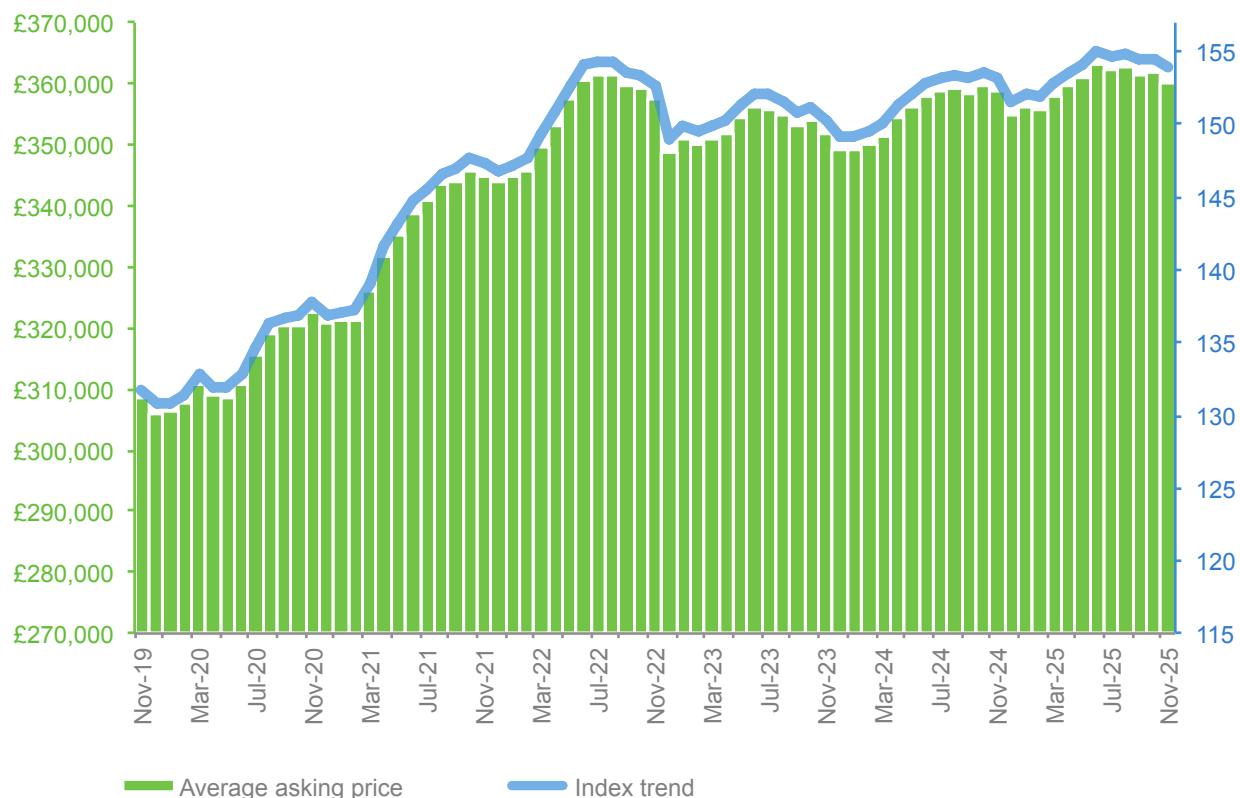


Sales Market Cools Rapidly and Prices Retreat

Headlines

- The mix-adjusted average asking price for England and Wales dropped by 0.4% during October, bringing the annualised growth figure down to a mere 0.4%. Perhaps surprisingly, the North East and Yorkshire indicated the largest month-on-month declines.
- Annualised home price growth across England and Wales continues to be outpaced by monetary inflation. We estimate that overall real growth currently stands at around -4.2%. Even the best-performing regions are now suffering losses of capital value in real terms (vs. RPI ex-housing).
- There remains a veritable glut of unsold stock on the market. The total portfolio count for England and Wales is at its highest November reading since 2013. Oversupply is rebalancing the market in favour of buyers.
- Vendor numbers have swelled considerably. October showed the highest number of new instructions for that month in many years. Such a surge suggests that many investors are throwing in the towel. There were 7% more properties entering the market during October this year than in October 2024. The largest surges were in the East Midlands, Wales and the West Midlands (all up 11% year-on-year).
- Yorkshire remains the top regional property market growth leader with a year-on-year gain of 3.2%, albeit notably sub-inflation. Meanwhile, the South West remains the worst regional performer with a worsening annualised decline of 1.3%, just outpacing London's annualised decline of 0.9%.
- In the wake of a spectacular record-breaking summer, the sales market momentum is now plummeting. Notably, this greater throughput has not been sufficient to significantly reduce the unsold stock total. Typical Time on Market (TTM) for unsold properties is trending higher and is currently eight days more than in November last year.
- The annualised national growth in asking rents slides even further into the negative (now -3.7%). All English regions, Scotland and Wales indicate year-on-year falls in the mix-adjusted average asking rent. The worst performer is Wales with a decline of 11.6%.
- Seventeen of the 33 London boroughs indicate positive asking rent growth (up from 13 last month). Kensington and Chelsea is the slowest market (TTM: 37 days) while Waltham Forest is by far the speediest lettings borough (TTM: 12 days).

