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November 2022

(reporting on October 2022 data)

Properties selling faster as mortgage offers secured before rate rises focus buyers' minds

74% 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

60% of properties were Sold Subject to Contract (SSTC) within 30 days of first being advertised for sale, compared with 56% in October 2021

Buyers with relatively cheap secured mortgage deals keen to take advantage

October may have been packed with political and economic uncertainty but remarkably, focussed buyers continued to go about their business of purchasing property. This buyer determination seems to have filtered through to sellers too, with 82% confident they'd sell their home within the next three months, up from 79% in September.

How long properties take to sell is one of the key indicators of the health of the housing market, and encouragingly, our data shows that this metric strengthened in October, despite rising mortgage rates and living costs. 60% of properties were Sold Subject to Contract (SSTC) within 30 days of being advertised for sale in October, a percentage not seen since June, and rather higher than the 53% recorded in September.

This increase in the volume of new properties going under offer within the first month of marketing may suggest an urgency among buyers with mortgage agreements secured some time ago, who may be keen to proceed before those offers expire. This is understandable as many of these rates will be significantly lower than current mortgage rates, which shot up following Swap rate volatility after the mini-Budget. This could be helping focus buyers' minds and encourage them to put pressure on their conveyancers to get deals done before the expiry date. These buyers are unlikely to want to go back into the market at a higher rate unless they absolutely have to, as it could potentially end up costing them hundreds or even thousands of pounds extra a year.

The national average increase in seller sentiment masks some significant regional swings. Our data shows that in the East Midlands, seller confidence that they would sell their property within the next three months rose by 8 percentage

points in October, while the South West and Wales both saw a 7 percentage points uptick in confidence. Meanwhile, in the North East, there was a 1 percentage point drop in seller confidence compared with September. It seems astonishing that despite macroeconomic headwinds, and predictions from many estate agents that property prices will fall next year, serious sellers and buyers alike remain keen to proceed. Estate agents providing appraisals to would-be sellers are in the strong position of being able to advise that rather than waiting until Spring to put their property on the market, they may wish to take advantage of this limited timeframe where there is a pool of focussed buyers with mortgage offers who are keen to proceed.

Some stability has returned to the market with the appointment of Rishi Sunak as Prime Minister and the reversal of many of the mini-Budget measures. However, mortgage rates remain significantly higher than they were this time last year – the days of sub-1 per cent fixed-rate mortgages are long gone. Challenges remain and the coming months are likely to be tough as the Bank of England raises rates further in an effort to bring inflation down. Encouragingly, however, the forecast for where rates might peak has fallen as some of the market turmoil has dissipated. Rock-bottom interest rates aren't normal or sustainable and the new norm, which is slowly starting to establish itself, is beginning to look a lot like the old one.

Seller Sentiment – how confident were sellers in October 2022?

