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(reporting on March 2022 data)

Buyer decisiveness critical to avoid disappointment as spring 2022 market shows no sign of slowdown

- 75% of active buyers in the UK were confident that they would purchase a property within the next 3 months
- 82% of sellers in the UK were confident that they would sell their property within the next 3 months
- 64% of properties were Sold Subject to Contract (SSTC) within 30 days of first being advertised for sale, compared with 51% in March 2021
- Buyers must be decisive or risk the disappointment of missing out on their chosen property

High levels of buyer and seller sentiment continued unabated in March, with our data showing the proportion of active buyers and sellers confident that they can purchase or sell within three months unchanged from February. Despite considerable upheaval over the past month in the wider economy, including another Bank of England base rate rise of 0.25 percentage points, taking us back to the pre-Covid rate of 0.75%, together with the cost of living crisis becoming prevalent in many householders' minds, the housing market continues to adjust and thrive. We'd suggest that the current market is continuing to adjust to a 'new normal', an elevated version of the pre-pandemic market, where heightened buyer activity and demand continues to meet low levels of housing stock.

March saw an uptick in new listings coming to the market as we'd expect in the run-up to Easter, particularly large, detached family properties. However, as well as those who may have recently made the decision to move this year, there remains strong pent-up demand from buyers who are keen to rectify missing out on a move in the past 12 or even 24 months. Sure enough, our data bears this out with 64% of properties sold within 30 days of first being advertised for sale in March, compared with 61% of properties in February. In real terms, this echoes what many of our agents are saying anecdotally, which is that new listings aren't hanging around for long.

Many of those buyers who hesitated and didn't make a purchase last year are finding it difficult to afford what they were considering buying previously, such as the price differentials and gains in value over the last 12 months. What's more, despite double-digit growth in many parts of the country, asking prices continue to rise; our data showed a £12,517 jump in average asking prices between February and March 2022 alone.

With this in mind, it's time for buyers to be organised, bold and decisive if they're serious about moving, especially with demand likely to outweigh supply for a while yet. Delays in committing to a purchase could mean the market further runs away from them, or at the very least buyers will suffer from the disappointment of missing out on their chosen property. Those selling are of course achieving strong prices but, as we've said before, for those moving up the ladder that also means spending a relatively higher price on their next property, as the trading gap is growing ever wider.

Overall, we'd suggest that a remarkable level of confidence remains in the housing market, despite all apparent headwinds. With rising living costs only likely to continue on their upwards trajectory, many buyers are keen to lock into a low mortgage rate before they rise further still. This means that the current direction of travel for the UK's property market seems set to remain unchanged, certainly as spring heralds the usual time for sellers to instruct an agent to take advantage of gardens that are looking more colourful now winter is behind us.

Seller Sentiment – how confident were sellers in March 2022?

March 2022 Headlines

From our sample of sellers surveyed, UK average rates of confidence over the last month were as follows:

