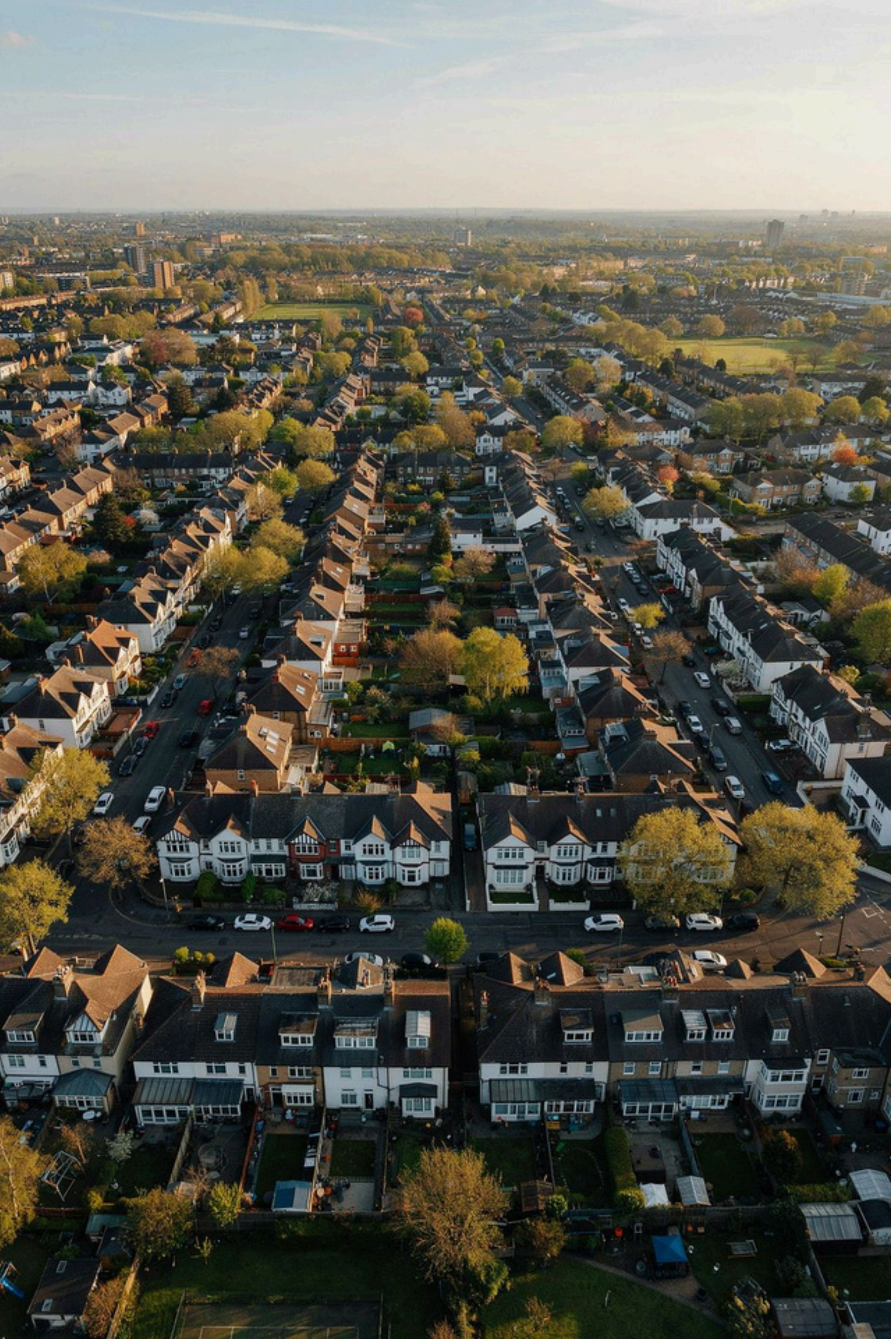

NW4 Property Market Update

JULY 2026

NW4 has spent the last few years being reshaped around its own edges — Brent Cross Town rising on the southern boundary, West Hendon rebuilt along the Welsh Harp, and Brent Cross West turning a twelve-minute train to St Pancras from a promise into a routine. July, however, told a different story: sellers arrived in numbers. Buyers did not.

85 In, 21 Out

ThestarkestthinginJuly'sdataisasimple pair of numbers.