Home Asking Price Trend for England & Wales



Source: Home.co.uk Asking Price Index, November 2025, Indexed to May 2004 (Value=100).

Overview

Over the course of recent months, it is becoming increasingly apparent that the UK property market is suffering from oversupply and that, in turn, is creating downward pressure on prices. Even the formerly top-performing northern regions are now showing sub-inflation growth. The key driver there was buy-to-let investment but, with negative capital gains in real terms and rents now sliding, investment impetus will inevitably wane.

The poor state of the wider economy is casting a long shadow. Rising unemployment and the expectation of tax rises in the November budget will erode the number of potential buyers and their buying potential. The market will therefore adjust to these new circumstances, most likely by reducing prices and rents.

The process will not be immediate. In fact, sub-inflation growth is already

stealthily and gradually doing the job without triggering negative equity or distressed collateralised debt obligations (CDOs). Wiser investors realise the poor near-term prognosis for UK property and some are indeed throwing in the towel.

As we head into the festive period, we can expect significant on-market reductions and more competitive pricing of new listings. Vendors can expect offers to come in below the asking price as buyers increasingly have the upper hand.

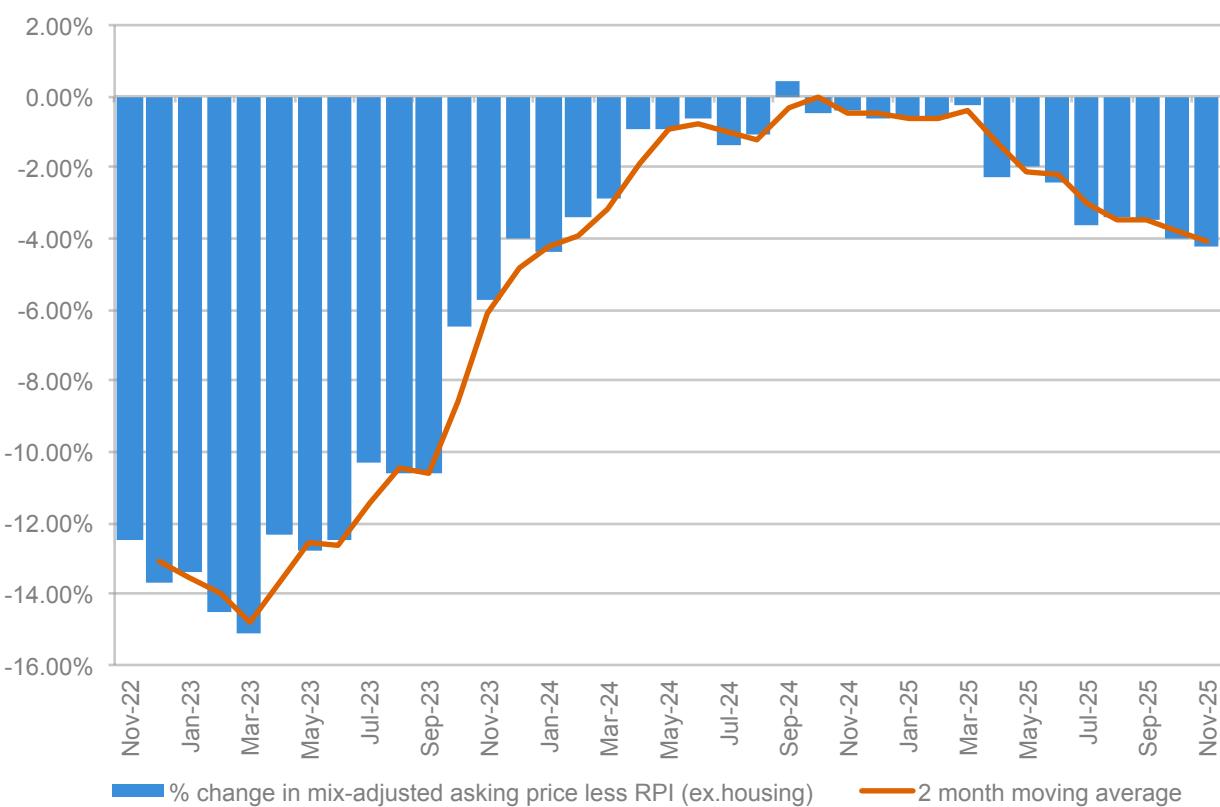
With regard to mortgage rates, there is some reason for optimism. A cut in the Bank of England base rate now appears to be priced in to the 2-year swap rate. This cut is expected to coincide with the MPC's December meeting where they will be dealing with the aftermath of Rachel Reeves' Autumn Budget, due to be released on November 26th.