October 2022 Headlines

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

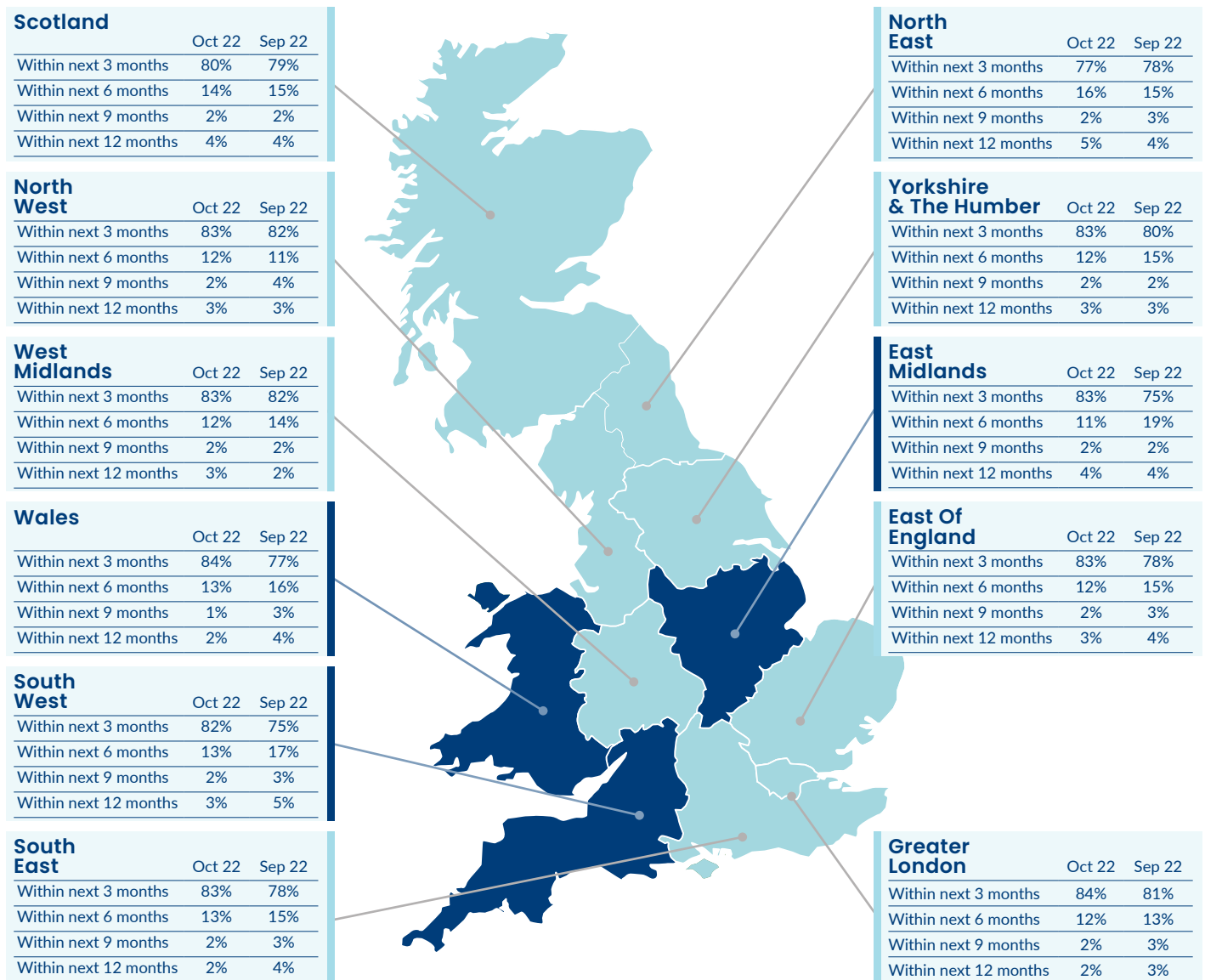
- 82% of sellers were confident that they would sell their property within the next 3 months, a slight increase when compared to September 2022 (79%)
- 13% of sellers were confident that they would sell their properties within the next 6 months, a slight decrease when compared to September 2022 (14%)
- 2% of sellers were confident that they would sell their home within the next 9 months, a slight decrease when compared to September 2022 (3%)
- 3% of sellers were confident that they would sell their home within the next 9 months, a slight decrease when compared to September 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 October 2022?

