



NW4: Q1 2026 Property Market Update

A premium postcode navigating price recalibration while its structural appeal remains fundamentally intact.

HENDON • BRENT CROSS • NORTH LONDON



The Address That Always Has Something to Say

A Postcode Like No Other

NW4 spans Hendon and the streets around Brent Cross — combining quiet, tree-lined residential character with outstanding connectivity via the Northern Line, A41, and M1.

Q1 2026 in Summary

The numbers this quarter deserve careful reading. Encouraging elements sit alongside honest contextualisation. Together, they paint the picture of a **premium market navigating price recalibration** while its structural appeal remains fundamentally intact.

NW4 serves a community that is deeply rooted, highly educated, and exceptionally well-connected to the professional and cultural life of the capital.

Supply Is Edging Up: Choice Is Returning

533

Properties Listed

Highest Q1 stock figure in the six-year dataset

262

New Listings

Second highest Q1 new instruction total on record

+18%

Above Average

Current supply running ~18% above the six-year Q1 benchmark of 451

+41%

Spring Surge

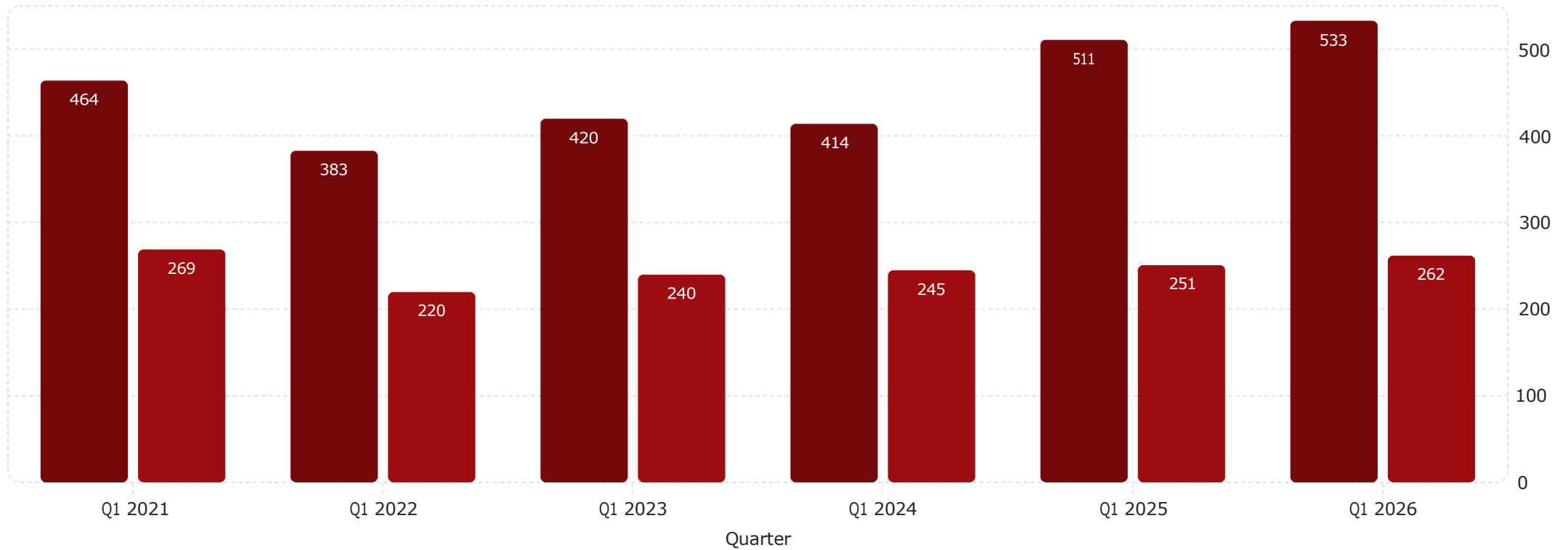
New listings up from just 185 in Q4 2025 — a classic seasonal reactivation

For buyers, elevated stock is genuinely welcome news. The compressed decision-making timelines of 2021–22 feel like a different market. The space to research, view carefully, and negotiate thoughtfully is real.