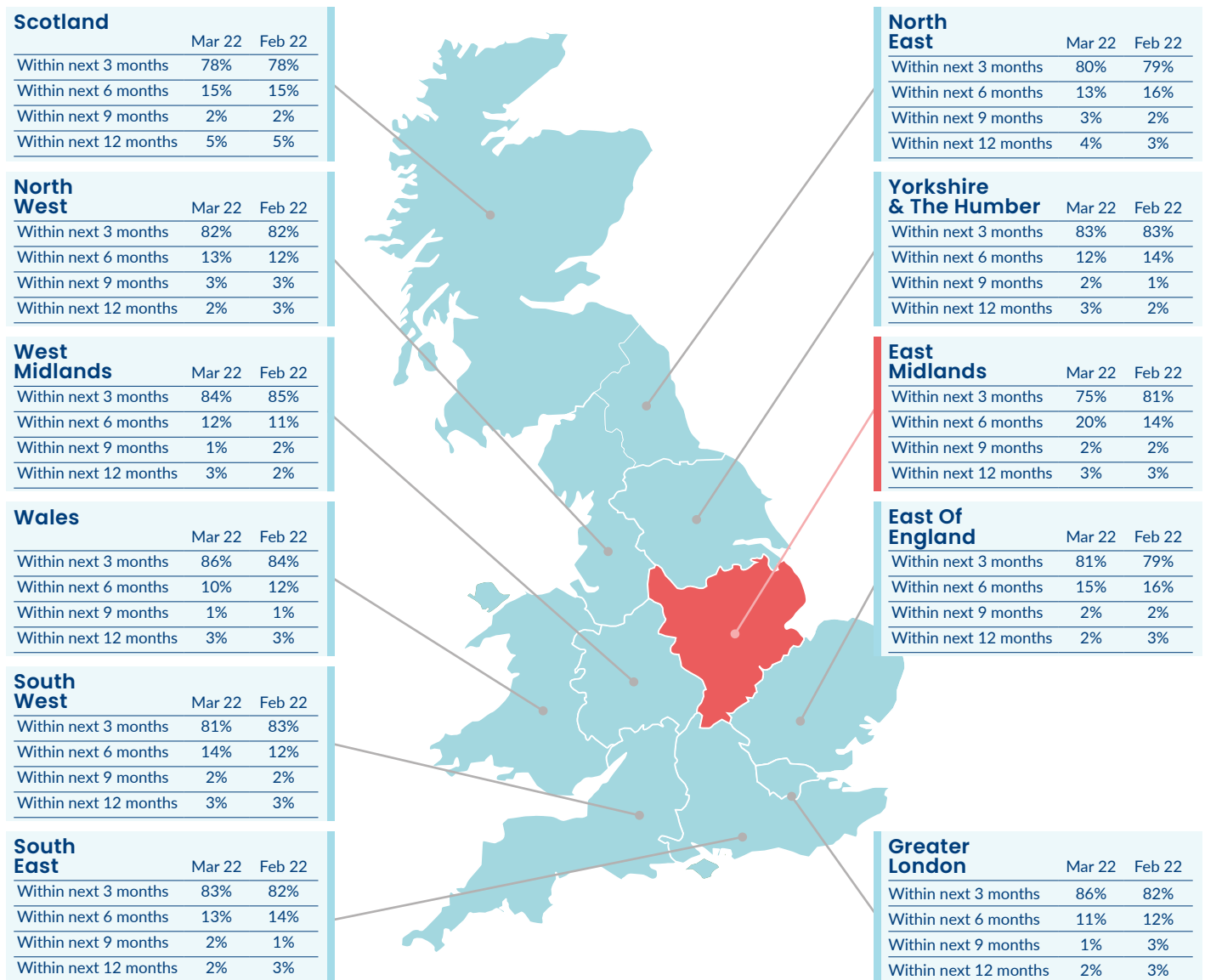
- 82% of sellers were confident that they would sell their property within the next 3 months, unchanged when compared to February 2022 (82%)
- 13% of sellers were confident that they would sell their properties within the next 6 months, unchanged when compared to February 2022 (13%)
- 2% of sellers were confident that they would sell their home within the next 9 months, unchanged when compared to February 2022 (2%)
- 3% of sellers were confident that they would sell their home within the next 12 months, unchanged when compared to February 2022 (3%)

The OnTheMarket Property Sentiment Survey asks sellers across the UK how confident they feel about selling their home in order to provide a 'temperature check' of market sentiment both on a national and regional basis.

Sellers are asked to indicate how confident they are that they will sell their home:

- Within the next 3 months
- Within the next 6 months
- Within the next 9 months
- Within the next 12 months

● >5% increase on previous month
 ● <5% increase and <5% decrease on previous month
 ● >5% decrease on previous month
 (based on Seller confidence within next 3 months)



Buyer Sentiment – how confident were buyers in March 2022?

March 2022 Headlines

From our sample of buyers surveyed, UK average rates of confidence over the last month were as follows:

