

Monthly Market Briefing

The latest data, views and outlook on the residential market

- The most popular property type
- The areas where rental properties are being snapped up fastest
- The search for space: What are buyers and tenants looking for?
- Policy update
- Latest regional and local pricing trends

“Three bed houses are selling faster than any other type of home”

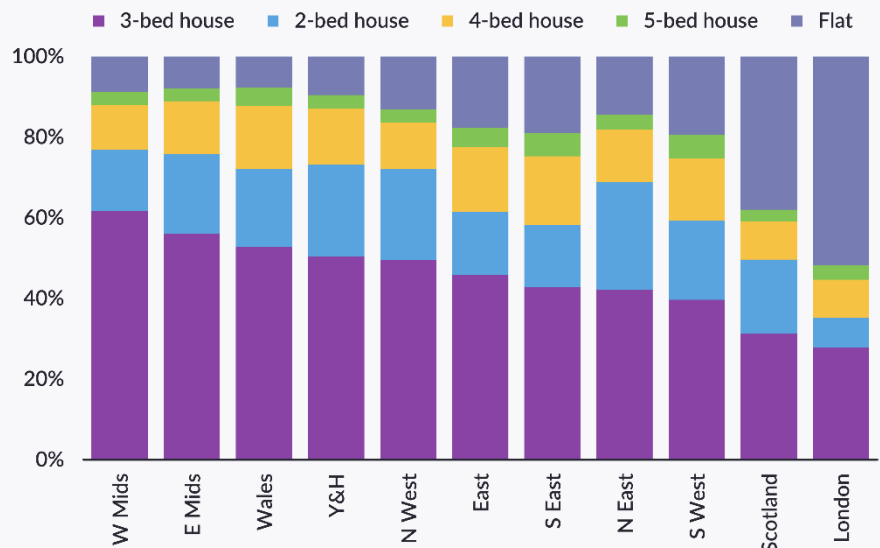
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Three-bed houses lead the way

Buyers seeking additional space are driving strong demand for three-bed houses, with 60% of buyers in the West Midlands searching for such a home in recent months. While this partly reflects the prevalence of these homes across the region, three-bed terraced, semi-detached and detached houses only make up 46% of the housing stock. The demand for three or more bedrooms also reflects the desire among some buyers for more space in a new era of home working.

This demand is being reflected in faster sales. The average time from listing to SSTC for a 3-bed house in the two-months after lockdown was 24 days, down from 36 days this time last year, and marks the fastest average sale time for any type of home. For more detail on which properties are selling fastest, and who is selling, check out the latest [House Price Index Report](#).

Most popular property type, by region



Source: Zoopla Research



Time to Let

The strength of demand for homes to buy and rent has led to faster-moving markets in recent months. The average time taken between listing a rental property and agreeing a tenancy fell to 18 days in June, compared to 19 days in June 2019, according to Zoopla data.

Rental properties in Bristol are being snapped up the quickest in the country, with the average rental deal being agreed in 15 days, followed by Cambridge, London and Coventry, where the time to let comes in at 16 days – down from an average of 20 days last year. After London, the fastest moving regional rental markets, Scotland (17 days) and the South West (19 days). The North of has seen the market pick up pace the most over the last year, with the average time to let in the North East averaging 23 days, down from 27 days last year. For more on the latest rental trends, read the full [Rental Report](#).

Time to Let, by region, June 2020



Source: Zoopla Research

The search for space, part 2

‘Garage’ is the most commonly used search term among buyers and tenants when conducting their property search. While this reflects the need for parking among many movers, it also potential highlights a focus on additional space.

Having a garage not only offers a secure parking spot, but also opens up the opportunity to use the space for additional storage, as a ‘shed’, or even an extra room.

‘Garden’ is the third-most searched-for property feature, again highlighting the continued importance of outside space to buyers and tenants looking for their next home. Balcony also makes the top five, indicating that those looking for a flat are also seeking some outdoor space.

When looking at the top search terms only among tenants, ‘pets’ makes it into the top five, highlighting the importance of pet-friendly accommodation for some renters. Buyers looking exclusively for a new-build home search most for ‘help to buy’, indicating the popularity of the equity loan scheme which allows buyers to access mortgage finance with a deposit of 5% on properties worth up to £600,000 until next March when new price caps will be introduced.

Policy Update

- The Government has announced that it will extend the ban on evictions for residential tenants in England to September 20th, and will also introduce a six-month notice period on evictions until March 31st 2021. The same rules apply in Wales. Proposals have been put forward in Scotland for a similar move.
- The call for initial comments on Capital Gains Tax, including that levied on homes as well as the principal private residence relief, as part of an official consultation process closed on August 10th. However, the wider consultation - run by the Office of Tax Simplification - is open until October 12th.
- The planning system is to be overhauled under a new consultation published by policymakers. Under the proposals, a First Home scheme will be introduced for new-build houses, offering a 30% discount for local people, key workers and first-time buyers.

Data digest August

	House prices % annual change	Rents % annual change
UK	2.5%	1.1%
East Midlands	3.0%	2.7%
East of England	1.9%	2.1%
London	2.4%	-1.4%
North East	1.6%	2.7%
North West	3.2%	2.4%
Northern Ireland	1.3%	1.3%
Scotland	2.5%	2.0%
South East	1.7%	1.5%
South West	2.2%	2.8%
Wales	3.3%	3.1%
West Midlands	2.8%	1.5%
Yorkshire and the Humber	3.2%	3.0%

Get the latest local data:

In Your Area

Source: Zoopla Research, prices year to July 2020, rents year to end Q2 2020

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