

NOVEMBER 2025  
MARKET UPDATE - NW11

# NW11 Property Market Update

As we move through the final quarter of the year, the NW11 property market continues to demonstrate the steady resilience that has long defined our area. While buyers now have a wider selection of homes to choose from, the appetite for well-presented, accurately priced properties remains strong. Serious purchasers are still active, motivated by the exceptional lifestyle NW11 offers.

For homeowners considering a sale, this moment presents a valuable window of opportunity. The data shows that demand is far from disappearing; rather, buyers are becoming more selective, rewarding properties that stand out through presentation, pricing and positioning. With agreed sales holding steady year-on-year and sale prices closely aligned to asking levels, the market is signalling a clear message: sellers who prepare well and make informed decisions are still achieving excellent outcomes.

This month's update provides a clear picture of the current landscape and the factors shaping selling success across NW11.

# 1. More Stock on the Market – But Serious Buyers Are Still Active

With 493 homes available, supply is higher than the tight markets of 2021–22. For sellers, this means your home needs to stand out – but importantly, buyer demand has held firm, with 33 sales agreed in October, almost identical to last year. **Quality homes priced correctly continue to move.**

# 2. Asking Prices Have Adjusted – A Positive for Realistic Sellers

New listing prices have settled to more grounded levels, down around 13% year-on-year. This isn't a fall in underlying values – £/sq ft pricing has actually risen.

It simply means the market now rewards **sellers who position their homes sensibly from day one.**

## 3. Buyers Are Paying Close to Asking Price

One of the most encouraging signs for vendors: the average agreed sale price is almost identical to the average asking price.

In other words, the homes that are selling are **accurately priced** and achieving strong results without dramatic negotiation.

## 4. A Higher Fall-Through Rate Means Preparation Is Key

About one in three sales across NW11 doesn't make it to completion. Surveys, valuations and chain issues are the usual culprits. For sellers, the best defence is simple:

- realistic pricing,
- excellent presentation, and
- choosing an agent who properly qualifies buyers and manages the process closely.

This is where **experience makes a real difference**.

## 5. NW11's Core Strengths Continue to Drive Demand

Hampstead Garden Suburb heritage, outstanding schools, strong community networks and excellent transport mean NW11 remains one of North London's most desirable addresses.

This underpins long-term stability – and it's why serious buyers continue to **commit at premium levels**.

# Conclusion

Despite a more competitive landscape, the NW11 market continues to show impressive resilience. Stock levels remain high, giving buyers more choice, but the fundamentals of our area – from exceptional schools to Hampstead Garden Suburb's unique architectural appeal – continue to attract committed purchasers.

The properties achieving the best results today are those priced with precision, presented impeccably, and supported by proactive, experienced guidance.

With buyers still paying close to asking price for well-positioned homes, sellers who approach the market strategically can move with confidence.

# THINKING OF MOVING?

The data shows that good homes, priced right and marketed well, are still performing strongly. If you'd like tailored advice for your property – from valuation to positioning – we'd be delighted to help.

## CONTACT US

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