



# NW11 Property Market Update

**April 2026 — Golders Green & Hampstead Garden Suburb**

The NW11 market in April delivers some of the most telling data points in North West London this spring. Headline numbers move in different directions, underlying signals are sharper than usual, and the gap between asking and agreed prices has widened in ways that demand attention. For anyone making a property decision this spring, the conditions are unusually consequential.

# Supply at a Six-Year High

**509**

## Homes for Sale

Highest April reading in the dataset — above the 403 six-year average and last April's 456.

**102**

## New Listings

Well ahead of the 73 average and last April's 74. Comparable only to April 2021's 90.

**403**

## Six-Year Average

Current stock comfortably exceeds the long-run average, expanding buyer choice across the price spectrum.

The combination of cumulative stock and fresh listings has expanded buyer choice from the larger detached homes around Erskine Hill, to mansion flats along Golders Green Road, and family houses around Childs Hill.



# Asking Prices: Composition, Not Collapse

## April 2026 Average Ask

**£1,244,164** — significantly below last April's £1,646,009, but a sharp step up from March's £967,952.

The near **29% month-on-month swing** is a composition effect, not a value movement. April brought a stronger weight of larger family properties.

## The Truer Signal: £/sq ft

The per square foot data smooths the noise:

- **£847** — April 2026
- **£864** — April 2025
- **£778** — March 2026

Underlying values are softening gently — approximately **2% over twelve months**.

# Sales Activity: The Quietest April on Record

## 25 Sales Agreed

The lowest April figure in the six-year dataset — below last April's 26, March's 33, and the 33 long-run average.

## Buyer Caution

Elevated mortgage costs, swap rate movements following geopolitical events, and a cautious mood at the upper end of the London market have all registered in NW11.

## Longer Decisions

Buyers who would normally have committed by Easter are taking longer, asking sharper questions, and walking away from anything that does not meet their criteria on price or condition.

# Agreed Values: The Market Is Repricing

The average asking price on properties **sold** in April was **£1,004,598**, against £1,762,654 last April. The per square foot data brings the underlying trend into clearer focus:

- 1** — **April 2024**  
£850/sq ft agreed
- 2** — **April 2025**  
£812/sq ft agreed
- 3** — **April 2026**  
£745/sq ft agreed

The NW11 premium market is repricing — creating real opportunities for buyers positioned to act with confidence and patience.



# Record Price Reductions

## 69 Price Changes in April

Nearly **double** the 35 long-run average, and well clear of both the 42 last April and 46 in March. This is a **record price reduction reading** across the six-year series.

Vendors who came to market with ambition in late winter are now adjusting in volume. Price discovery is happening in real time, and at scale.

## 45 Withdrawals

Above the 36 average but broadly in line with last April's 42 — the majority of sellers are choosing to recalibrate rather than pull back entirely.

## Price Changes vs. Average

**69** — April 2026 (record)

**46** — March 2026

**42** — April 2025

**35** — Long-run average

# Fall Throughs: The Sharpest Warning Signal

## 11 Fall Throughs in April

The highest April figure since 2021 — above the 7 long-run average and a notable jump from just 4 last April.

