

Weekly housing market report

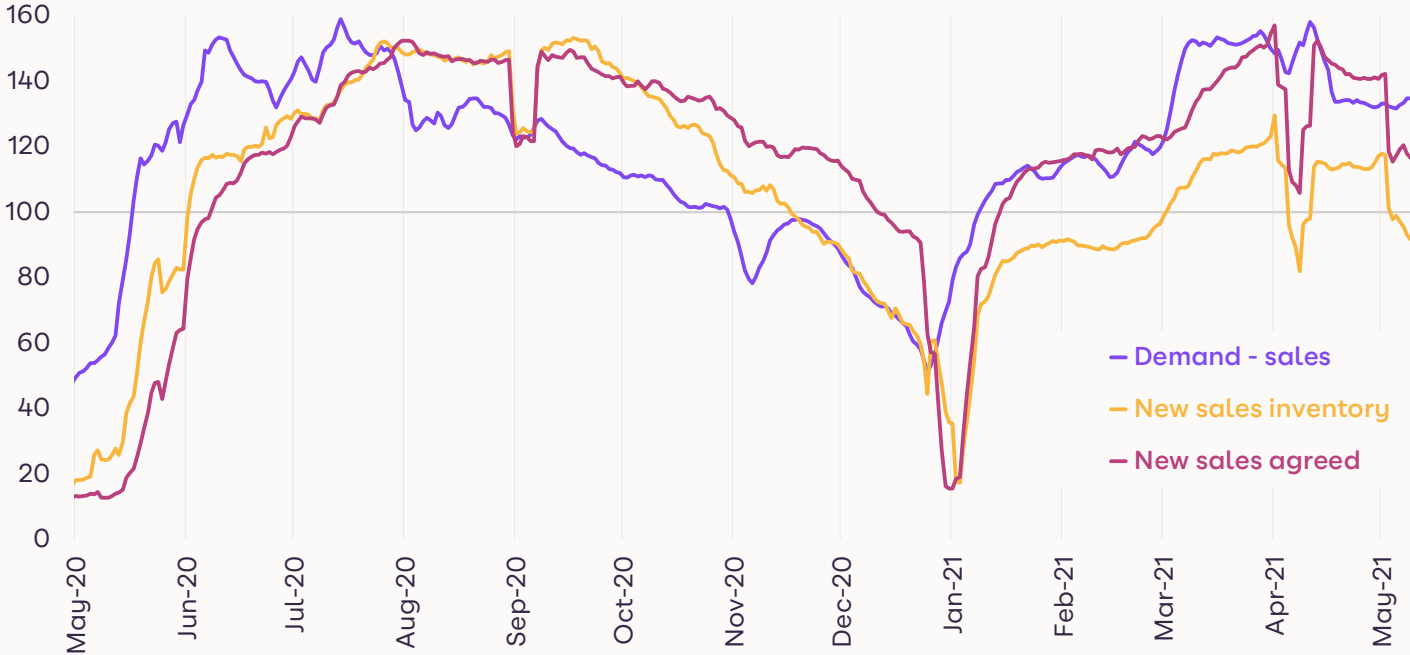
Comparison of leading-indicator metrics across sales and lettings



Sales market

Sales market activity metrics slows over Bank Holiday

UK sales market metrics (index 100 = 2020 annual average)

