

NOVEMBER 2025
MARKET UPDATE - NW4

NW4 Property Market Update

The NW4 property market continues to evolve through a period of high supply, selective buyers, and shifting price expectations.

October's data reveals a postcode with strong long-term fundamentals—excellent schools, community infrastructure, and major regeneration—but facing short-term challenges that require strategic thinking from vendors.

This month's update highlights the essential trends every seller should understand before launching or repositioning their property on the market.

1. Inventory Levels Continue to Rise, Increasing Competition for Sellers

NW4 ended October with 579 properties for sale, up from 535 last year, marking a multi-year trend of expanding stock. This widening gap between supply and demand means buyers now enjoy more choice and stronger negotiating leverage. For vendors, standing out through **pricing and presentation** is more critical than ever.

2. New Listings Surge as More Vendors Test the Market

October saw 92 new listings, a 35% increase compared with last year and well above the six-year average of 72. This influx shows that many homeowners are proceeding with plans they had delayed, creating a more competitive environment.

Sellers must assume that buyers will compare their home against many alternatives—making **accurate pricing essential**.

3. Sales Activity Remains Exceptionally Low

Only 20 sales were agreed in October—just 3.5% of available inventory and far below the historical October average of 30. This slowdown highlights a disconnect between vendor expectations and buyer affordability or confidence. Homes that do sell tend to be those offering exceptional value, location, or presentation.

Vendors should expect longer selling periods unless pricing is highly realistic from launch.

4. Price Reductions and Withdrawals Show Vendor Frustration

There were 59 price changes and 80 withdrawals during the month, with withdrawals significantly above the six-year average of 63. This pattern suggests many sellers are either correcting earlier over-pricing or deciding to pause their plans due to insufficient viewing activity.

The data reinforces the importance of launching at the right level from day one to avoid stagnation.

5. Asking Prices Have Adjusted Downward as Vendors Respond to Market Conditions

Average asking prices for new listings fell to £607,061 (£558/sq ft)—a notable year-on-year reduction from £654,173 (£607/sq ft). This shift reflects increasing realism among sellers and agents who recognise that elevated inventory and selective buyers demand competitive pricing strategies.

Vendors adopting this approach are more likely to achieve viewings and offers in today's environment

Conclusion

The October 2025 data paints a clear picture: NW4 remains a highly desirable postcode with strong long-term fundamentals, but the current market heavily favours buyers.

For vendors, success depends on strategic pricing, excellent presentation, and a realistic understanding of local competition.

While the market may feel challenging, those who position their property effectively can still capture committed buyers seeking quality homes in this sought-after North London community.

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.

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