## Why Deals Are Collapsing

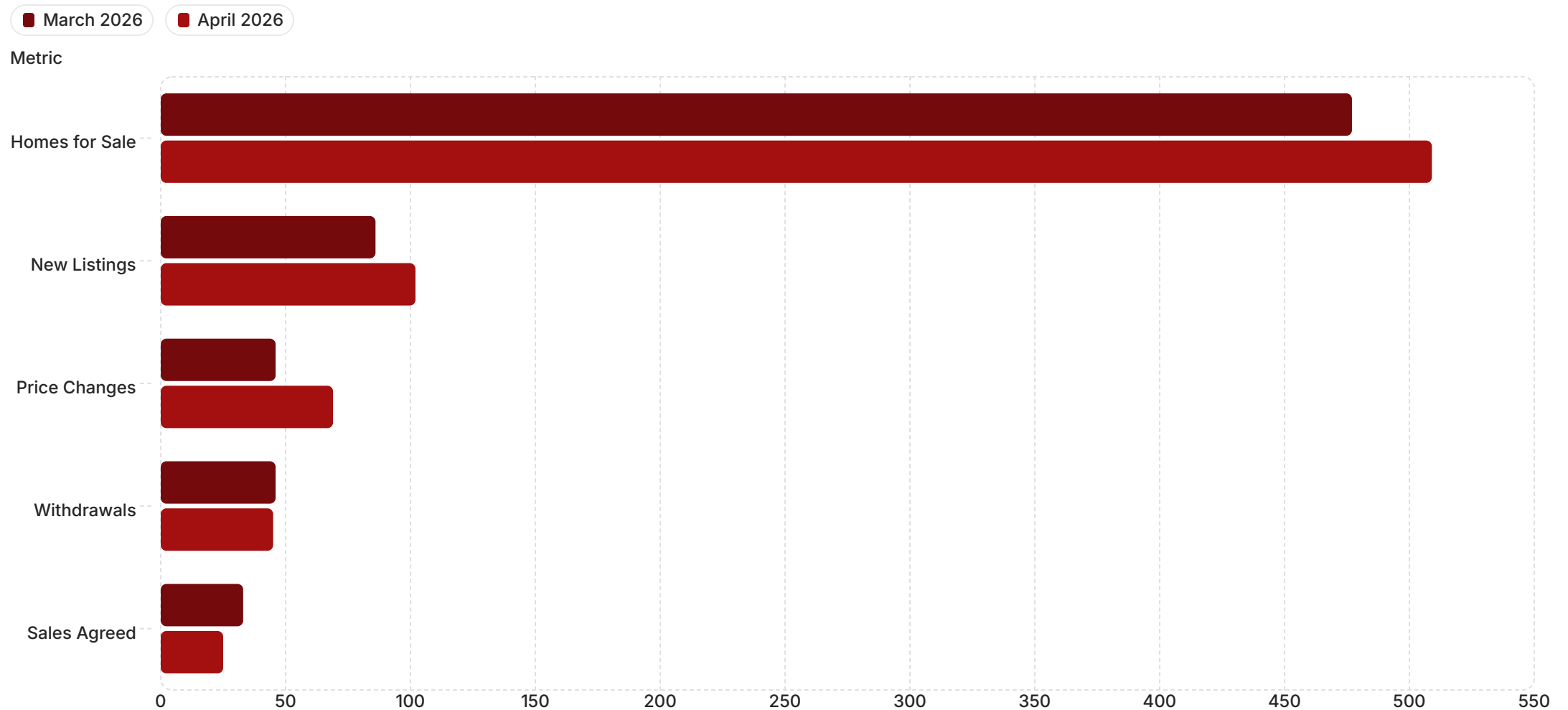
Surveys, valuations, chain dynamics, and finance approvals are all introducing more pressure. A meaningful share of agreed deals are not crossing the line.

## Implication for Sellers

Qualifying a buyer thoroughly before accepting an offer matters more than it ever has. The journey to completion is no longer the formality it was even two years ago.



# April vs. March: Every Indicator Points the Same Way



Almost every direction of travel points to a market becoming more challenging for sellers as spring has progressed. The one exception: a very modest easing in withdrawals.

# Guidance for Sellers & Buyers

## For Sellers

The data argues strongly for **realism on price**. The buyer pool in the £1m+ segment is more selective than it has been for several years. Homes that complete are priced in line with the **£745/sq ft agreed market**, not the more ambitious figures that anchored earlier in the year. Qualify buyers thoroughly before accepting any offer.

## For Buyers

Conditions are unusually favourable. NW11 offers Golders Green station (Northern line), the new **Brent Cross West Thameslink** connection, the architectural heritage of Hampstead Garden Suburb, strong schools, and the green spaces of Golders Hill Park and the Heath Extension. Choice is generous, vendors are open to conversation, and **pricing flexibility has firmly returned**.

# The NW11 Moment in Summary



## Supply High

509 homes — a six-year April record



## Sales Quiet

25 agreed — lowest April in the dataset



## Record Cuts

69 price changes — double the average



## Fall Throughs Up

11 in April — highest since 2021



The NW11 market in April 2026 rewards both buyers and sellers for reading the moment they are actually operating in — rather than the one they wish they were.