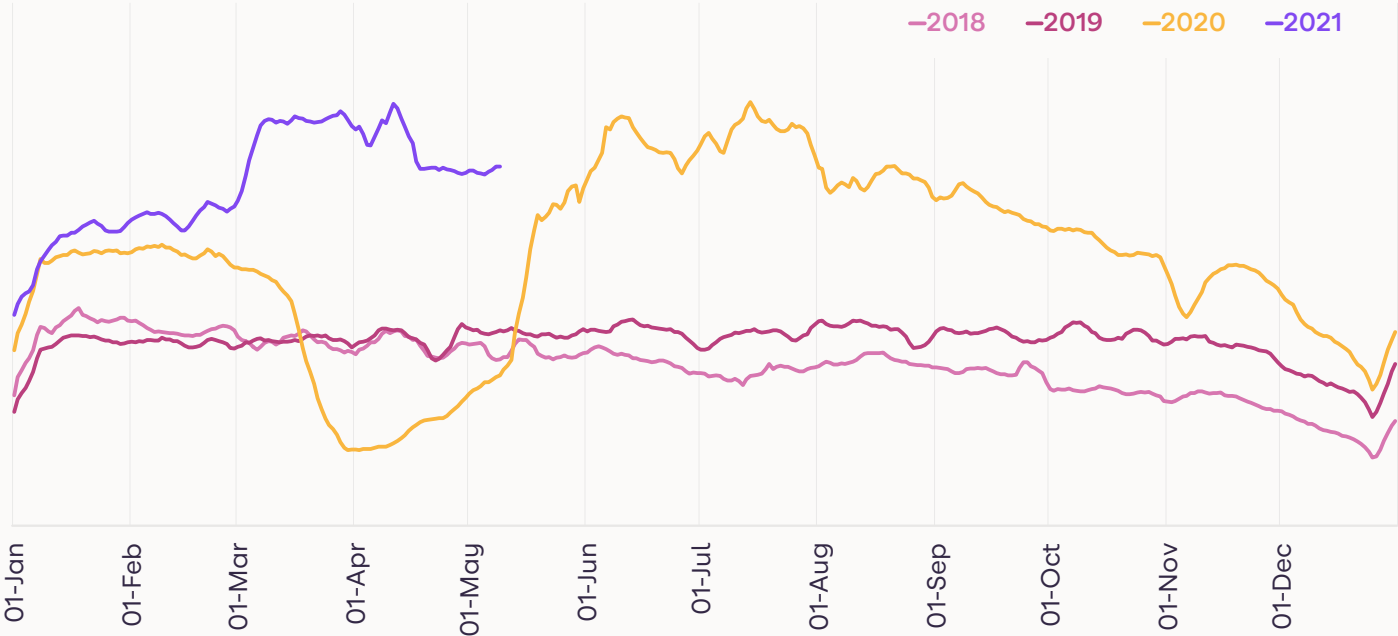


Source: Zoopla Research

rolling 7 days avg, estate agency residential business only

Sales applicant demand steady but still elevated

Sales applicant demand per branch

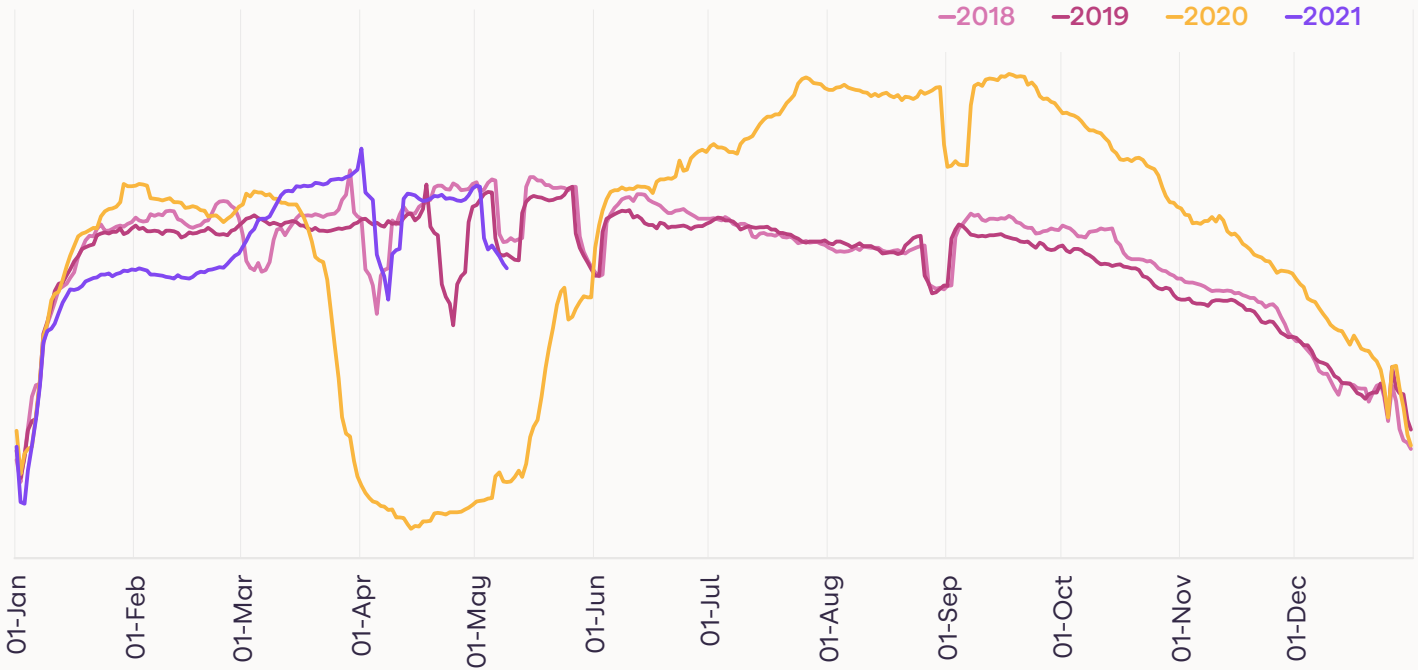


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Flow of new inventory down 6% month-on-month

