

Jason Tebb
Chief Executive Officer**October 2022**

(reporting on September 2022 data)

Sentiment remains robust as reduced buying power makes local agent advice invaluable

75% of active buyers in the UK were confident that they would purchase a property within the next 3 months

79% of sellers in the UK were confident that they would sell their property within the next 3 months

53% of properties were Sold Subject to Contract (SSTC) within 30 days of first being advertised for sale, compared with 55% in September 2021

Experienced local agents are invaluable when it comes to achievable prices

It is said that a week is a long time in politics and never did that feel more apparent than in September. While our data reflects what happened that month, it's slightly historic given the mini-Budget came towards the end of it, and any effects subsequent market turmoil may have had are yet to be fully reflected in the figures. However, what the numbers do show is that positive buyer and seller sentiment continued largely unabated in September. This is all the more remarkable given the considerable headwinds of rising food and energy bills, as well as interest rates.

There's also evidence that buyers feel the market is moving in their favour, with 75% of active UK buyers in September remaining confident that they'd purchase a property within the next three months, up from 73% in August. Meanwhile, 79% of sellers were confident they'd sell within the next three months, consistent with August's figure.

While this strong confidence in the market is remarkable, the inevitable rebalancing which has been occurring over the past few months continues. Stock levels are currently at their highest since March 2021, leading to a levelling off in pricing, which will be welcomed by first-time buyers in particular who may be worried about being priced out of the market. At the same time as buyers having more choice, mortgage rates are rising along with the cost of living, which will prey on minds when making offers. Even with the recent stamp duty reductions, buyers have less buying power so sellers would be wise to take advice from an experienced local agent who can give an achievable valuation. New properties coming to market which are not priced realistically are likely to struggle to sell and stick on the market.

It's likely that buyers who have already secured a mortgage offer will remain committed. As they watch mortgage rates climb, their offer will appear increasingly competitive, making them even more determined to take advantage of it. A decision to buy is usually based on their own affordability and barring any changes to that, they'll likely be keen to progress. The alternative is to let the mortgage offer lapse, which buyers may come to regret. Our data shows that 31% of buyers already had a mortgage agreement in principle in place in September, while 37% said they didn't need a mortgage. The 26% who hadn't thought about it yet might want to take action sooner rather than later as mortgage rates continue to climb.

Despite rising inflation, the UK housing market has still seen good transactional numbers over the past six months, with 53% of properties selling (subject to contract) within 30 days of first being listed in September. Ultimately, those serious about moving and who need to move, will continue to do so. People move for a variety of reasons – family, job, marriage, divorce, death, debt – which is why there's always a certain level of transactions, even in more challenging markets which we've seen evidence of historically when faced with tough conditions. Most recently, rather than the pandemic turning the UK property market into the disaster that some predicted, it showed remarkable resilience with strong growth. Despite everything, there is an underlying positivity and the aspiration to buy property remains.

Seller Sentiment – how confident were sellers in September 2022?

