



reallymoving House Price Forecast

August 2021: Autumn housing market settles into period of slower growth

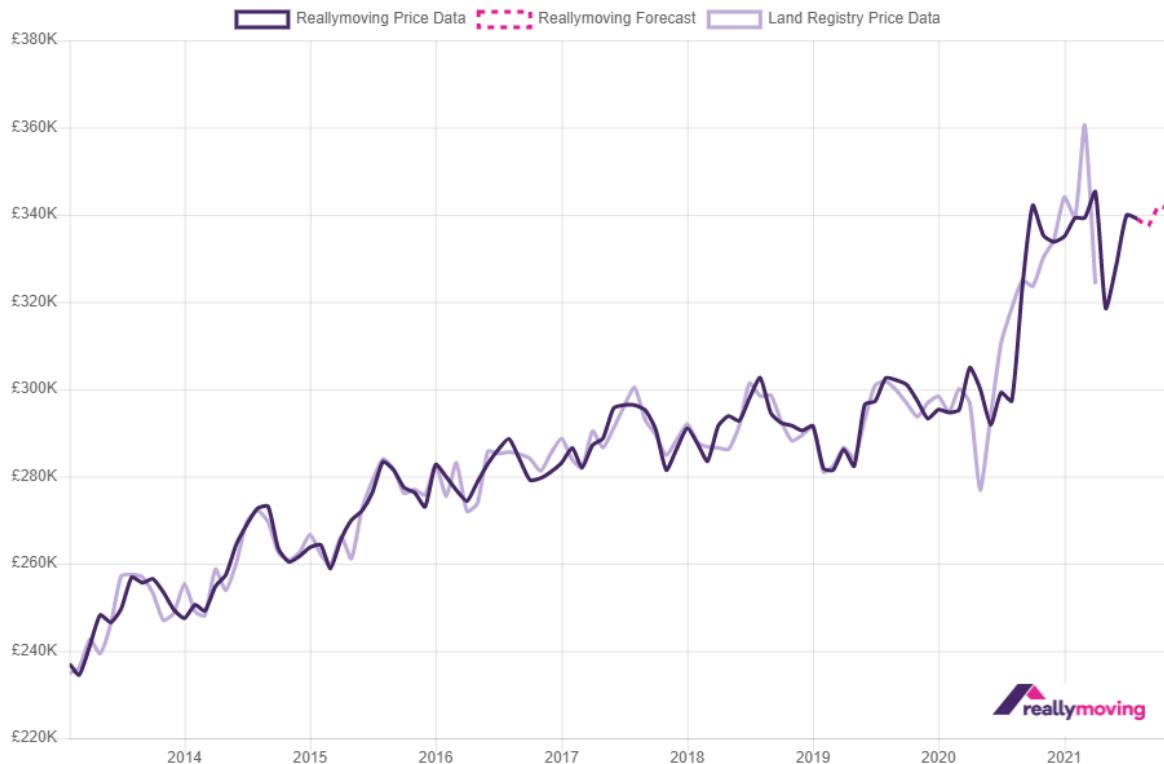
- House prices set to rise by +0.7% over the next three months with strongest gains in October (+1.3%)
- Period of sharp price rises has come to an end with a return to more steady growth
- Availability of cheapest ever mortgage deals is driving demand, against a backdrop of limited supply
- Annual growth is also returning to more normal levels, following months of double-digit increases

Month	Average price agreed	Monthly change %	Annual change %
July 2021	£339,914	+3.5%	+13.6%
August 2021	£339,053	-0.3%	+14.0%
September 2021	£337,445	-0.5%	+4.3%
October 2021	£341,777	+1.3%	-0.1%
November 2021	£341,492	-0.1%	+1.9%

The housing market in England and Wales is settling into a calmer period of growth as the impact of the stamp duty giveaway works its way out of the system and the post-lockdown surge in demand begins to subside, according to the Reallymoving House Price Forecast August 2021, released today. Completed house prices will increase by +0.7% over the next three months (September to November 2021) based on deals agreed this summer, with low mortgage rates and new flexible working arrangements continuing to drive demand over the longer term.

Conveyancing quote volumes returned to more normal levels for the time of year last month and remain unchanged in August, further indicating that buyer demand is settling back down following an extraordinary period of housing market activity and growth.

Graph 1: reallymoving House Price Index (England and Wales) including 3-month price forecast





Reallymoving captures the purchase price buyers have agreed to pay when they search for conveyancing quotes through the comparison site, typically 12 weeks before they complete. This enables reallymoving to provide a three-month house price forecast that historically has closely tracked the Land Registry's Price Paid data, published retrospectively (Graph 1).