New sales inventory per branch

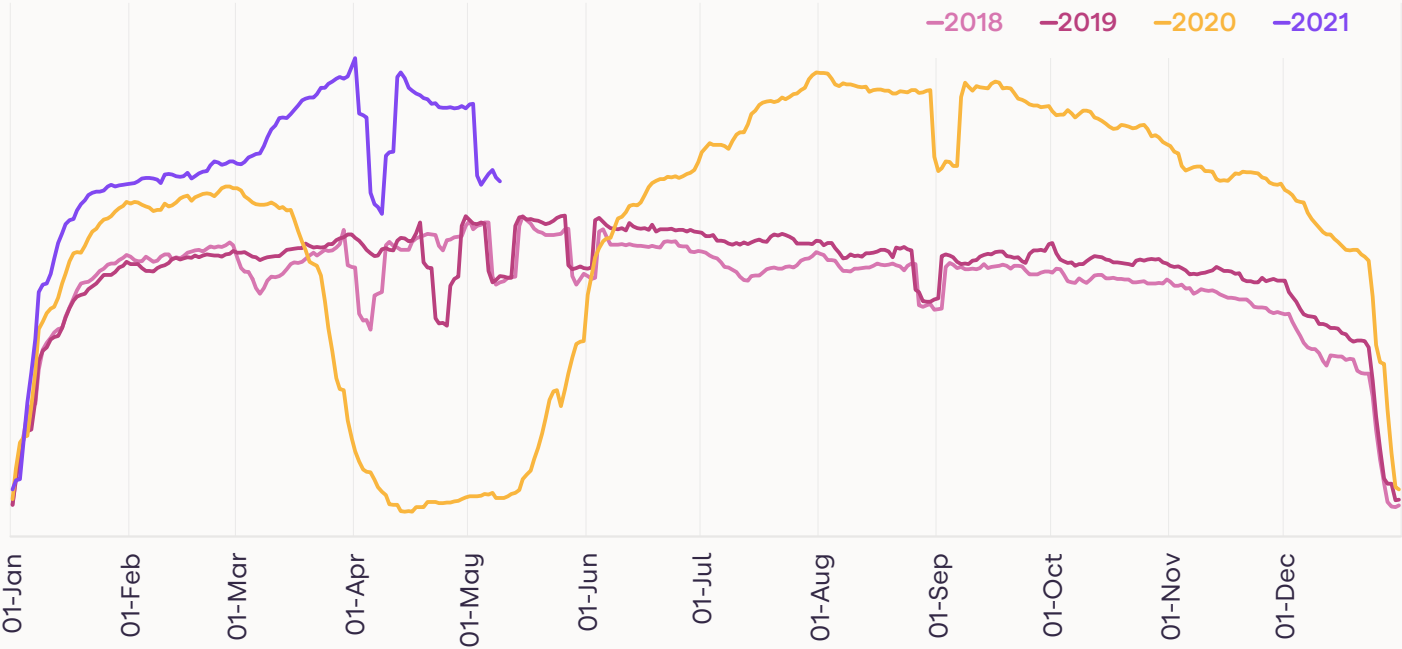


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

New sales agreed weaken due to May Bank holiday

Sales agreed (sold subject to contract) per branch

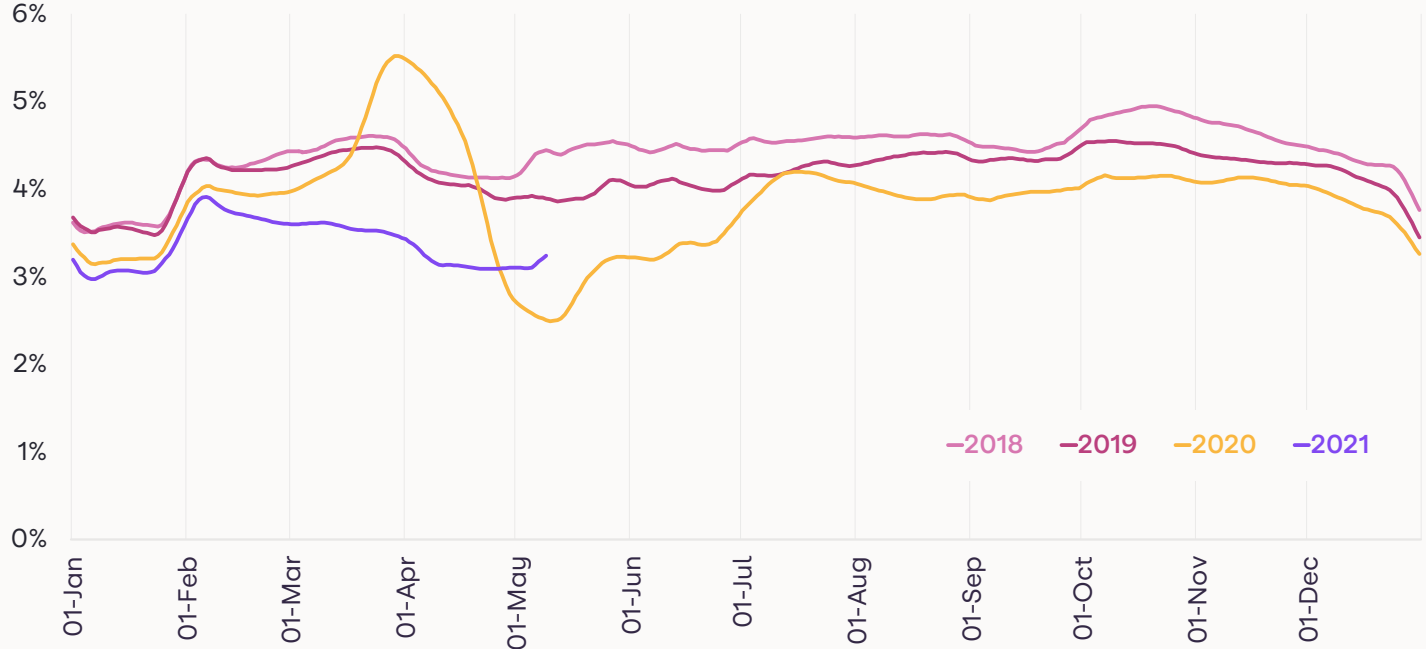