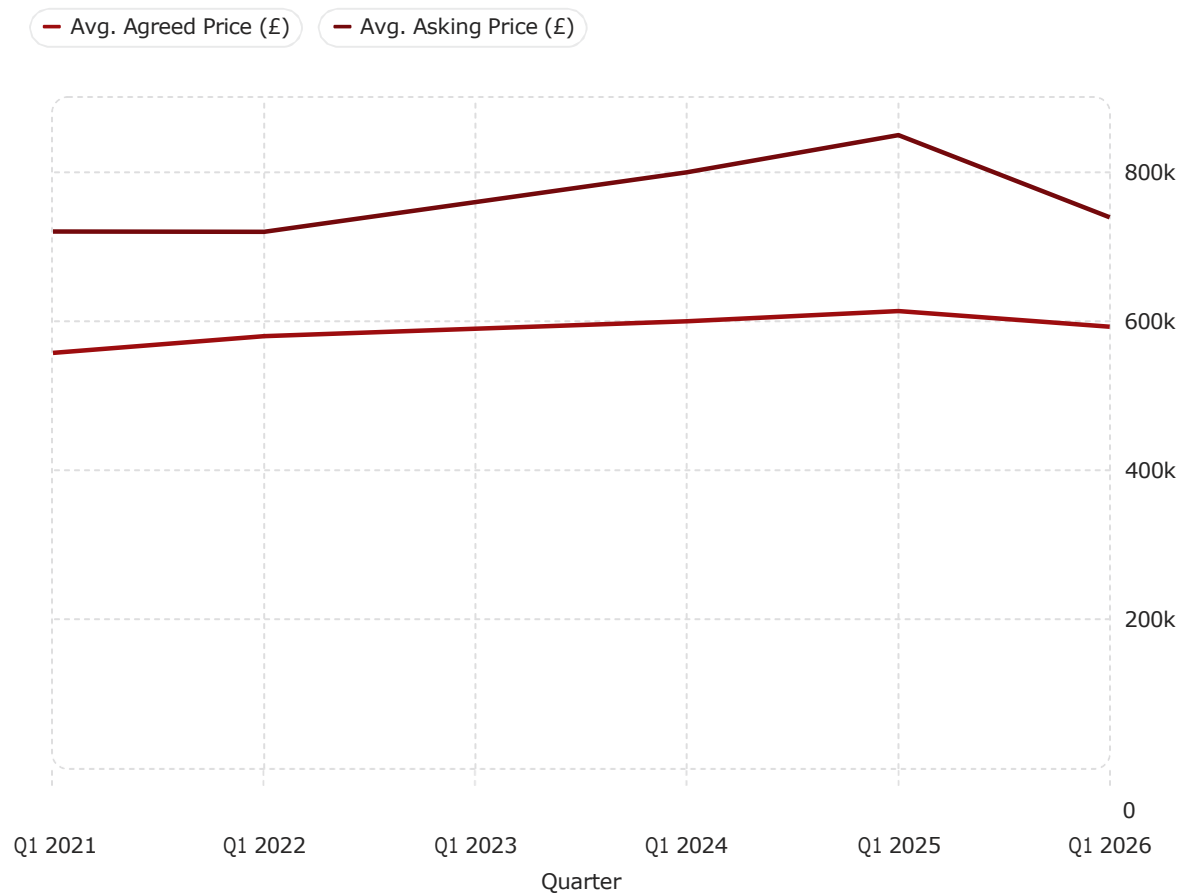
Available Stock: Six-Year Q1 Trend

■ Properties Listed ■ New Listings



Q1 2026 marks the highest total available stock in the six-year dataset, with new listings at their second highest Q1 level — confirming that sellers across Hendon Central, Brent Street, and Holders Hill have been active in bringing properties to market this spring.