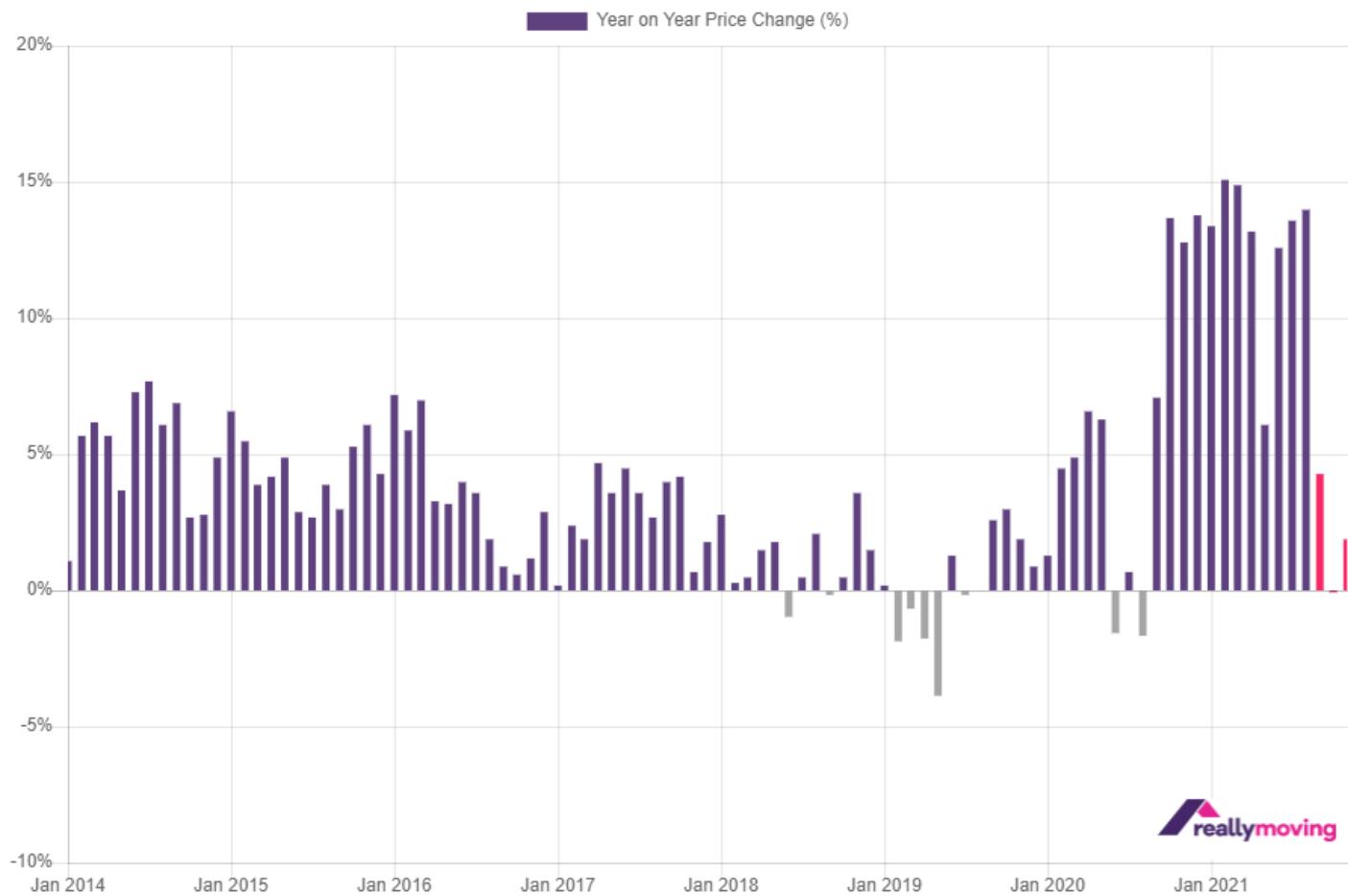
Monthly price changes

House prices will dip marginally in September (-0.5%) as a result of deals agreed in June, when buyers were forced to factor in the cost of paying stamp duty once again, constraining budgets. However, this dip was short-lived with prices agreed between buyers and seller rising again once the stamp duty holiday deadline passed – likely to be in part due to limited supply of new properties coming onto the market creating greater competition for homes. When those deals complete in October, prices will rise by +1.3%, before flattening out to -0.1% growth in November when the average house price will be £341,492.

