



JANUARY 2026  
MARKET UPDATE - NW11

# The Strongest Start in Six Years

January has delivered NW11's **strongest start** to a year in six years. Buyer activity has **surged**, new listings have **risen** sharply, and the price per square foot achieved on agreed sales has reached a six-year high.

Unlike the exceptional conditions of 2021, this activity appears **balanced and sustainable**. Supply has increased, yet demand has kept pace. For sellers, this signals a market that is active, confident and functioning smoothly as we move into 2026.

# Buyer Demand Has Accelerated

28 sales were agreed in January – a 55.6% **increase** on the same month last year and one of the strongest January performances in recent history.

This has occurred despite stock levels reaching 448 properties, the highest January figure in the dataset. Buyers have **more choice** – and they are still committing.

Over one third of January's new listings converted into agreed sales within the month. Demand in NW11 is not theoretical. It is measurable and active.

# Record £955 per Sq Ft Achieved

The most powerful figure this month is **£955 per square foot** on agreed sales – the highest level recorded in six years and 22% above last January.

Buyers are paying **premium rates for well-presented, correctly priced homes.**

However, the gap between average new listing prices (£1.44m) and the level at which buyers are committing (£1.15m average agreed asking price) highlights an important truth: the market rewards accuracy.

When pricing aligns with current evidence, the result is strong competition and premium rates. When it does not, adjustments follow.

# Competition Is Elevated

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.

# A More Stable Market

Withdrawals have fallen dramatically – down 56% year on year. Sellers entering the market are more committed, and transactions are progressing with normal levels of fall-throughs.

Compared to early 2025, the market feels more stable, more disciplined and better aligned between buyer and seller expectations.

Committed sellers are succeeding.

# What This Means for Sellers in 2026

NW11 enters the spring market in a position of strength:

- Buyer activity at multi-year highs
- Record price per square foot achieved
- Improved pipeline stability
- Sustained lifestyle demand

The opportunity is clear – but so is the requirement for discipline.

The sellers who will thrive this year are those who price in line with the £955 per sq ft reality, present to a premium standard, and enter the market with strategy rather than aspiration.

In 2026, accuracy wins.

# THINKING OF MOVING?

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