The Chancellor has signalled that higher taxes on the wealthy will form part of the Autumn Budget package. Full details remain under discussion; officials have indicated that reforms to inheritance tax, capital gains tax, property tax and pensions may all be on the table.

Uncertainty surrounding the budget and whether or not there will be a cut

in the base rate will likely cause many buyers to hold off until the dust has settled, further adding to the market slowdown. Given that inflation is still running well above the BoE's target rate, we do not expect anything but the smallest of cuts, if at all.

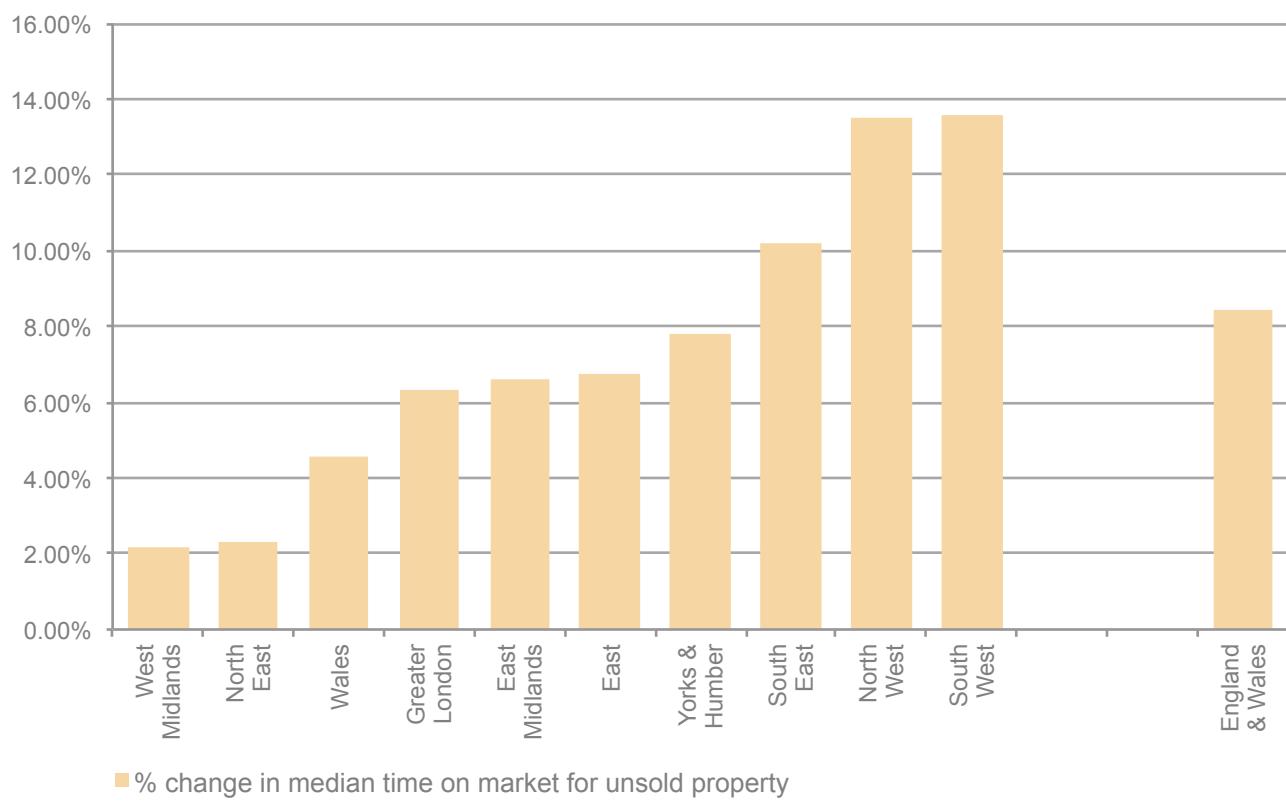
Real Asking Price Growth, (England & Wales)