Asking Prices: Recalibrating After the 2025 Peak



Understanding the Gap

The average new listing asking price of **£739,609** is down ~13% from the £849,934 peak of Q1 2025 — but that peak was itself a notable outlier, the highest Q1 listing average in the dataset.

The Q1 2026 figure remains **above Q1 2022 (£720,121) and Q1 2021 (£720,509)**, broadly consistent with NW4's earlier premium period.

What has changed is not the underlying value of NW4 property, but the market's willingness to sustain the particularly ambitious level that characterised 2025.

Price Per Square Foot: A Telling Convergence

New Listing PSF

£605

Per sq ft for new listings in Q1 2026, down from £677 in Q1 2025 and £696 in Q1 2023

Agreed Price PSF

£609

Per sq ft agreed in Q1 2026 — **the highest Q1 agreed PSF in the entire dataset**

The inversion — where agreed PSF *exceeds* listing PSF — reflects the premium that well-presented, correctly priced homes in the best NW4 locations continue to command. It is the clearest signal that genuine value is being sustained at the point of transaction.

Sales Agreed: A Thin but Stable Pipeline

59 Sales Agreed

Matches exactly the Q1 2023 figure;
just below the 62 of Q1 2024.
Consistent and measured.

£592,701 Avg. Agreed

Fractionally below Q1 2025's
£613,719 but **well above** the
£557,549 of Q1 2021. Five-year
direction: clearly positive.

Stable Agreed Values

Agreed prices have remained far more stable than asking prices across the dataset — buyers consistently negotiate from ambitious listings to credible completion values.



The Friction Data: Reading Operational Health

Price Reductions: 149

Highest Q1 total in the six-year dataset, significantly above the long-run Q1 average of 104. Direct evidence that asking price recalibration is not happening entirely upfront — sellers arriving above market are penalised through time and exposure.

Withdrawals: 162

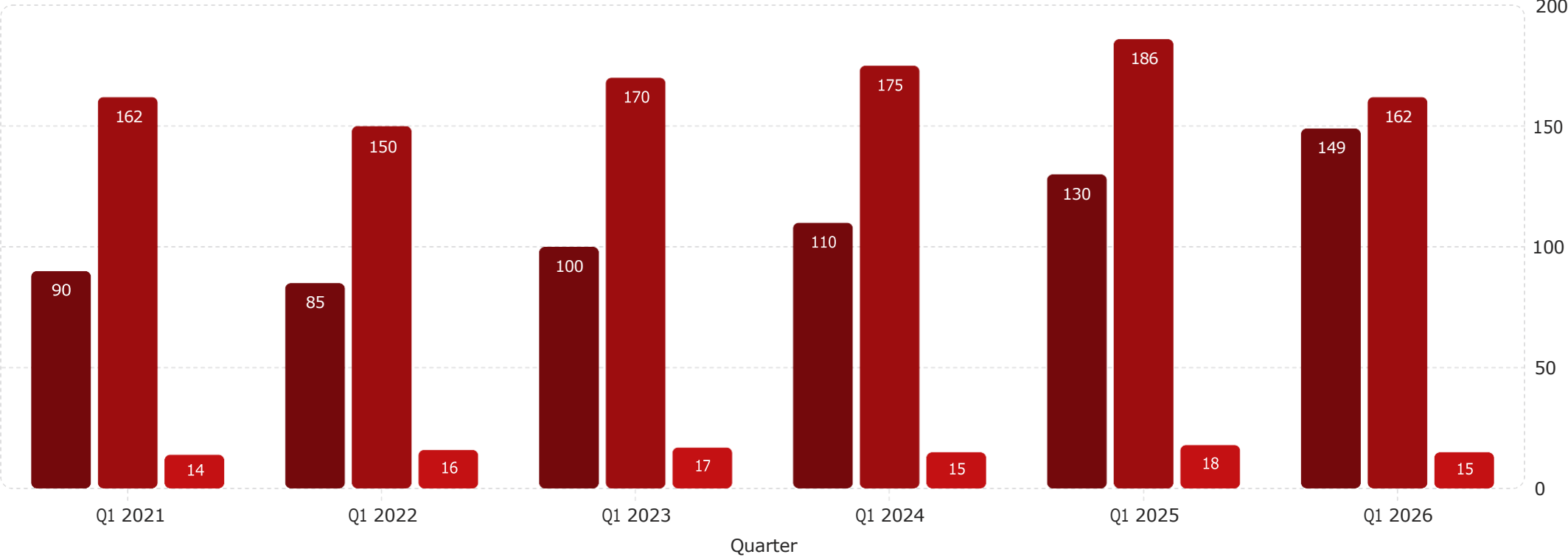
Down from 186 in Q1 2025 and 189 in Q4 2025. A genuine positive signal: fewer homeowners abandoning campaigns mid-market suggests greater realism and commitment from sellers entering in 2026.