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Fall throughs remain below average

% of properties sold subject to contract falling through

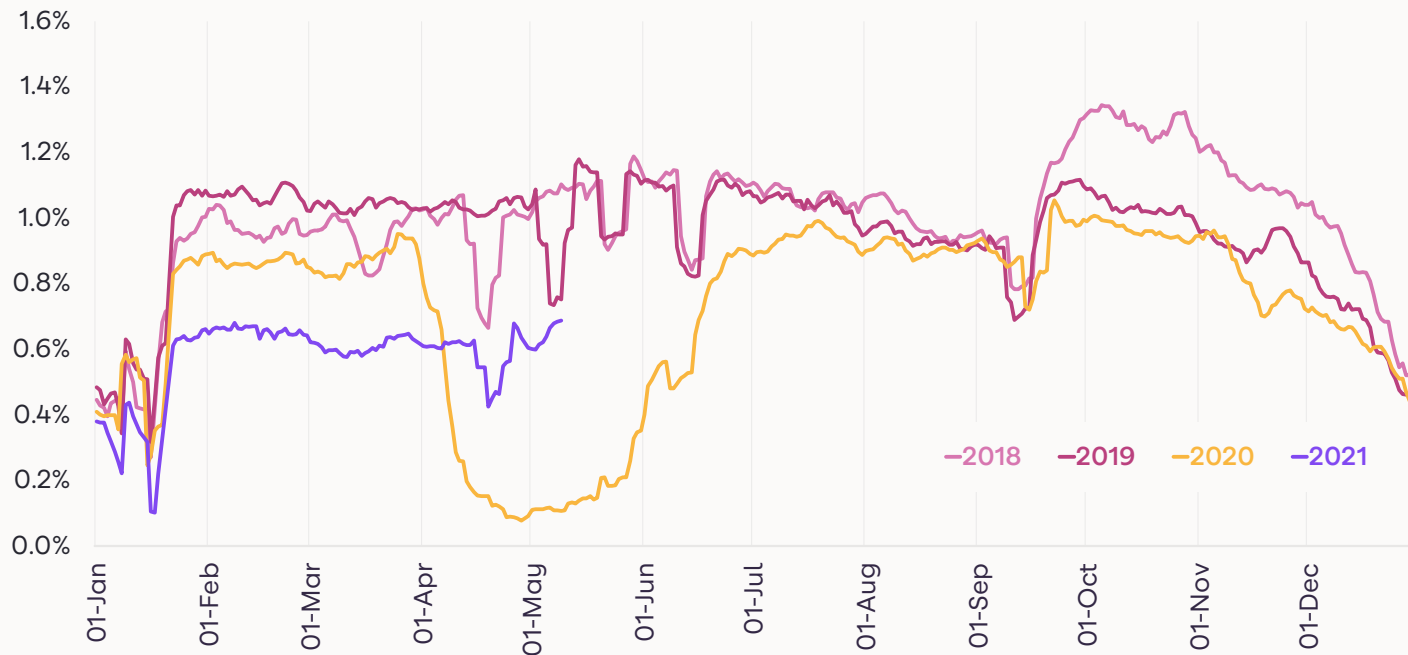


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Asking price reductions low amid pressure on pricing