Sources: Home.co.uk Asking Price Index, November 2025, ONS. [figures for October and November are based on our estimates of RPI-ex.housing]

Inflation continues to erode capital values in real terms. Real growth has been notably absent in recent years.

% Change in Typical Time on Market, Nov. 2025 vs Nov 2024

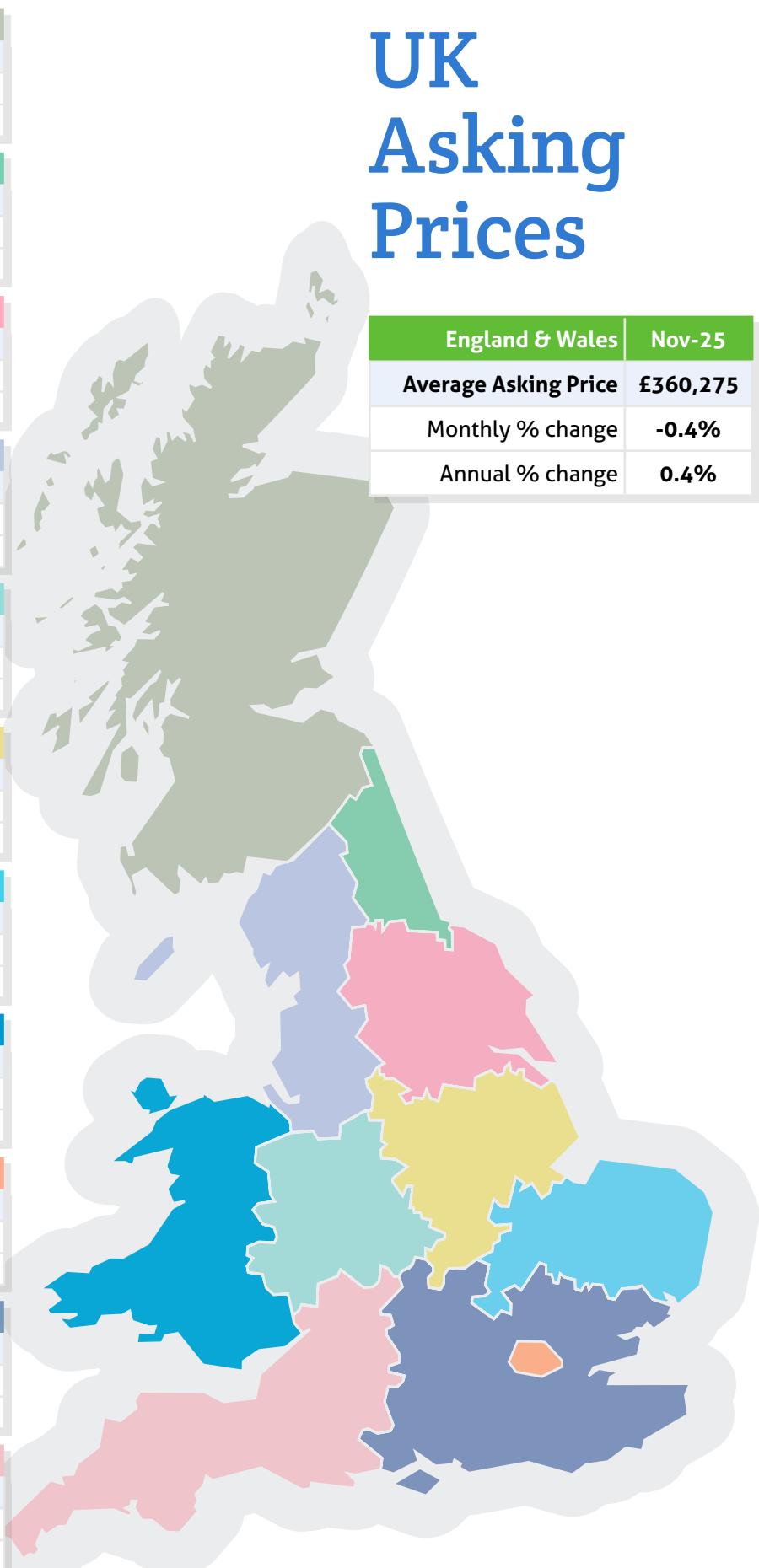


■ % change in median time on market for unsold property

Source: Home.co.uk Asking Price Index, November 2025

The sales market is cooling rapidly across all regions. This is clearly beyond seasonal expectations and will only add to vendors' woes.