September 2022 Headlines

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

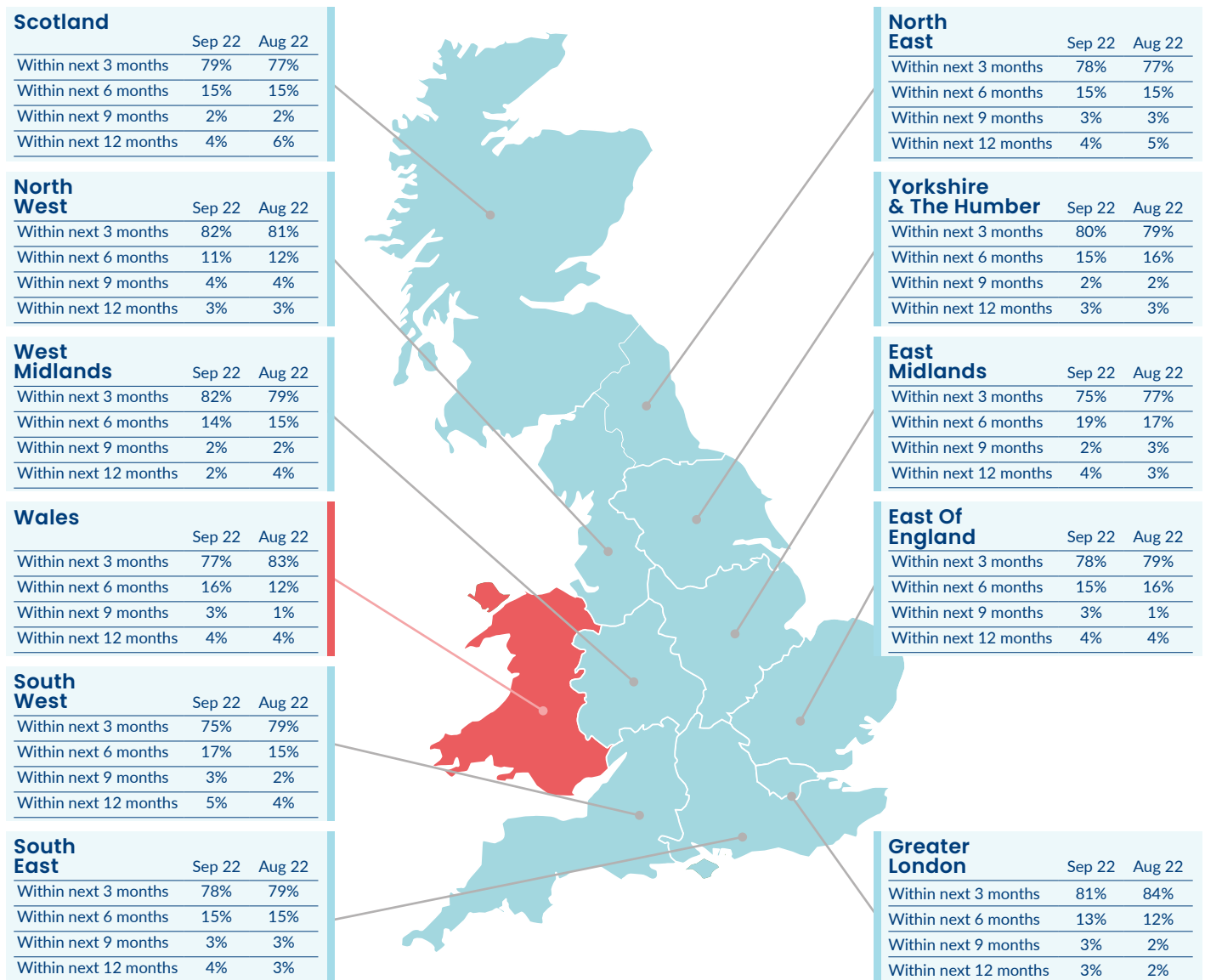
- 79% of sellers were confident that they would sell their property within the next 3 months, unchanged when compared to August 2022 (79%)
- 14% of sellers were confident that they would sell their properties within the next 6 months, a slight decrease when compared to August 2022 (15%)
- 3% of sellers were confident that they would sell their home within the next 9 months, a slight increase when compared to August 2022 (2%)
- 4% of sellers were confident that they would sell their home within the next 12 months, unchanged when compared to August 2022 (4%)

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 September 2022?