Proportion of sales inventory with asking price reduction of 5% or more

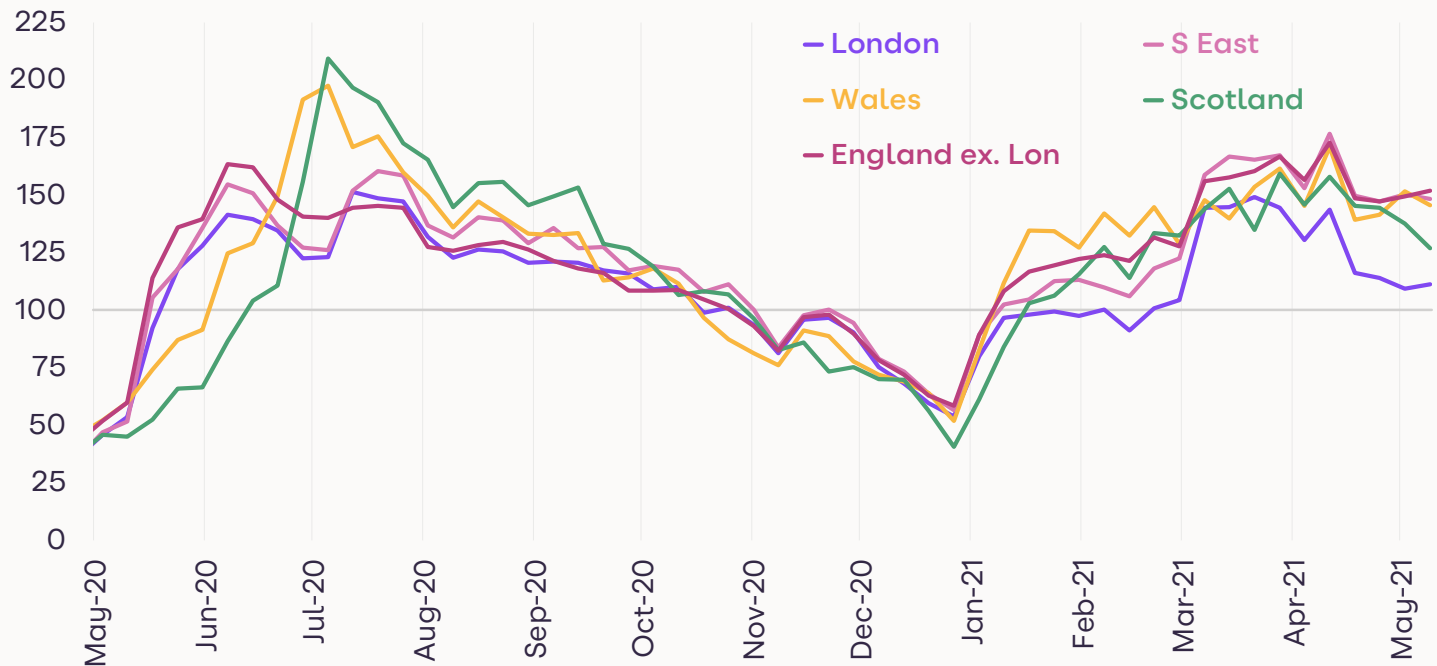


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Sales applicant demand stabilises aside from Scotland

Sales demand by country or region (index 100 = annual average 2020)