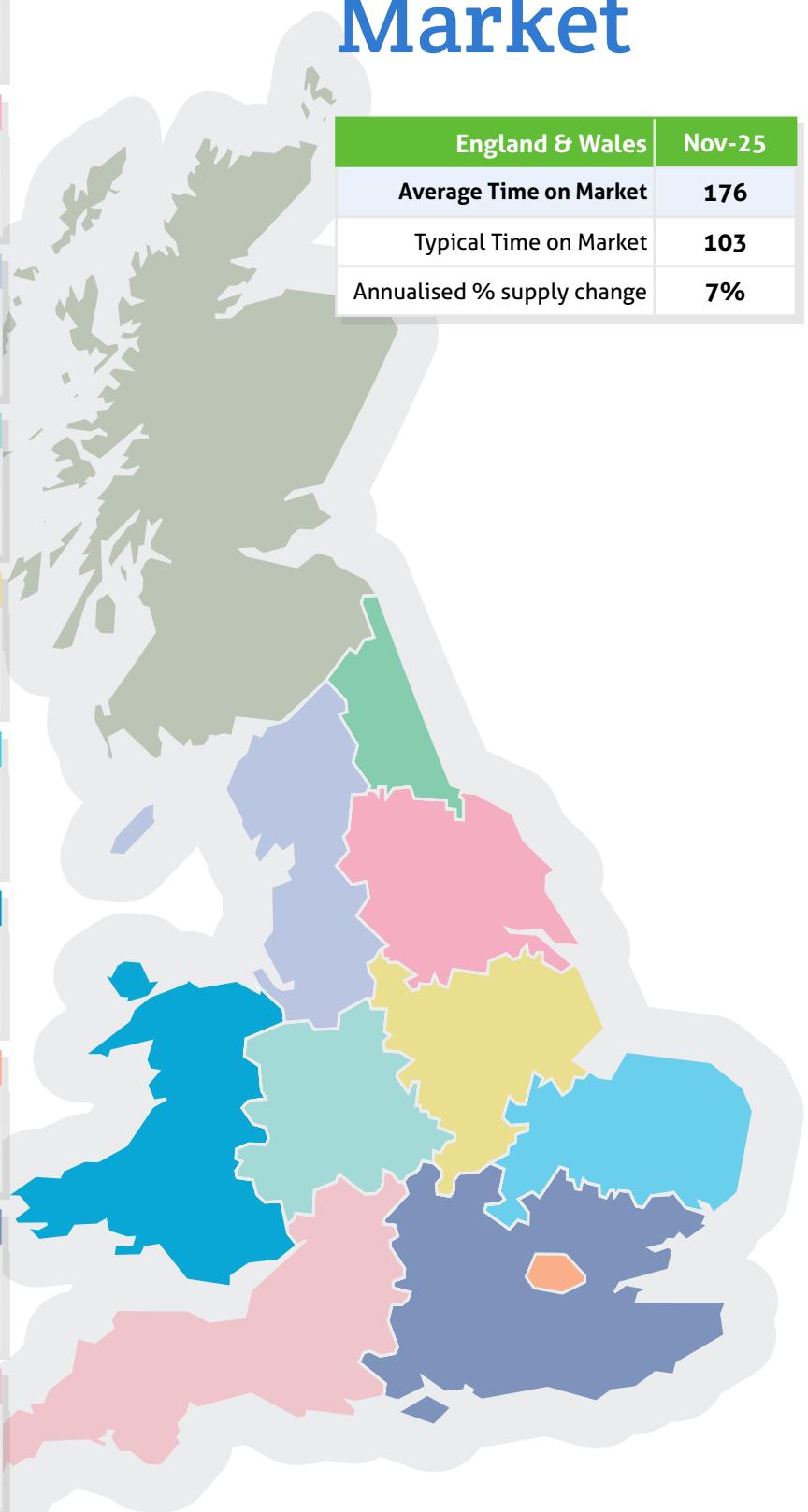
Scotland	Nov-25
Average Asking Price	£240,306
Monthly % change	-0.2%
Annual % change	1.4%
North East	Nov-25
Average Asking Price	£204,408
Monthly % change	-0.9%
Annual % change	1.3%
Yorks & The Humber	Nov-25
Average Asking Price	£264,791
Monthly % change	-0.9%
Annual % change	3.2%
North West	Nov-25
Average Asking Price	£278,966
Monthly % change	-0.5%
Annual % change	2.3%
West Midlands	Nov-25
Average Asking Price	£312,776
Monthly % change	-0.4%
Annual % change	2.4%
East Midlands	Nov-25
Average Asking Price	£286,941
Monthly % change	-0.4%
Annual % change	0.8%
East	Nov-25
Average Asking Price	£394,310
Monthly % change	-0.5%
Annual % change	-0.2%
Wales	Nov-25
Average Asking Price	£275,681
Monthly % change	-0.7%
Annual % change	1.1%
Greater London	Nov-25
Average Asking Price	£541,601
Monthly % change	-0.1%
Annual % change	-0.9%
South East	Nov-25
Average Asking Price	£447,049
Monthly % change	-0.4%
Annual % change	0.0%
South West	Nov-25
Average Asking Price	£377,482
Monthly % change	-0.7%
Annual % change	-1.3%



