

moreland 

January - June 2025

MARKET UPDATE



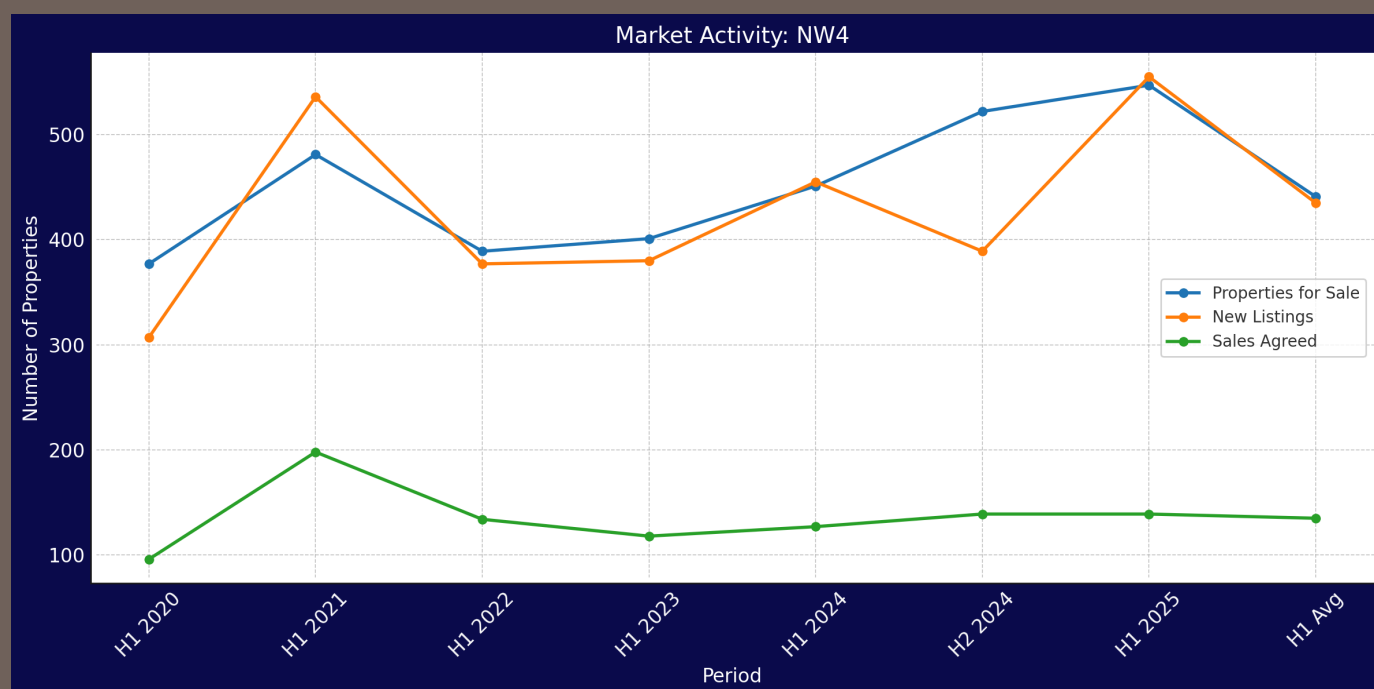
NW4

Supply Surges as Sellers Return with Confidence

The NW4 property market saw a significant increase in supply, with properties for sale up 21.3% compared to H1 2024 and 24% above the six-year average. New listings also rose 22% year-on-year, surpassing long-term norms by nearly 28%.

This surge reflects renewed confidence among homeowners, likely driven by stabilising economic conditions and a stronger sense of market direction.

Buyers now have greater choice, making it a more competitive landscape for sellers – but also a more dynamic one.



Sales Rebound Gently, Signalling Returning Buyer Commitment

Sales agreed increased by 9.4% year-on-year and held steady compared to H2 2024, showing that buyer interest is strengthening.

When viewed against the six-year average, transactions are up a modest 2.6%, suggesting that buyer activity is not spiking, but stabilising.

This rebound indicates a more measured and qualified buyer pool — serious purchasers returning with clearer expectations and more financial certainty.

Realistic Pricing Becomes the Norm

Price changes surged 36.8% year-on-year, making them 57% above the historical H1 average. Sellers are clearly responding to market feedback and adjusting their pricing strategies more aggressively.

Meanwhile, withdrawn listings increased by 32.1%, suggesting that some vendors may have priced too ambitiously or chosen to wait for better conditions.