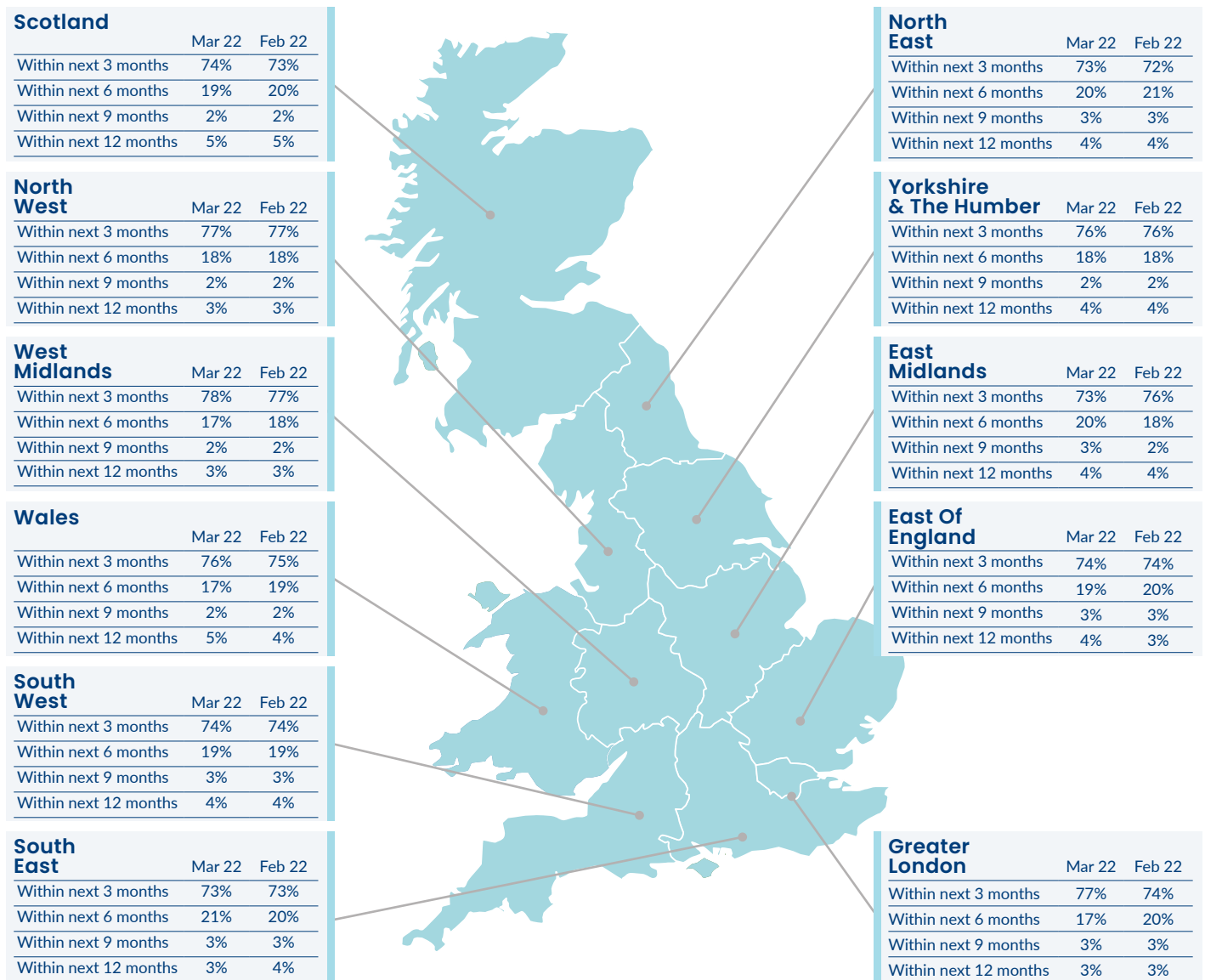
- 75% of buyers were confident that they would purchase a property within the next 3 months, unchanged when compared to February 2022 (75%)
- 19% of buyers were confident that they would purchase a property within the next 6 months, unchanged when compared to February 2022 (19%)
- 2% of buyers were confident that they would purchase a property within the next 9 months, unchanged when compared to February 2022 (2%)
- 4% of buyers were confident that they would purchase a property within the next 12 months, unchanged when compared to February 2022 (4%)

The OnTheMarket Property Sentiment Survey asks buyers across the UK how confident they feel about purchasing their next property in order to provide a ‘temperature check’ of market sentiment both on a national and regional basis.

Buyers are asked to indicate how confident they are that they will purchase their next property:

- Within the next 3 months
- Within the next 6 months
- Within the next 9 months
- Within the next 12 months

● >5% increase on previous month
 ● <5% increase and <5% decrease on previous month
 ● >5% decrease on previous month
 (based on Seller confidence within next 3 months)



Mover attitudes towards mortgage availability in March 2022







March 2022 headlines:

- As a UK average, in March 2022 only 3% of movers were concerned (either very worried or slightly concerned) about securing a mortgage to fund the purchase of their next property, unchanged when compared to February 2022 (3%).
- Greater London had the highest number of respondents who already had their mortgage Agreement In Principle in place prior to starting their search for a property (46%). The South West and Scotland jointly had the lowest number of respondents who already had a mortgage Agreement In Principle in place before starting their property search (33%).
- As a UK average, 24% of movers hadn't considered applying for a mortgage before starting their property search, with buyers in Greater London the least likely to have considered applying for a mortgage before starting their search for a property (32%).
- As a UK average, 32% of buyers surveyed said that they didn't need a mortgage in order to purchase a property. Greater London had the lowest number of respondents who indicated that they wouldn't require a mortgage to purchase a property (16%). The South West and Scotland jointly had the highest number of respondents who indicated that they didn't need a mortgage to buy their next home (44%).

