

NW4 Property Market Update – Q3 2025

As we move through the final months of 2025, the NW4 property market continues to demonstrate its resilience and premium appeal. The third quarter has shown that while activity levels remain selective, buyers are still **committing** to quality homes and values across the area are holding firm. For homeowners considering selling, the latest data offers a reassuring picture of **stability, strength, and opportunity**.

1. Steady Growth in Sales Activity

NW4 has seen a healthy **11% increase** in sales agreed compared with the same period last year, with 80 transactions completed this quarter. Despite wider market caution, buyers remain **active and decisive**, particularly for well-presented properties. For sellers, this reinforces the importance of strong presentation and realistic pricing—buyers are ready to move when they see genuine value.

2. Strong Year-on-Year Value Appreciation

Average achieved prices have **risen** by more than £52,000 since Q3 2024, now standing at £632,163. This growth confirms NW4's position as a consistently strong performer within North West London's property landscape. Even in a more measured market, the area's combination of family homes, excellent schools, and green spaces continues to drive **long-term value appreciation**.

3. Exceptional Completion Rates

One of the most positive developments this quarter is the remarkably low fall-through rate of just 16 sales, nearly half the level seen last year. This signals that once offers are accepted, transactions are progressing smoothly to completion. For vendors, this means **greater certainty** and fewer setbacks, with committed buyers following through confidently to completion.

4. Low New Supply Supporting Seller Leverage

With only 208 new listings this quarter—the lowest number since 2023—there is less competition among sellers and **more opportunity** for well-marketed homes to shine. Buyers still have healthy choice, but the limited flow of new properties is ensuring that attractive listings draw strong engagement. For vendors, this environment rewards those who bring their properties to market strategically and with quality presentation.

5. Confidence in Premium Asking Prices

- Average asking prices **climbed** to £781,649, a clear reflection of ongoing confidence among sellers and the sustained desirability of the NW4 postcode. Even as buyers negotiate more selectively, this upward trend demonstrates that the market continues to recognise the area's **premium character** and lifestyle advantages, particularly for family buyers seeking space and connectivity.

Conclusion

As we head into the final quarter of 2025, the NW4 market remains **well-positioned for stability**. With robust buyer commitment, low fall-through rates, and continuing price strength, the fundamentals are encouraging for anyone considering a sale. Sellers who **price smartly** and present their homes effectively can expect **solid interest** and **reliable outcomes**.

If you're thinking of moving, now may be the ideal moment to take **advantage of limited competition and confident buyer sentiment** before the quieter winter period sets in. NW4's property market continues to stand out for its enduring quality—and the coming months may present the perfect window to make your move.

THINKING OF MOVING?

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