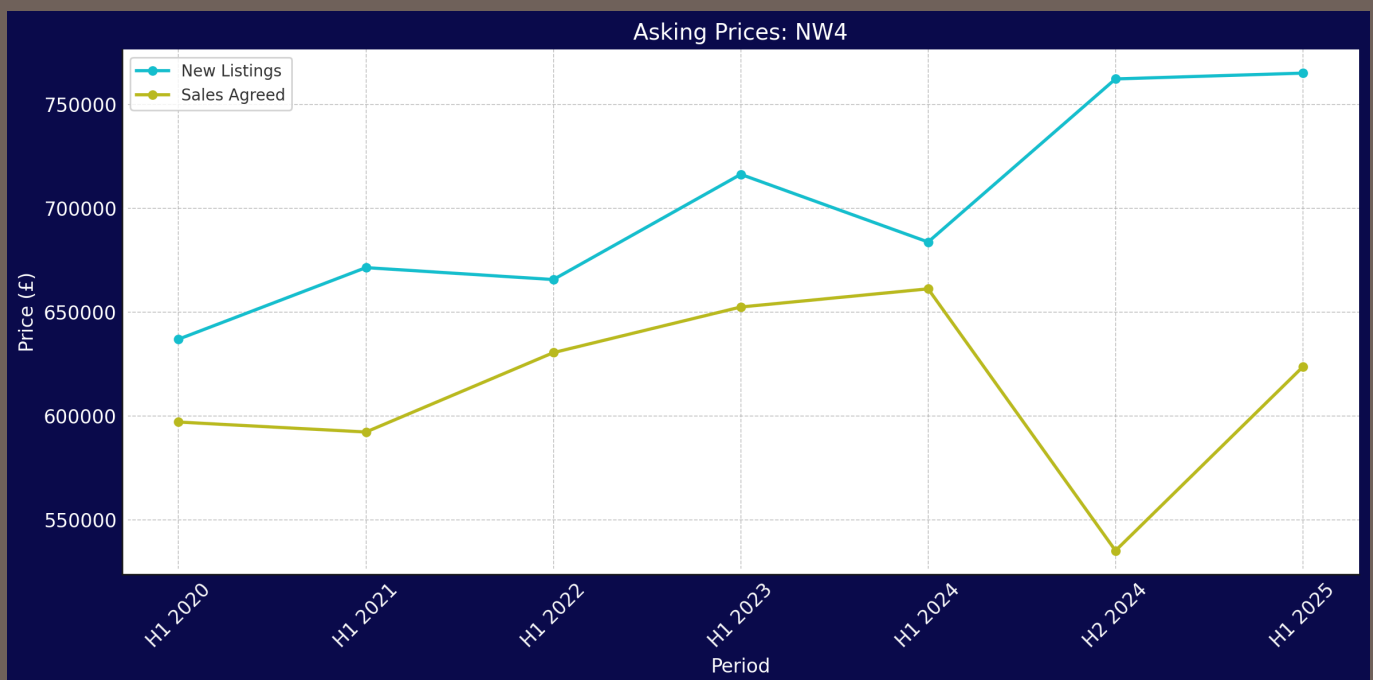
However, fall-throughs fell by 13.2%, pointing to improved deal security and stronger buyer qualification once an agreement is reached. This signals a market that's negotiating in earnest — not one in distress.

Seller Optimism on Asking Prices, But Buyers Push Back

The average asking price for new listings rose by 11.9% compared to H1 2024, indicating growing seller ambition.

However, the sales agreed price actually fell by 5.7% year-on-year, a sign that buyers remain cautious and value-driven.

That said, agreed prices were 16.6% higher than in H2 2024, suggesting that although buyers are resisting top-end pricing, they're still willing to pay more than they were just six months ago — especially for homes that offer clear value.



Mixed Movements in £/sq ft Reflect Buyer Selectivity

In terms of value per square foot, new listings dipped by 2.3%, while sales agreed £/sq ft edged up 0.3% year-on-year and rose 4% compared to H2 2024.

This suggests that buyers continue to favour better-located or more efficiently priced properties, while resisting those seen as overpriced or needing significant work.

In short, the best-in-class homes are still achieving premium values, while less compelling stock needs to be sharper on price to compete.

Conclusion: NW4 Moves Toward a More Balanced Market

NW4's property market in H1 2025 has taken a noticeable step forward in maturity and momentum.

Supply is up, sellers are returning with renewed confidence, and buyers are responding — albeit cautiously — to the wider selection.

While asking prices are rising, the gap between list and sale prices underlines the importance of strategic pricing and strong presentation.

As we move into H2 2025, a more balanced market dynamic is emerging. Vendors who stay flexible and realistic will continue to find success, especially as buyer sentiment improves.

If mortgage rates hold steady, we may see further traction in the months ahead, particularly for homes that offer clear value and meet modern buyer expectations.

THINKING OF MOVING?

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info@moreland.uk.com
020 8381 4970



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