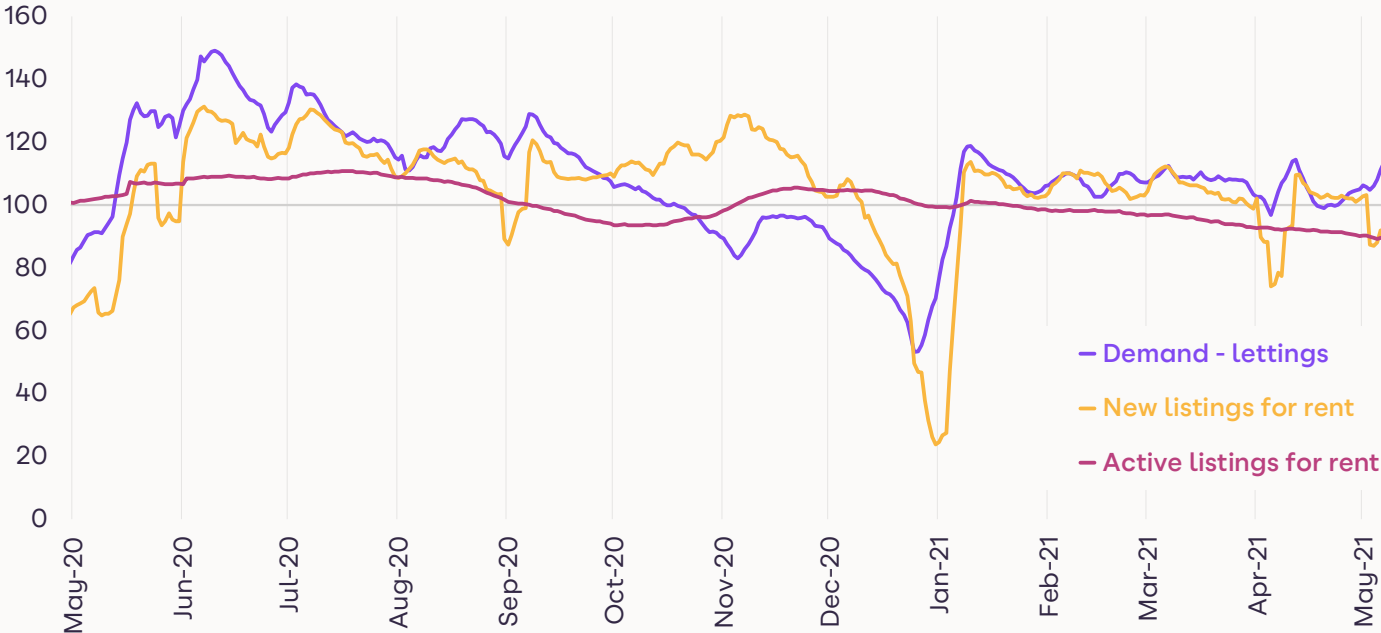
Source: Zoopla Research

Weekly average, residential estate agency only. Data up to 09-May-21

Lettings market

Lettings market – rise in demand as economy reopens

UK lettings market metrics (index 100 = 2020 annual average)