Source: Home.co.uk Asking Price Index, November 2025

Scotland	Nov-25
Average Time on Market	n/a
Typical Time on Market	n/a
Annualised % supply change	n/a
North East	Nov-25
Average Time on Market	167
Typical Time on Market	89
Annualised % supply change	4%
Yorks & The Humber	Nov-25
Average Time on Market	161
Typical Time on Market	97
Annualised % supply change	8%
North West	Nov-25
Average Time on Market	171
Typical Time on Market	101
Annualised % supply change	-2%
West Midlands	Nov-25
Average Time on Market	161
Typical Time on Market	95
Annualised % supply change	11%
East Midlands	Nov-25
Average Time on Market	159
Typical Time on Market	97
Annualised % supply change	11%
East	Nov-25
Average Time on Market	162
Typical Time on Market	95
Annualised % supply change	10%
Wales	Nov-25
Average Time on Market	192
Typical Time on Market	114
Annualised % supply change	11%
Greater London	Nov-25
Average Time on Market	185
Typical Time on Market	101
Annualised % supply change	8%
South East	Nov-25
Average Time on Market	167
Typical Time on Market	97
Annualised % supply change	10%
South West	Nov-25
Average Time on Market	179
Typical Time on Market	109
Annualised % supply change	6%

UK Time on Market



Source: Home.co.uk Asking Price Index, November 2025. Average = Mean (days), Typical = Median (days).

About the Home.co.uk Asking Price Index

- The Home.co.uk Asking Price Index was originally devised in association with Calnea Analytics: the statistical consultancy responsible for the production of the official Land Registry House Price Index.
- The Home.co.uk Asking Price Index (HAPI) is calculated using a weighting system based on the DCLG (formerly ODPM) Survey of English Housing Stock (published March 2006). This allows for enhanced regional delineation and conforms to the current geographical orthodoxy as set out by the Office of National Statistics.
- The HAPI is the UK's only independent forward market indicator. The published figures reflect current and historic confidence of buyers and sellers of UK property on the open market. The HAPI is calculated every month using around 500,000 UK property house prices found in the Home.co.uk Property Search Index. This figure represents the majority of the property for sale on the open market in the UK at any given time.
- The HAPI is based on asking price data which means the index can provide insights into price movements around 5 months ahead of mortgage completion and actual sales data – thus making it the most forward looking of all house price indices. Properties above £1m and below £20k are excluded from the calculations.

Contact details and further information

- For media enquiries please contact: press@home.co.uk
0845 373 3580
- To learn more about Home.co.uk please visit: <https://www.home.co.uk/company/about.htm>
- For further details on the methodology used in the calculation of the HAPI please visit: https://www.home.co.uk/asking-price_index/Mix-Adj_Methodology.pdf
- To learn more about Home.co.uk data services please visit: <https://www.home.co.uk/company/data/>

Future release dates:

- **Friday 12th December**
- **Wednesday 14th January**
- **Thursday 12th February**