The OnTheMarket Property Sentiment Index provides insights in terms of how confident movers across the UK feel about securing a mortgage in order to fund the purchase of their next property. Since increased affordability assessments were introduced by lenders in 2014 as part of the Mortgage Market Review, the ability to both successfully secure a mortgage and borrow enough to fund a property purchase are key factors which can have a significant impact on home mover sentiment.

Respondents to the OnTheMarket survey are asked to indicate how they feel about raising the necessary funds to purchase their next property by choosing from the following options:

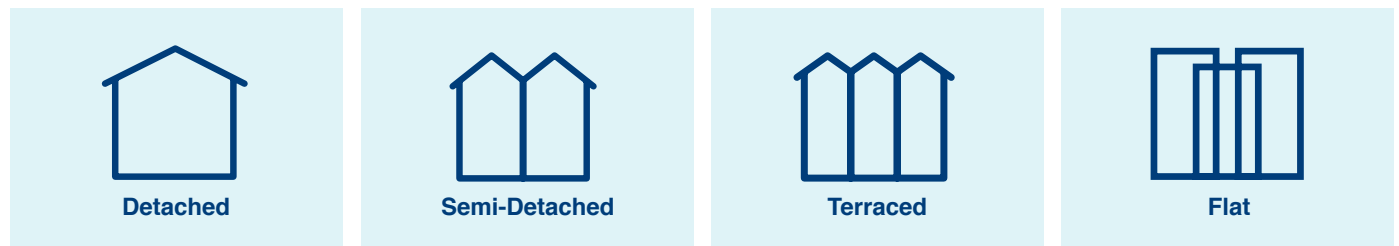
- I'm very worried
- I'm slightly concerned
- I'm sure it will be fine
- I have a mortgage Agreement in Principle already
- I don't need a mortgage to buy a property
- I've not thought about it

												
	Mar 22	Feb 22	Mar 22	Feb 22	Mar 22	Feb 22	Mar 22	Feb 22	Mar 22	Feb 22	Mar 22	Feb 22
UK average	1%	1%	2%	2%	2%	2%	39%	40%	32%	31%	24%	24%
Greater London	1%	1%	3%	4%	2%	2%	46%	45%	16%	16%	32%	32%
South East	1%	1%	3%	2%	2%	2%	37%	41%	33%	30%	24%	24%
South West	0%	0%	2%	2%	1%	1%	33%	32%	44%	45%	20%	20%
East of England	1%	1%	3%	2%	2%	1%	38%	40%	30%	29%	26%	27%
West Midlands	1%	1%	2%	2%	3%	2%	43%	44%	26%	26%	25%	25%
East Midlands	1%	1%	4%	3%	2%	2%	38%	39%	29%	30%	26%	25%
Yorkshire & The Humberside	1%	1%	2%	2%	2%	2%	38%	39%	32%	31%	25%	25%
North East	0%	0%	2%	2%	2%	2%	37%	36%	32%	33%	27%	27%
North West	1%	1%	2%	2%	2%	2%	42%	45%	31%	28%	22%	22%
Wales	0%	0%	1%	1%	1%	2%	38%	38%	41%	40%	19%	19%
Scotland	0%	0%	2%	2%	1%	2%	33%	35%	44%	40%	20%	21%

Average asking prices and most popular property types in March 2022

Most popular property types – March 2022 Headlines

By analysing data compiled from thousands of estate agents' listings across the UK, we can track the most sought after property types, based on properties which have been Sold Subject To Contract (SSTC) each month. We base this data on the four main property types, as defined by HM Land Registry:



UK Average (excl. Greater London)

In March 2022, the most popular properties as a UK average were three bedroom semi-detached houses, unchanged when compared to February 2022 and March 2021.

