

2024

NW4 Property Market Update - A Vendor  
Guide to a Year of Resurgence and  
Renewed Confidence

2025  
MARKET UPDATE -NW4

# Executive Summary: NW4 Market at a Glance

The NW4 property market stands out as a clear success story within North West London. After several years of cautious adjustment, the market experienced a genuine resurgence, marked by rising activity levels, improving confidence, and strong buyer engagement.

During the year, 954 new properties were listed in NW4, representing a 13.6% increase year on year and running 14.3% above the five-year average. Importantly, this increase in supply was matched by rising demand. Sales agreed climbed by 13.0% to 278 transactions, confirming that buyers returned to the market with confidence.

Pricing performance was equally encouraging. Average achieved sale prices rose by 7.6% to £641,687, demonstrating that buyers were prepared to pay more for the right homes in the right locations.

**Key message for vendors: NW4 entered 2025 from a position of recovery and exits the year as a confident, active, and resilient market.**

# Supply and Demand: Momentum Returns

Unlike some neighbouring markets, NW4 benefited from a healthy balance between supply and demand throughout 2025. Properties actively for sale rose to 543, an increase of 6.5% year on year, while new listings grew at a faster pace.

Crucially, this rise in available stock did not overwhelm buyer demand. Instead, sales activity increased in tandem, with transaction volumes running 9.4% above the five-year average. This balance prevented stagnation and sustained momentum across the year.

Buyers remained engaged, particularly for well-located family homes and properties offering space, gardens, and access to schools. The result was a market that felt busy and competitive, without becoming overheated.

**Vendor insight: NW4 in 2025 was defined by participation on both sides of the market.**

# Pricing Landscape: Sustainable Growth

Pricing growth in NW4 during 2025 was measured rather than speculative. Average asking prices for new listings rose by 3.1% to £741,463, reflecting growing confidence without unrealistic expectations.

At the same time, the average achieved sale price increased by 7.6% to £641,687, showing that homes priced sensibly attracted decisive buyers and strong outcomes.

Price-per-square-foot data highlights an important structural trend. Asking prices per sq ft fell by 3.6% to £609, while achieved prices per sq ft rose modestly by 1.6% to £576. This reflects a market increasingly focused on larger family homes, which command higher absolute prices but lower per-square-foot values.

**Vendor insight: Buyers rewarded value, space, and quality rather than inflated pricing.**

# Buyer Behaviour and Market Stability

Buyer behaviour in 2025 demonstrated both confidence and pragmatism. Price changes reached 480, up 19.7% year on year, indicating that vendors were responsive to market feedback and willing to adjust when necessary. Withdrawals increased to 716, a 19.9% rise, largely reflecting properties that were not fully prepared for sale or vendors reassessing strategy rather than market weakness.

Encouragingly, transaction stability improved significantly. Fall-throughs dropped by 24.1% to just 60, highlighting stronger buyer commitment, more secure financing, and improved chain reliability.

**Vendor insight: Once agreed, sales in NW4 were more likely to complete than in previous years.**

# What Performed Best in NW4

Performance across NW4 was driven by lifestyle-led demand. Family houses within the catchment areas of outstanding schools attracted the strongest interest, particularly properties on established residential roads offering gardens and generous internal space.

Homes near Finchley Road, Hendon Central, and Brent Cross benefited from strong transport links, while apartments with outdoor space and parking remained popular with professionals and young families.

Properties requiring extensive modernisation took longer to sell unless priced to reflect renovation costs. With labour and material costs remaining elevated, buyers consistently favoured move-in-ready homes.

**Vendor insight: Presentation, condition, and location were decisive in achieving the best results.**

# Outlook for 2026 and Strategic Advice for Vendors

NW4 enters 2026 with strong foundations in place. Supply levels remain slightly above historical norms, but demand continues to absorb available stock effectively. The market's performance in 2025 suggests continued stability rather than volatility. With achieved prices per sq ft holding at £576 and fall-through rates well below average, buyer confidence remains intact. Interest rate stability and robust professional employment further support demand. For vendors considering a sale, the lessons from 2025 are clear:

- Price realistically from the outset
- Prepare and present the property to a high standard
- Launch during peak demand periods where possible
- Focus on momentum rather than testing the market

NW4's long-term appeal – strong schools, community atmosphere, green space, and excellent transport – remains undiminished. The resurgence seen in 2025 has positioned the market for continued, sustainable activity.

**Final message: NW4 is no longer a market in recovery. It is a market in confident forward motion.**

# 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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