Fall-Throughs: 15

Below Q1 2025's 18 and at the **lowest Q1 level alongside Q1 2024.** Close to the six-year Q1 average of 16 — the deals being done are sticking. Meaningful reassurance in a market where chains can be complex.

Friction Metrics: Six-Year Q1 Comparison

Price Reductions Withdrawals Fall-Throughs



Price reductions hit a six-year Q1 record in 2026, while withdrawals and fall-throughs are both improving — a nuanced picture of a market under pricing pressure but with growing seller commitment and transaction stability.



Why NW4 Endures



Connectivity

Northern Line at Hendon Central and Brent Cross provides uninterrupted access to the West End and the City.



Quality of Life

Hendon Park, the surrounding green belt, Temple Fortune, and outstanding local schooling create a lifestyle that sophisticated buyers return to repeatedly.



Community Character

The Jewish community infrastructure gives parts of NW4 its distinctive character and tight community bonds — a significant and lasting draw.



Housing Stock

Wide residential roads, generous property sizes, and architectural quality provide the space that families at this price point are specifically seeking.

What Q1 2026 Means for Sellers

The Core Message

Price reductions at a record level tell us clearly that the market is **penalising initial overpricing** through time and exposure — not absorbing it.

The Path to a Credible Outcome

A seller who enters the NW4 market in Q1 or Q2 2026 with an asking price built from **genuine comparable evidence**, supported by a well-presented home and professional marketing, has every reason to expect a strong result.

- Price from comparable evidence, not aspiration
- Presentation and marketing quality matter at this price point
- The market is transacting — buyers are there
- The premium at the point of agreement is real and record-high on a PSF basis

What Q1 2026 Means for Buyers



Record Stock Level

533 properties available — the most choice buyers have had in six years. Time and space to research and decide.



Asking Price Reduction

Asking prices down ~13% from 2025 peaks. The gap between listing and agreed values creates real opportunity for well-informed negotiators.



Sustained Agreed Values

This is adjustment, not decline. Agreed PSF at a six-year Q1 high confirms genuine underlying value at the point of transaction.



Long-Run Trajectory

The structural foundations of NW4 remain intact. Buyers acting decisively on the right property are supported by a postcode with a strong long-run record.



NW4 Q1 2026: The Headline Verdict

The record agreed per square foot figure at the point of transaction is the data point that matters most for understanding where genuine value sits in this market right now.

For the Market

A premium postcode in measured adjustment — not decline. Structural appeal intact, pricing discipline now essential.

For Sellers

Price correctly from the outset. The market rewards realism and penalises ambition through time on market.

For Buyers

One of the more interesting entry points in NW4's recent history. Engage with evidence, negotiate with knowledge, act decisively.



LOOKING TO MOVE IN 2026?

GET IN TOUCH TODAY OR
SCAN THE QR CODE FOR AN
INSTANT VALUATION

020 8381 4970

INFO@MORELAND.UK.COM



moreland 