Greater London

In March 2022 in Greater London the most popular properties were two bedroom apartments, unchanged when compared to February 2022 and March 2021.

Asking prices – March 2022 Headlines

UK Average (excl. Greater London)

Type	March 22	February 22	March 21
Detached	£571,396	£552,023	£523,692
Semi-Detached	£347,457	£339,946	£319,487
Terraced	£269,688	£263,498	£250,896
Flat	£229,900	£230,534	£223,873
Average	£378,915	£366,398	£350,493

Greater London

Type	March 22	February 22	March 21
Detached	£2,072,898	£2,063,662	£1,887,282
Semi-Detached	£1,301,562	£1,291,401	£1,173,924
Terraced	£1,277,569	£1,301,081	£1,133,398
Flat	£943,678	£879,876	£802,164
Average	£1,070,475	£1,019,718	£938,227

Time to Sold Subject to Contract (SSTC) in March 2022

From analysis of OnTheMarket.com's data compiled from estate agents' listings across the UK, we're able to track where properties are Sold Subject to Contract (SSTC) the quickest and where they take the longest.

- In March 2022, as a UK average 64% of properties were SSTC within 30 days of first being listed for sale, an increase when compared with both February 2022 (61%) and March 2021 (51%)
- In March 2022, Scotland was the fastest selling region, with 79% of homes SSTC within 30 days of first being listed for sale. Greater London had the lowest number of properties which were SSTC within 30 days (51%)
- In March 2022, the region with the most number of properties which had taken 120 days or longer to SSTC was Greater London (19%) compared to Scotland which had the lowest number of properties that had taken 120 days or more to move to SSTC status (7%)

March 2022 Headlines

Region	% of homes first listed and SSTC within 30 days			% available homes first listed for sale over 30 days ago but were SSTC within 60 days			% available homes first listed for sale over 30 days ago but were SSTC within 90 days			% available homes first listed for sale over 30 days ago but were SSTC within 120 days			% available homes first listed for sale over 30 days ago but were SSTC within 150 days		
	Mar 22	Feb 22	Mar 21	Mar 22	Feb 22	Mar 21	Mar 22	Feb 22	Mar 21	Mar 22	Feb 22	Mar 21	Mar 22	Feb 22	Mar 21
UK average	64%	61%	51%	15%	10%	13%	5%	8%	6%	4%	7%	7%	12%	14%	23%
Greater London	51%	48%	42%	18%	12%	16%	7%	9%	8%	5%	9%	8%	19%	22%	26%
South East	61%	60%	48%	16%	10%	13%	6%	8%	7%	4%	7%	7%	13%	15%	25%
South West	67%	66%	50%	14%	9%	13%	5%	8%	6%	4%	6%	7%	10%	11%	24%
East of England	65%	65%	51%	15%	10%	14%	6%	8%	7%	4%	6%	7%	10%	11%	21%
West Midlands	65%	63%	50%	15%	10%	14%	5%	8%	6%	4%	7%	7%	11%	12%	23%
East Midlands	64%	62%	49%	16%	9%	14%	5%	9%	7%	4%	7%	7%	11%	13%	23%
Yorkshire & The Humber	67%	65%	52%	13%	9%	13%	5%	7%	6%	4%	6%	6%	11%	13%	23%
North East	65%	63%	49%	15%	10%	14%	4%	8%	6%	4%	6%	6%	12%	13%	25%
North West	64%	61%	52%	15%	10%	14%	5%	9%	5%	5%	7%	7%	11%	13%	22%
Wales	62%	59%	48%	15%	10%	14%	5%	8%	6%	4%	7%	7%	14%	16%	25%
Scotland	79%	75%	70%	8%	6%	9%	3%	6%	3%	3%	5%	4%	7%	8%	14%

Regional market commentary from OnTheMarket's agents

Robin Chatwin, Head of South West London Sales

Savills – London

We are continuing to see strong levels of buyer demand in South West London; people are still making the move out of central London, others are coming back into the area after a period in the country and local upsizers are also wanting to find a new home. The large pool of buyers along with low levels of properties for sale is creating a real sense of competition - homes are launching to the market before going to multiple bids and in the case of family houses, are often selling for over their asking prices. There's a real sense of determination among buyers to secure a property and this market activity is subsequently prompting a sense of confidence among certain sellers that their home will sell within the next few months.