September 2022 Headlines

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

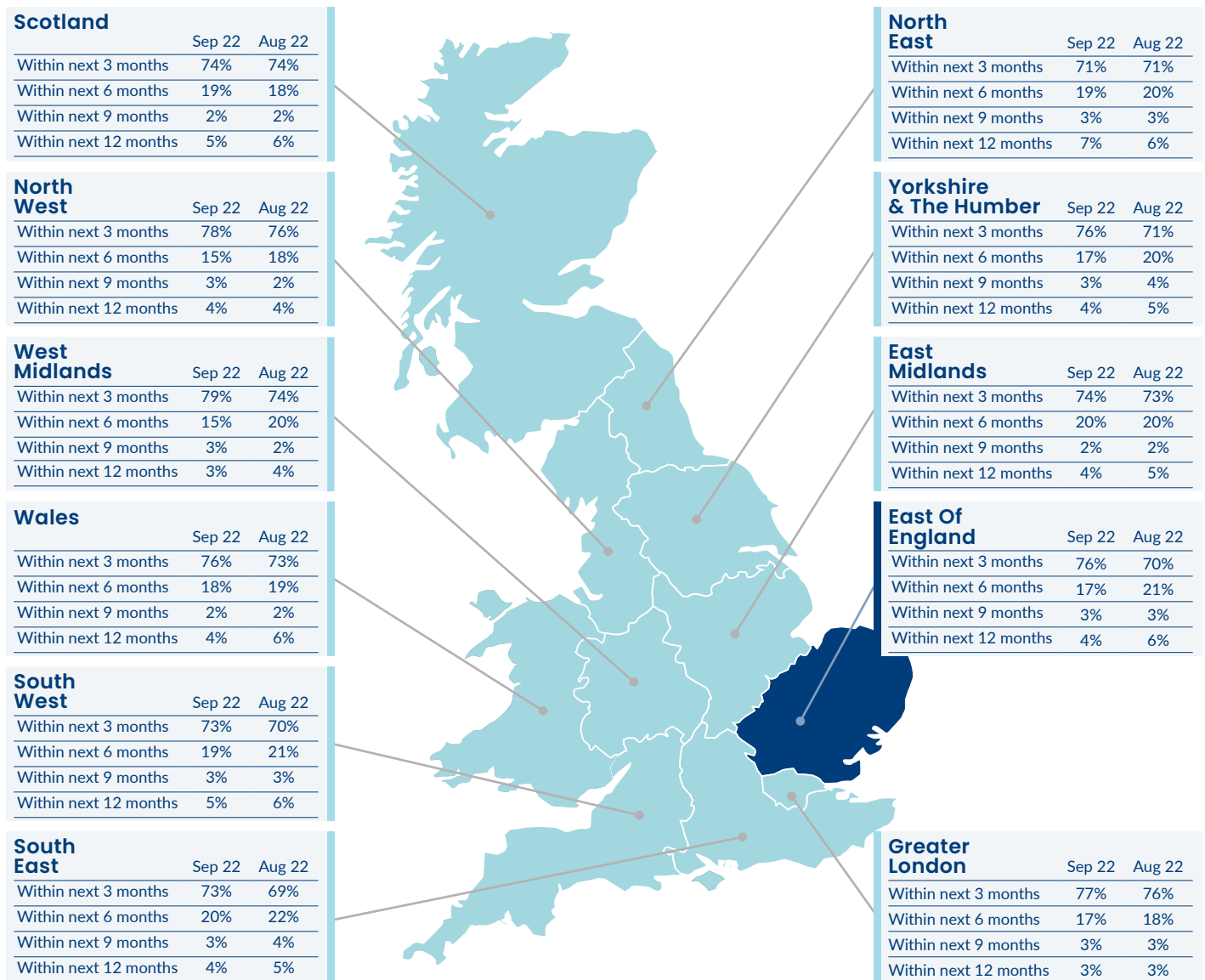
- 75% of buyers were confident that they would purchase a property within the next 3 months, a slight increase when compared to August 2022 (73%)
- 18% of buyers were confident that they would purchase a property within the next 6 months, a slight decrease when compared to August 2022 (19%)
- 3% of buyers were confident that they would purchase a property within the next 9 months, unchanged when compared to August 2022 (3%)
- 4% of buyers were confident that they would purchase a property within the next 12 months, a slight decrease when compared to August 2022 (5%)

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 Buyer confidence within next 3 months)



Mover attitudes towards mortgage availability in September 2022







September 2022 headlines:

- As a UK average, in September 2022 only 4% 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 August 2022 (4%).
- Greater London and the North West had the highest number of respondents who already had their mortgage Agreement In Principle in place prior to starting their search for a property (38%). Scotland and the South West had the lowest number of respondents who already had a mortgage Agreement In Principle in place before starting their property search (25%).
- As a UK average, 26% 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 (34%).
- As a UK average, 37% 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 (20%). Scotland had the highest number of respondents who indicated that they didn't need a mortgage to buy their next home (50%).

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

	 I'm very worried		 I'm slightly concerned		 I'm sure it will be fine		 I've already got a mortgage AIP		 I don't need a mortgage		 I've not thought about it yet	
	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22
UK average	1%	1%	3%	3%	2%	2%	31%	33%	37%	36%	26%	25%
Greater London	1%	1%	5%	4%	2%	2%	38%	42%	20%	18%	34%	33%
South East	1%	1%	4%	4%	3%	2%	32%	33%	31%	33%	29%	27%
South West	1%	0%	3%	3%	2%	1%	25%	27%	47%	48%	22%	21%
East of England	1%	1%	4%	4%	2%	2%	27%	30%	37%	33%	29%	30%
West Midlands	1%	1%	3%	4%	2%	2%	37%	37%	29%	29%	28%	27%
East Midlands	1%	1%	5%	3%	2%	2%	29%	37%	35%	31%	28%	26%
Yorkshire & The Humberside	1%	1%	4%	3%	2%	2%	31%	33%	38%	36%	24%	25%
North East	1%	1%	2%	2%	3%	3%	31%	32%	37%	36%	26%	26%
North West	1%	1%	3%	4%	2%	2%	38%	36%	32%	34%	24%	23%
Wales	0%	0%	1%	1%	2%	2%	30%	31%	44%	45%	23%	21%
Scotland	0%	0%	2%	2%	2%	2%	25%	26%	50%	49%	21%	21%

Most popular Wish List searches and average asking prices in September 2022

Most popular Wish List searches

Using data collated from our Wish List tool on OnTheMarket.com, which allows property seekers to enter features they'd like in their next property to return search results most suited to their requirements, we're able to look at the top five most popular search terms per region and the top three searches as a UK average.