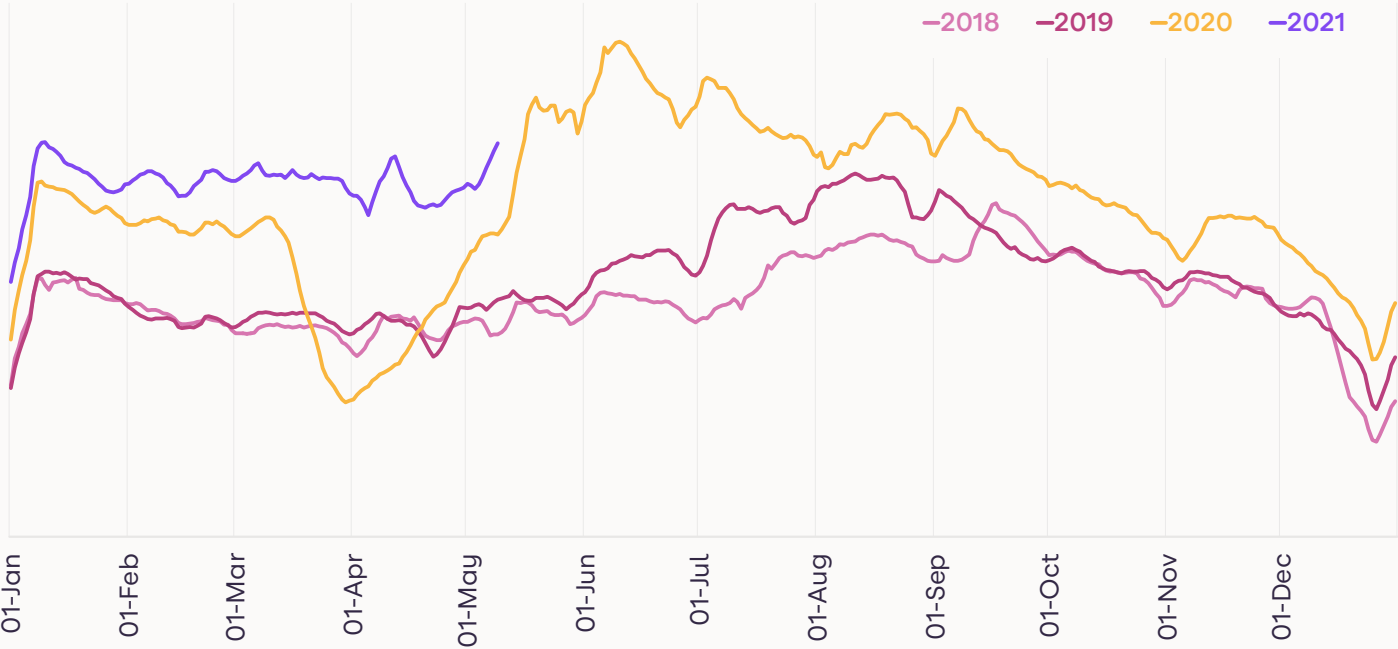


Source: Zoopla Research

rolling 7 days avg, estate agency residential business only

Lettings applicant demand rising with further growth likely

Lettings applicant demand per branch

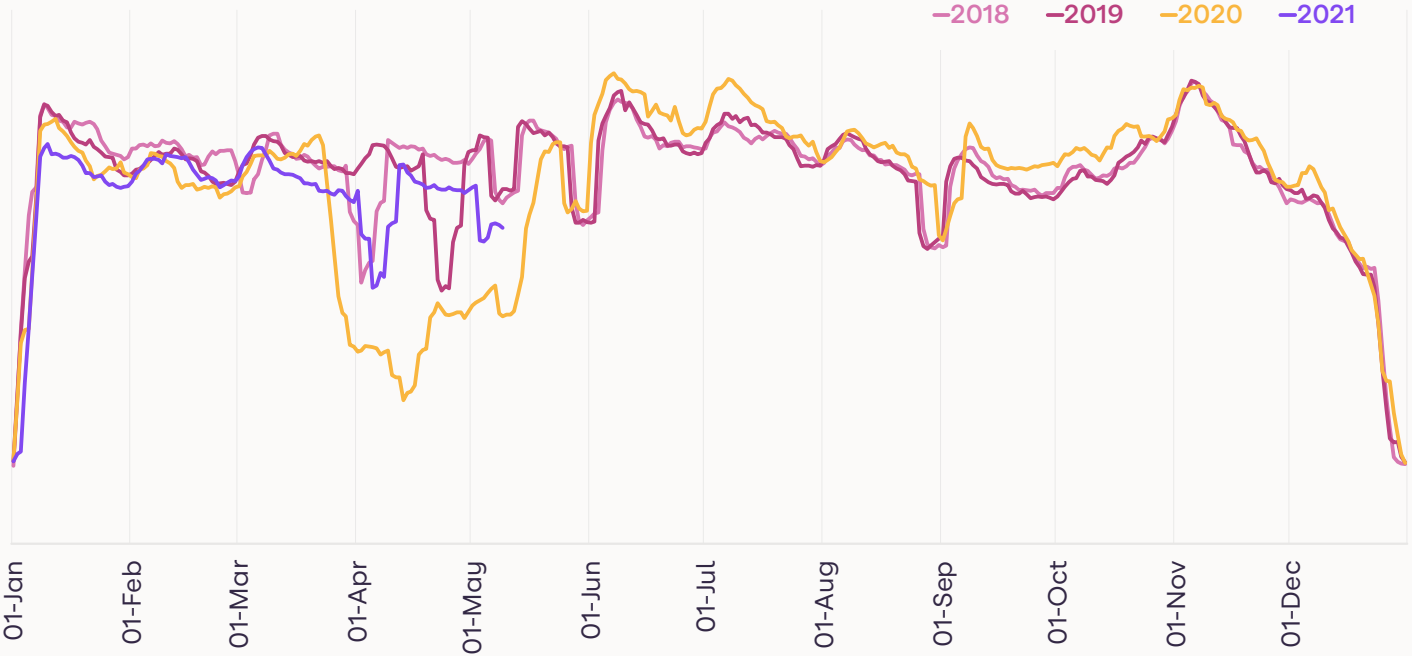


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Flow of homes for rent remains 2% below average