October 2022 Headlines

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

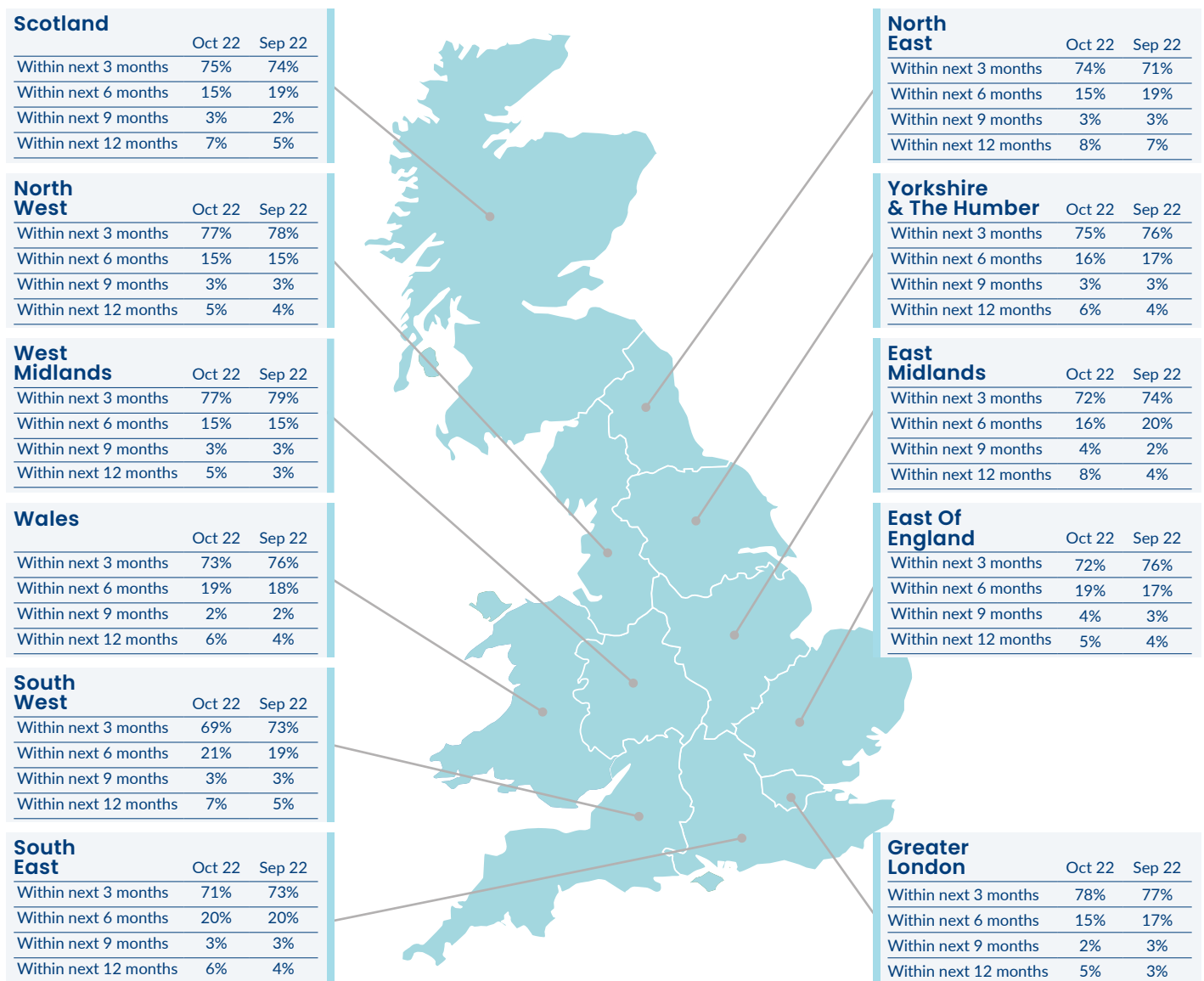
- 74% of buyers were confident that they would purchase a property within the next 3 months, a slight decrease when compared to September 2022 (75%)
- 17% of buyers were confident that they would purchase a property within the next 6 months, a slight decrease when compared to September 2022 (18%)
- 3% of buyers were confident that they would purchase a property within the next 9 months, unchanged when compared to September 2022 (3%)
- 6% of buyers were confident that they would purchase a property within the next 12 months, a slight increase when compared to September 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 Buyer confidence within next 3 months)



Mover attitudes towards mortgage availability in October 2022







October 2022 headlines:

- As a UK average, in October 2022 only 5% of movers were concerned (either very worried or slightly concerned) about securing a mortgage to fund the purchase of their next property, a slight increase when compared to September 2022 (4%).
- 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 (36%). The South West had the lowest number of respondents who already had a mortgage Agreement In Principle in place before starting their property search (20%).
- 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 (31%).
- As a UK average, 41% 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 (24%). Scotland had the highest number of respondents who indicated that they didn't need a mortgage to buy their next home (53%).