Top 5 Wish List searches per region

	East Midlands		East of England		London		North East		North West		Scotland		South East		South West		Wales		West Midlands		Yorkshire and the Humber	
	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22	Sep 22	Aug 22
1																						
2																						
3																						
4																						
5																						

Top 3 Wish List searches UK average

	September 22	August 22
1		
2		
3		

Key Garden Parking Garage Large Garden Off-street parking Rural Double Garage Character Property

Average asking prices - September 2022

UK Average (excl. Greater London)

Type	Sept 22	August 22	Sept 21
Detached	£616,414	£601,891	£584,122
Semi-Detached	£363,869	£360,043	£340,462
Terraced	£277,425	£273,513	£254,328
Flat	£238,843	£238,095	£230,794
Average	£417,344	£407,124	£375,663

Greater London

Type	Sept 22	August 22	Sept 21
Detached	£1,989,452	£1,987,289	£2,033,261
Semi-Detached	£1,280,924	£1,250,223	£1,307,909
Terraced	£1,357,065	£1,315,396	£1,274,282
Flat	£882,837	£907,068	£860,684
Average	£1,046,543	£1,044,939	£1,009,312

Time to Sold Subject to Contract (SSTC) in September 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 September 2022, as a UK average 53% of properties were SSTC within 30 days of first being listed for sale, a slight decrease when compared with August 2022 (54%) and September 2021 (55%)
- In September 2022, Scotland was the fastest selling region, with 71% 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 (43%)
- In September 2022, the region with the most number of properties which had taken 120 days or longer to SSTC was Greater London (15%) compared to Scotland which had the lowest number of properties that had taken 120 days or more to move to SSTC status (4%)

September 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		
	Sept 22	Aug 22	Sept 21	Sept 22	Aug 22	Sept 21	Sept 22	Aug 22	Sept 21	Sept 22	Aug 22	Sept 21	Sept 22	Aug 22	Sept 21
UK average	53%	54%	55%	19%	19%	16%	11%	10%	10%	7%	7%	7%	10%	10%	12%
Greater London	43%	44%	42%	21%	21%	18%	13%	12%	12%	8%	8%	9%	15%	15%	19%
South East	49%	51%	56%	19%	19%	15%	12%	12%	9%	8%	7%	7%	12%	11%	13%
South West	52%	55%	58%	19%	19%	15%	12%	10%	9%	7%	7%	7%	10%	9%	11%
East of England	51%	53%	58%	19%	20%	15%	12%	11%	11%	7%	7%	6%	11%	9%	10%
West Midlands	53%	56%	57%	20%	19%	15%	11%	10%	10%	7%	7%	6%	9%	8%	12%
East Midlands	51%	54%	56%	22%	20%	17%	11%	10%	10%	7%	7%	7%	9%	9%	10%
Yorkshire & The Humber	54%	57%	59%	19%	19%	15%	11%	10%	10%	7%	6%	6%	9%	8%	10%
North East	55%	57%	53%	18%	19%	17%	11%	10%	10%	7%	6%	6%	9%	8%	14%
North West	53%	56%	54%	19%	18%	17%	11%	10%	11%	7%	6%	7%	10%	10%	11%
Wales	50%	52%	56%	19%	20%	16%	12%	11%	10%	7%	7%	6%	12%	10%	12%
Scotland	71%	71%	71%	14%	15%	13%	7%	7%	6%	4%	4%	4%	4%	3%	6%

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.

Legal notice

© OnTheMarket Plc 2021. OnTheMarket®, OnTheMarket.com®, and its logo are registered trade marks of Agents' Mutual Limited, a wholly owned subsidiary of OnTheMarket plc. All intellectual property rights in or relating to the Property Sentiment Index are owned by OnTheMarket Plc. The Property Sentiment Index and data therein may not be used in any way, reproduced, transmitted or distributed, in whole or in part, in any media or by any means without prior written permission. All rights reserved.