New lettings inventory per branch

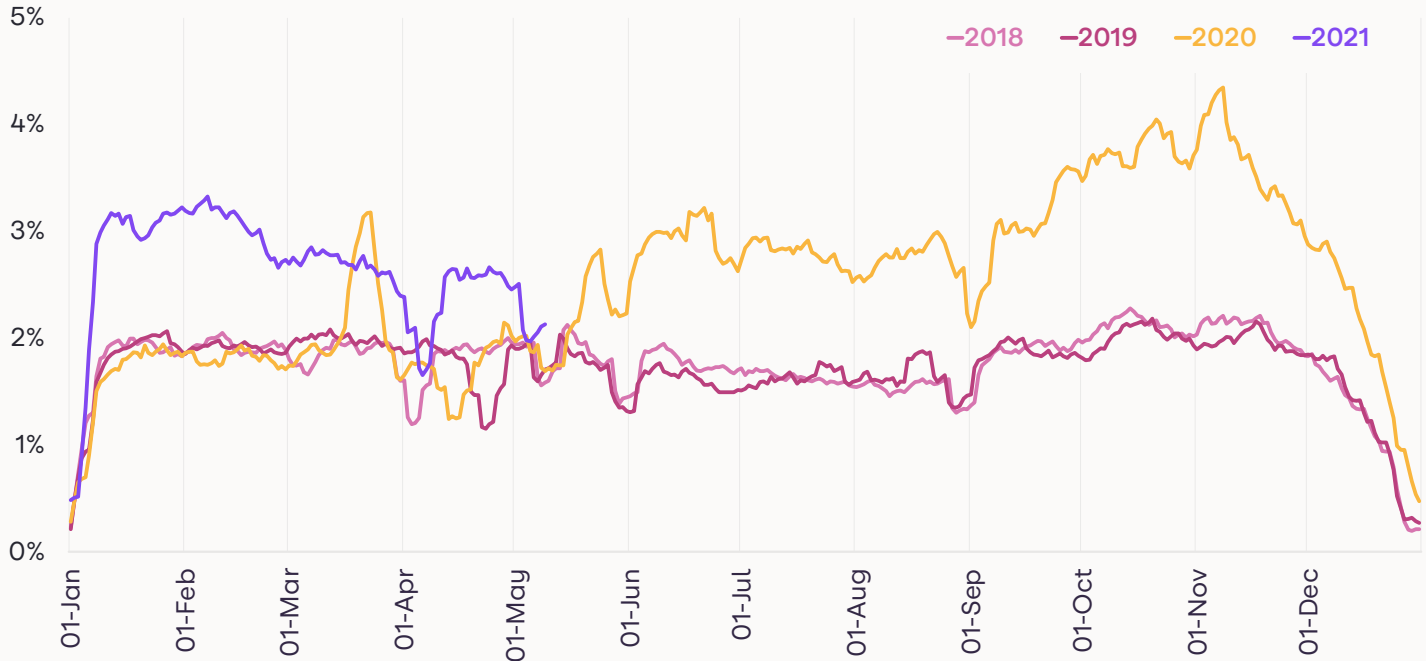


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Rent reductions moderate as rental values adjust

Proportion of of rental inventory with asking rent reduction of 5% or more

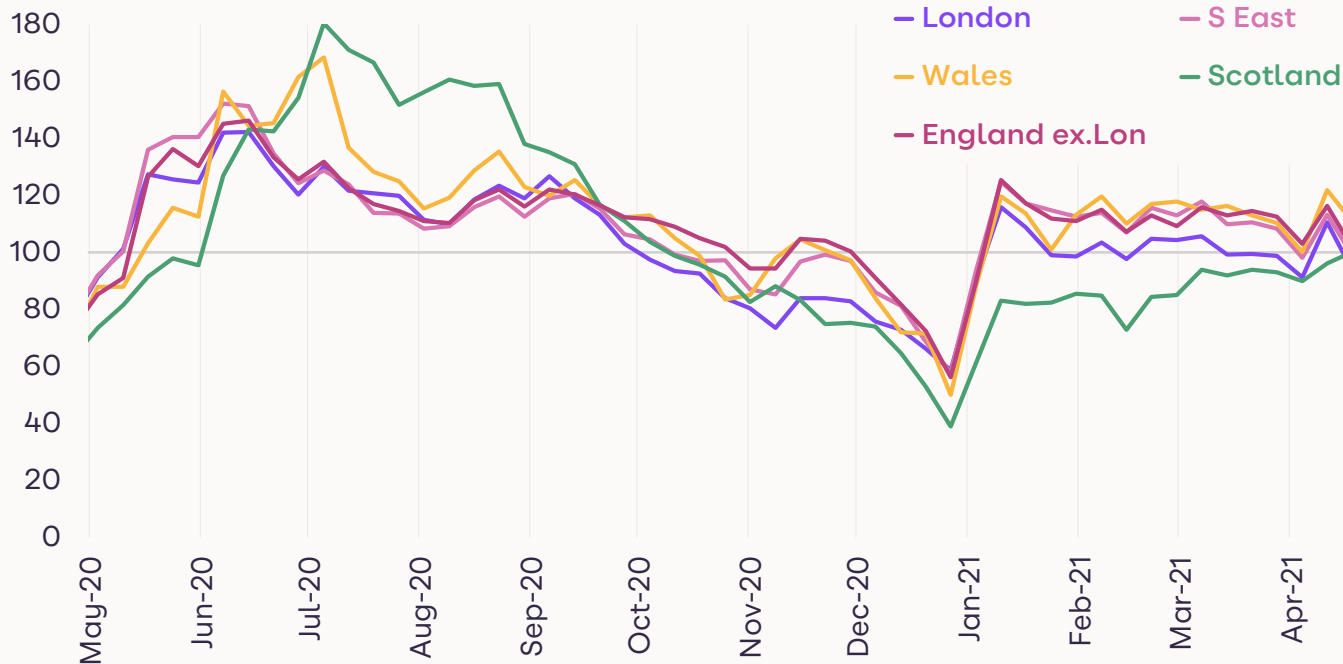


Source: Zoopla Research

Rolling 7 day average, residential estate agency only

Rental demand increases across all regions

Lettings demand by country/region (index 100 = annual average 2020)



Source: Zoopla Research

Weekly average - Data up to 09-May-21

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