85

New Instructions

Up 18% on last July's 72, and a full quarter above June's 68 — the highest July in the six-year series.

21

Sales Agreed

Down 25% on last July's 28, down a third on June's 31, and 16% below the six-year July average of 25.

555

Up 3.5% on June and 12% above the six-year average, though still slightly below last July's 583.

2yrs+

At July's rate of sale. In July 2022, with 32 sales from 405 homes, that figure was closer to 12 months.

Four new instructions for every single sale. Supply is being pushed in at exactly the moment demand stepped back.

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The Competition Nobody Talks About

Aseller inHendon isnotonly competingwith the other 554resalehomeson the market. They are competing with everything being built at Brent Cross Town and along the Waterside at West Hendon.

What New Build Can Offer

Stamp duty contributions, part exchange, flooring, appliances, parking, service charge holidays, and a fixed completion date with no chain.

The Ceiling It Creates

For a buyer weighing a resale flat against a new build five minutes away with a ten-year warranty and a 5% cost contribution, that is a real contest — one that simply does not exist in, say, NW11.

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The Pricing Picture Is Better Than It Looks

Available Stock

£720,699 average asking price — down 9%+ on last year, the lowest in the six-year series.

£564/sq ft — down from £678 a year ago.

On the face of it, this reads like a market in retreat.

What Actually Sold

£622,136 average agreed price — up on last July's £614,772 and nearly 15% above June.

£532/sq ft — a gap of under 6% versus asking, compared with 12% last July and 14% in July 2024.

Sellers have brought expectations meaningfully closer to what buyers will pay.

The advertised market has come down while the transacting market has held up. That is not weakness — that is a healthy adjustment. Agreed prices have climbed from £469,610 in July 2021 to £622,136 today, a rise of around a third across five years.

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Deals Are Sticking Again

Thesinglemostcheerfulnumberinthisdatasetisoneofthesmallest.

4 Fall-Throughs

Half last July's 8, half June's 8, and well below the six-year average of 7.

4-in-5 Sales Hold

Roughly one deal in five collapsed, against better than one in three in July 2024.

55 Price Reductions

Down more than a quarter on both last July and June, though still slightly above the six-year average.

55 Withdrawals

Level with the average but up almost a third on June. The market is still shedding stock through the side door.

What Underpins NW4

Forallthesoftnessinthenumbers,thecaseforthispostcode has arguably **strengthened** over the past three years.

Connectivit y

Brent Cross West puts central London within 12 minutes by train — a genuine alternative to a busy Northern Line. The M1 begins here; the North Circular runs along the bottom.

Green Space

Hendon Park, Sunny Hill Park, and the Welsh Harp offer more open ground than most of inner north London. Brent Cross Town adds a substantial new park to the south.

Community & Schools

Hasmonean, Hendon School, and a strong primary offer anchor family demand in a way largely indifferent to wider market conditions. Middlesex University adds steady rental demand.

If You Are Selling

1 **Know Where You Stand**

If you are a two or three bedroom flat, you are in the most crowded, most contested part of this market, competing with new-build incentives as well as neighbours. Your price must reflect that on day one.

2 **Don't Launch in August**

85 homes arrived in July into a market that absorbed 21. A large proportion will still be sitting there in October, looking stale. Coming to market at the right price in early September is a materially better plan.

3 **Take Offers Seriously**

With fall-throughs down to four in the month, an agreed sale now has a genuinely good chance of completing. A bird in the hand is worth considerably more than it was two years ago.

If You Are Buying

You Have Time & Leverage

The pricing evidence says the heavy repricing has already happened rather than still being ahead of you. That is a reasonably comfortable position to buy into.

Target Spring Launches

Look hardest at homes that launched in spring and are still available. Their owners have had months to absorb the market's verdict — making them far more negotiable than July's 85 new ar r ivals.