Jan Hýtch, Residential and Operations Partner

Arnold Keys – Norfolk, East of England

The feeding frenzy of February, where every new property coming to market was like throwing a steak into a bowl of piranhas, eased slightly in March. More came to market, but not enough to create a healthier balance between supply and demand. Given that scenario, there was no let-up in price increases. It's particularly tough for those renting who sold well last year; having money in the bank, ready to proceed, would mean trumping other buyers in normal market conditions, but now when they're bidding, they're one of several in the same position. Rising bills mean buyers are starting to consider energy and commuting costs; it's not significantly influencing purchasing decisions yet, but questions about heating costs and journey distances to amenities are beginning to creep into conversations.

Edward Douglas-Home, Partner, Head of Scotland Residential

Knight Frank – Edinburgh, Scotland

We're finding that properties are selling extremely quickly in the Edinburgh market. We recently had a buyer make an offer on a property that was launched hours earlier on the same morning - and the offer was significantly above asking! This level of speed is not uncommon at the moment, and we're also having to introduce closing dates and sealed bids to give our properties the best chance on the market, and allow time for buyers to express their interest. Both family houses with gardens in suburban areas and city centre homes are proving popular in Edinburgh, and we're seeing all sorts of buyers coming to the market. Edinburgh offers the perfect balance between manageable city life and easy access to the surrounding countryside. For these reasons the city remains relevant and a popular choice for people to live.

Chris Hope, Senior Partner, Swansea

Dawsons – Wales

The market in Wales remained strong in March although not quite as buoyant as the previous few months. Buyers are a bit more cautious; they're not jumping in and making a bid as they might've done six weeks ago. Properties are selling within three to four weeks but maybe for 2% or 3% less than they were three months ago. There was a 10% to 15% uplift in new instructions in March compared with February but at the same time a 25% to 30% reduction in new applicants, this is due to a high level registering in Jan/Feb. It feels like a more normal market, with more caution among lenders as to whether prices will keep rising at the same pace, rates going up and the cost of living really biting.

Methodology

Sentiment data (Buyer sentiment, Seller sentiment and Mover attitudes towards mortgage availability) are collected via questions on the OnTheMarket website monthly. With over 120,000 total consumer responses on average per month, it is believed by OnTheMarket to be the largest monthly consumer sentiment index to date in terms of buying and selling residential property in the UK.

Data on time to Sold Subject to Contract (SSTC), Average Asking Prices and Most Popular Property Types is drawn from OnTheMarket's data compiled from thousands of estate agent branches and housebuilders who list their properties with the portal every month.

Regions referred to are as classified by the Nomenclature of Territorial Units for Statistics (NUTS) geocode standard.

Breakdown of regions

- **Greater London:** All
- **South East:** Buckinghamshire, Oxfordshire, Berkshire, Surrey, Hampshire, Kent, West and East Sussex, Isle of Wight
- **South West:** Gloucestershire, Wiltshire, Somerset, Devon, Dorset, Cornwall, Bristol
- **East of England:** Norfolk, Suffolk, Cambridgeshire, Essex, Hertfordshire, Bedfordshire
- **West Midlands:** Shropshire, Staffordshire, West Midlands, Warwickshire, Herefordshire, Worcestershire
- **East Midlands:** Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire, Northamptonshire, Rutland
- **Yorkshire and The Humber:** North, South and West Yorkshire, East Riding
- **North East:** Northumberland, Tyne & Wear, County Durham
- **North West:** Lancashire, Greater Manchester, Merseyside, Cumbria, Cheshire
- **Wales:** All
- **Scotland:** All

About OnTheMarket.com

OnTheMarket.com is a leading UK residential property website, providing consumers with a simple way to search for their perfect home. The website and its apps list hundreds of thousands of homes for sale and to rent, and aim to provide all potential buyers, sellers, landlords and tenants with an exceptional property search service. This includes the opportunity to set-up personalised property alerts to help find a new home quickly and easily.

OnTheMarket.com displays thousands of Only With Us properties every month, 24 hours or more before they're advertised on Rightmove or Zoopla, to give serious home movers an edge in their property search. With thousands of estate and letting agents advertising their properties on the website, together with many of the UK's major house builders offering consumers a wide selection of new build homes, OnTheMarket.com provides a choice of properties at all price points. It also offers Overseas and Commercial search services.

OnTheMarket.com is owned by OnTheMarket plc, which was admitted to the Alternative Investment Market (AIM) in February 2018.

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