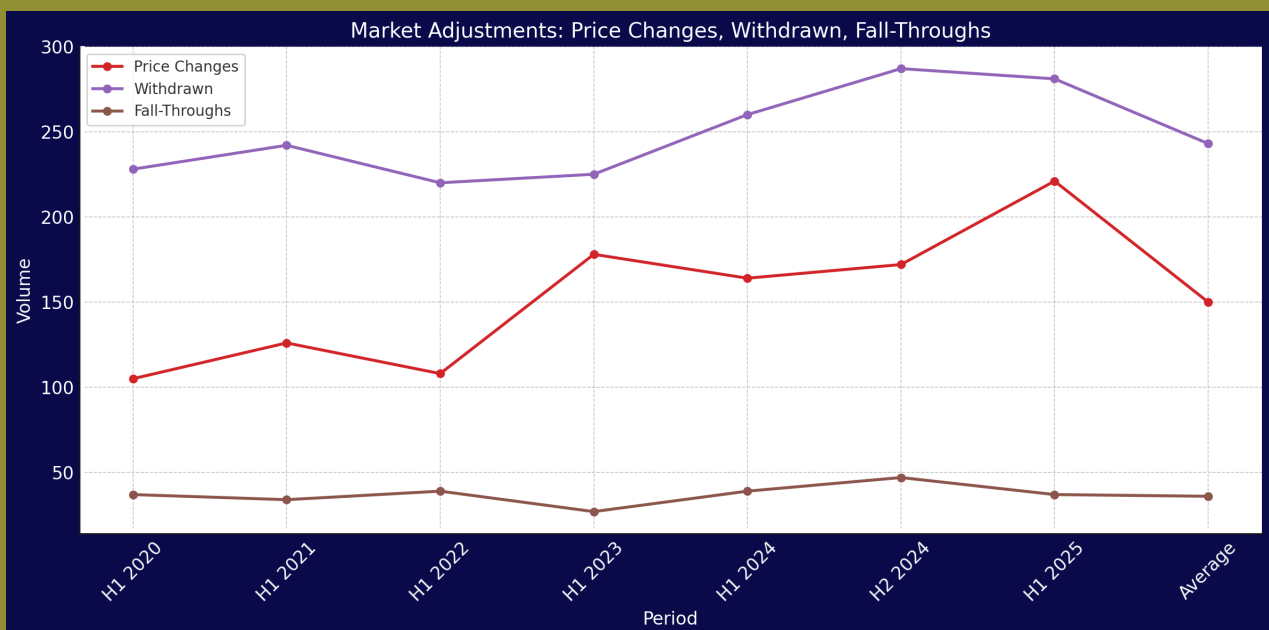
Importantly, activity hasn't dropped off a cliff — rather, it points to a maturing, more balanced market where committed buyers are still transacting, especially for the right homes at the right price.

# Sellers Are Repricing to Meet Market Demand

One of the most striking shifts this half-year was the 34.8% spike in price reductions, rising to 221 from 164 a year ago. This is also a 47.3% increase over the six-year average, showing that more sellers are adjusting asking prices in response to market realities.

In addition, withdrawn listings increased modestly to 281, and fall-throughs dipped slightly, which implies that while some sellers are exiting the market, many deals are holding firm once agreed.

These trends point to increased realism among sellers, which is helping deals get done in a more competitive environment.





# Sales Agreed Prices Surge – Buyers Paying for Quality

Perhaps the most significant headline is that the average price of sales agreed rose to £1.44M, a 20.9% increase from H1 2024.

This indicates that serious buyers are willing to pay a premium for high-quality homes, especially in the £1.2M–£1.6M bracket. It's a striking contrast to the slight dip in asking prices for new listings, showing that well-priced, desirable homes are still commanding strong offers.

This price surge suggests confidence in the long-term value of NW11 property, particularly in sought-after areas like Hampstead Garden Suburb and Golders Green.

# Price per Square Foot: Premium Homes Holding Value

The £ per square foot metric tells a story of quality over quantity. For new listings, values held relatively steady at £870/sq ft, just 0.7% down year-on-year, while for sales agreed, the figure rose to £840/sq ft, a 6.9% annual increase. This narrow gap between new and agreed £/sq ft highlights that buyers are focusing on top-tier properties, often ignoring overpriced or underwhelming homes.

The takeaway? Presentation and location continue to be key value drivers in NW11's market.



# Conclusion

The NW11 property market in H1 2025 reflects a community in transition—not in decline. While sellers are returning to the market in greater numbers, buyers remain highly selective, focusing their attention (and budgets) on well-positioned, high-quality homes. The dip in sales volume is less a sign of weakening demand and more a symptom of a more discerning buyer pool.

Crucially, the sharp rise in agreed prices signals that when the right property comes along—at the right price—serious buyers are stepping up with confidence. In this evolving landscape, sellers who are responsive to market signals and who present their homes well are still achieving excellent results.

As we head into H2 2025, we expect continued momentum among motivated buyers, especially in the premium segment. The key for sellers? Be realistic, be responsive, and be ready—because while the market may be more selective, the appetite for quality remains strong.

# THINKING OF MOVING?

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