

NW11 Property Market Update

Hampstead Garden Suburb, Golders Green, Temple Fortune— a market that sits comfortably in the seven-figure bracket and behaves according to its own logic. The story of H1 2026 pulls in two directions at once: **noticeably busier, yet firmly adjusting on price.** Understanding how those two things sit side by side is the key to making a confident decision.

Supply at a Six-Year High

486

Avg. Homes Available

Highest in the six-year run — over a fifth above the long-term average of 400.

506

New Listings, H1 2026

Another series high — a robust 40% jump on the quieter second half of 2025.

+8%

Availability has climbed every single year since the low of 321 in 2022.

Sellers have clearly been happy to come forward. The spring surge is in full swing, as families across the Suburb and Golders Green bring homes to market ahead of summer.

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Buyers Are Active — Deals Are Being Done

Sales Agreed: 171

Up almost **10% year-on-year** and right on the six-year average — a genuinely reassuring sign in a market where homes are far from cheap.

A healthy jump of more than a fifth on the second half of 2025.

What's Driving Demand?

- Families chasing NW11's remarkable schools
- A deeply established local community
- Buyers who know this pocket of north London holds its appeal through every cycle

This is not a frozen market. It is one where deals are being done.

Asking Prices: A Sharp Recalibration

£1,173,481

Average asking price in H1 2026 — the **lowest in six years**, down 10% year-on-year.

£1,446,156

Peak asking price in 2024 — prices have come back by **close to a fifth** since then.

£790 per sq ft

Asking value per square foot — again the lowest in the series, **down ~8% year-on-year**.

240 Reductions

A record for the market — nearly **40% above the long-term norm**. Sellers are recalibrating their ambitions.

Reading the Sold Prices Carefully

NW11 spans an enormous range — from a grand protected house in the heart of the

Suburb to a mansion flat off Golders Green Road. With only ~170 sales per half-year, a handful of large transactions can swing the average dramatically. Average sale prices lurch from under £1m in one year to well over £1.4m in another. [Read into any single year's figure at your peril.](#)

- ❏ The steadier measure is value per square foot. Achieved values came in at **£794 per sq ft** — essentially level with the £790 sellers are asking. Sensibly priced homes are trading very close to their asking price on a like-for-like basis.



Fragility in the Pipeline

Fall-Throughs & Withdrawals

Fall-throughs jumped to **51** — comfortably the highest the market has seen and more than half again on last year.

Withdrawals held stubbornly high at **288** — meaning more homes were pulled from the market than actually sold.

Why Deals Fall Apart

- Chains are longer at these price levels
- Finance is more complex
- A single wobble can undo a deal

Patience and preparation matter more than ever. Buyers who line up finance early and present as clean and committed are the ones who succeed.

NW11: Really Two Markets in One

Hampstead Garden Suburb

Large protected houses where sheer value makes buyers acutely sensitive to borrowing costs. The sharpest price adjustments are naturally felt here.

Golders Green

Mansion blocks, period conversions and purpose-built flats that move more freely, drawing first-time buyers, downsizers and investors.

Foundations Few Places Can Match



Outstanding Schools

Henrietta Barnett School and a wealth of faith schools draw families who will stretch to be in catchment — a genuine and enduring magnet.



GloriousGreen Space

Golders Hill Park and the Heath extension on the doorstep — rare breathing room in the capital.



Northern Line Connectivity

Golders Green station carries commuters into the West End in minutes, sustaining demand across every cycle.



Established Community

A long-established, closely knit community gives the area a depth of demand that simply does not fade.

Advice for Sellers

01

Price with Real Evidence

The record run of reductions is proof of what happens to those who reach for yesterday's numbers. Discipline is essential.

03

Target School Catchments

Homes in the most sought-after catchments still attract genuine competition — price correctly and the reward is a sale close to asking value.

02

Present Impeccably

At these price levels, presentation is not optional. Buyers have abundant choice and will move on quickly.



Advice for Buyers — An Unusually Favourable Moment

The Opportunity

Choice is abundant, prices have come off their highs, and there is genuine room to negotiate. **The leverage sits with buyers as it has not for years.**

This is a rare chance to buy into one of London's most desirable neighbourhoods on terms that finally favour the purchaser.

The Caveats

- The finest houses in the Suburb and homes in the best catchments still attract competition
- With deals proving fragile, line up finance early
- Present yourself as clean and committed

Busy yet softer. Active yet realistic. A prime corner of the capital finding a new and more grounded level — where those who price and plan wisely will always come out ahead.

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