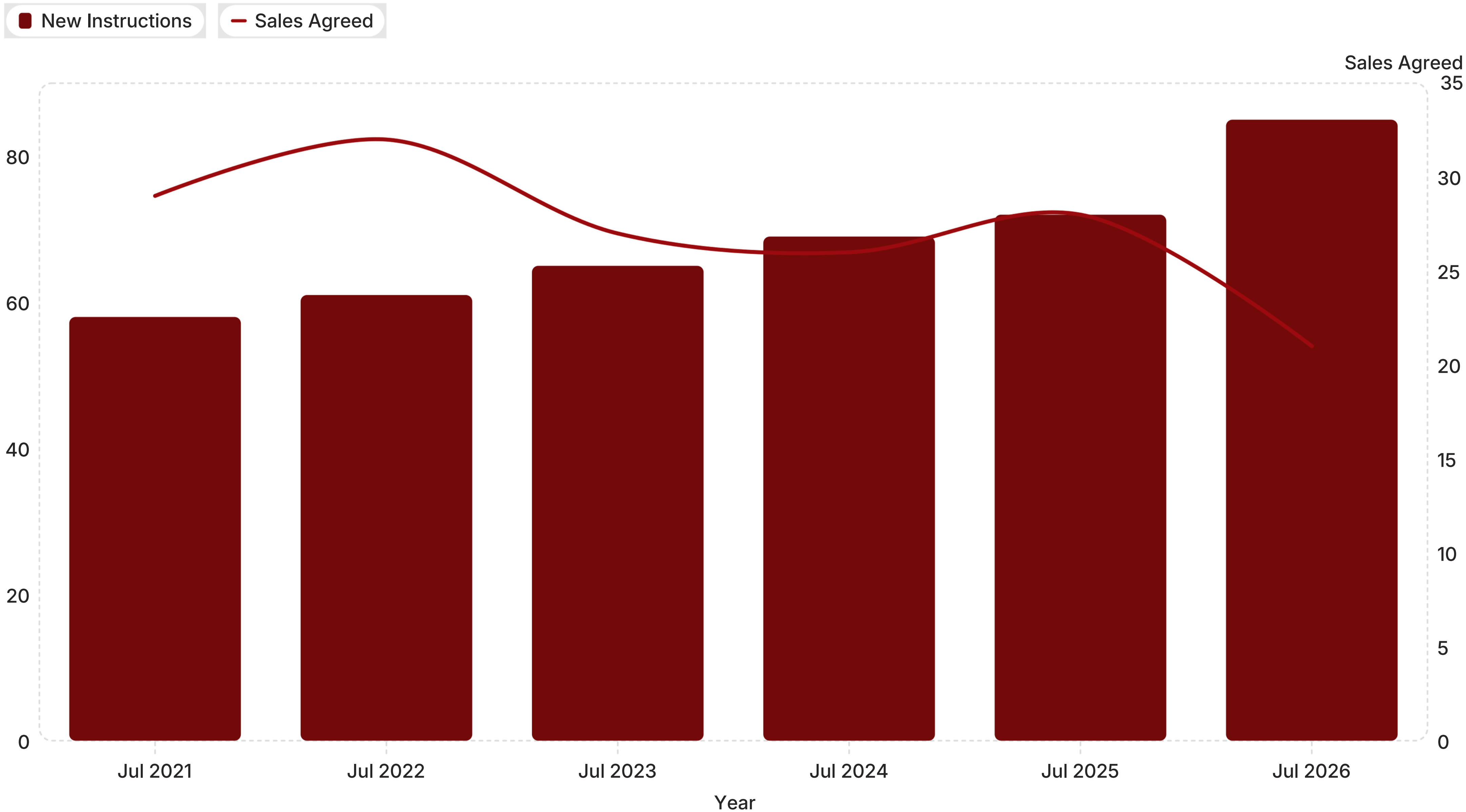
Use New Build Competition

If buying a resale flat, the incentives available at Brent Cross or West Hendon are a legitimate part of your negotiation. A well-informed buyer who can articulate that comparison tends to be taken more seriously.

Buy for the Connections

Proximity to Brent Cross West, the parks, and the schools is what will separate the streets that hold their value from the ones that merely track the market over the next decade.

Supply vs. Sales: Six-Year July Trend



July 2026 marks a clear break from seasonal norms: new instructions hit a six-year high of 85 while agreed sales fell to a six-year low of 21 — the widest supply-demand gap in the series. The six-year July average for sales stands at 25.

Looking Ahead

SEPTEMBER WILL BE THE TEST

The ingredients for a better autumn are there. Sellers have repriced, the gap between asking and achieving has narrowed to its tightest in four years, and deals are holding together far better than they were. What is missing is buyers — and buyers in NW4 have historically returned quickly once the schools go back.

The challenge is arithmetic. A market carrying 555 homes and absorbing 21 a month has a lot of catching up to do. The sellers who accept that first will be the ones who move.