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	
	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22
UK average	1%	1%	4%	3%	2%	2%	28%	31%	41%	37%	24%	26%
Greater London	1%	1%	6%	5%	2%	2%	36%	38%	24%	20%	31%	34%
South East	1%	1%	4%	4%	2%	3%	27%	32%	40%	31%	26%	29%
South West	1%	1%	4%	3%	2%	2%	20%	25%	51%	47%	22%	22%
East of England	1%	1%	3%	4%	2%	2%	28%	27%	40%	37%	26%	29%
West Midlands	1%	1%	4%	3%	3%	2%	33%	37%	34%	29%	25%	28%
East Midlands	2%	1%	4%	5%	2%	2%	28%	29%	40%	35%	24%	28%
Yorkshire & The Humberside	2%	1%	5%	4%	3%	2%	25%	31%	40%	38%	25%	24%
North East	1%	1%	3%	2%	3%	3%	23%	31%	45%	37%	25%	26%
North West	1%	1%	4%	3%	3%	2%	32%	38%	36%	32%	24%	24%
Wales	1%	0%	2%	1%	2%	2%	26%	30%	50%	44%	19%	23%
Scotland	0%	0%	2%	2%	2%	2%	23%	25%	53%	50%	20%	21%

Most popular Wish List searches and average asking prices in October 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	
	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22	Oct 22	Sep 22
1																						
2																						
3																						
4																						
5																						

Top 3 Wish List searches UK average

	October 22	September 22
1		
2		
3		

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

Average asking prices - October 2022

UK Average (excl. Greater London)

Type	October 22	Sept 22	October 21
Detached	£603,584	£616,414	£578,027
Semi-Detached	£363,253	£363,869	£342,651
Terraced	£277,020	£277,425	£257,311
Flat	£239,542	£238,843	£229,179
Average	£413,560	£417,344	£374,786

Greater London

Type	October 22	Sept 22	October 21
Detached	£1,926,168	£1,989,452	£2,015,561
Semi-Detached	£1,235,155	£1,280,924	£1,321,105
Terraced	£1,414,315	£1,357,065	£1,276,284
Flat	£878,818	£882,837	£865,888
Average	£1,050,630	£1,046,543	£1,012,685

Time to Sold Subject to Contract (SSTC) in October 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 October 2022, as a UK average 60% of properties were SSTC within 30 days of first being listed for sale, an increase when compared with September 2022 (53%) and October 2021 (56%)
- In October 2022, Scotland was the fastest selling region, with 67% 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 (39%)
- In October 2022, the region with the most number of properties which had taken 120 days or longer to SSTC was Greater London (17%) compared to Scotland which had the lowest number of properties that had taken 120 days or more to move to SSTC status (5%)

October 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		
	Oct 22	Sep 22	Oct 21	Oct 22	Sep 22	Oct 21	Oct 22	Sep 22	Oct 21	Oct 22	Sep 22	Oct 21	Oct 22	Sep 22	Oct 21
UK average	60%	53%	56%	17%	19%	16%	9%	11%	9%	6%	7%	7%	8%	10%	12%
Greater London	39%	43%	42%	21%	21%	19%	14%	13%	12%	9%	8%	8%	17%	15%	19%
South East	46%	49%	54%	20%	19%	16%	12%	12%	10%	9%	8%	7%	13%	12%	13%
South West	50%	52%	59%	19%	19%	15%	12%	12%	9%	8%	7%	6%	11%	10%	11%
East of England	48%	51%	56%	20%	19%	18%	12%	12%	9%	8%	7%	7%	12%	11%	10%
West Midlands	52%	53%	59%	20%	20%	14%	11%	11%	9%	8%	7%	6%	9%	9%	12%
East Midlands	50%	51%	56%	19%	22%	17%	12%	11%	10%	8%	7%	6%	11%	9%	11%
Yorkshire & The Humberside	50%	54%	58%	20%	19%	16%	12%	11%	8%	8%	7%	6%	10%	9%	12%
North East	51%	55%	58%	20%	18%	14%	12%	11%	9%	7%	7%	7%	10%	9%	12%
North West	51%	53%	54%	20%	19%	17%	12%	11%	10%	7%	7%	7%	10%	10%	12%
Wales	46%	50%	54%	19%	19%	17%	13%	12%	9%	9%	7%	7%	13%	12%	13%
Scotland	67%	71%	70%	17%	14%	14%	7%	7%	6%	4%	4%	4%	5%	4%	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.

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