Annual price changes

Annual house price growth has been comfortably in double digits for most of the last year but we're now seeing growth slow to more normal levels. Prices will be 4.3% higher year on year in September, with almost no change in October (-0.1%) and a +1.9% annual gain in November. These figures are impacted by a frenzied period for the housing market last autumn which saw prices surge in October and November, yet it's clear that recent growth in house prices has been sustained and looks set to continue through the remainder of this year.

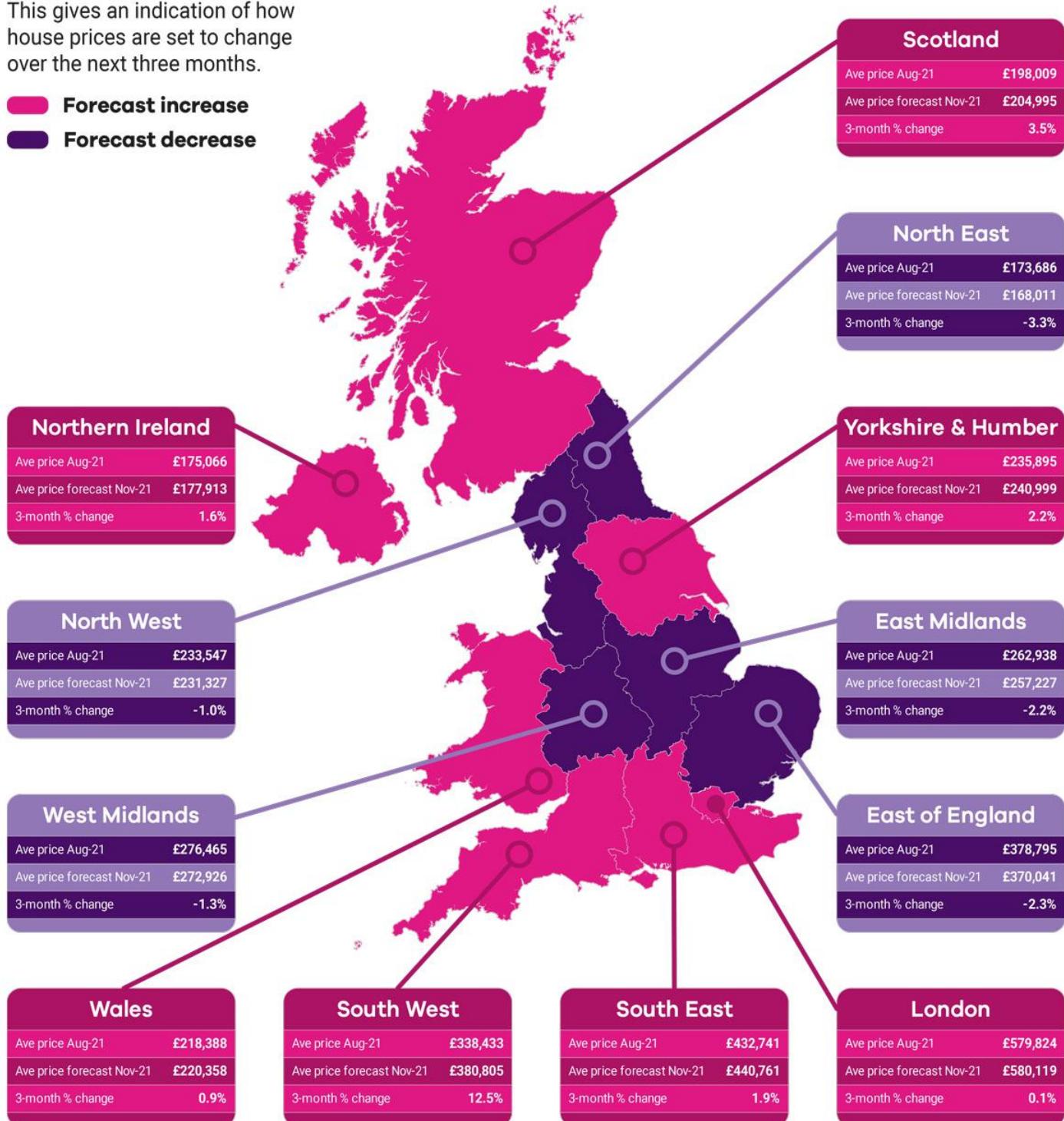
Graph 2: Year on Year average price changes (England and Wales) including 3-month forecast



Regional Forecasts

The map below shows the forecast percentage change in regional house prices for November 2021, relative to current figures seen in August. This gives an indication of how house prices are set to change over the next three months.

- Forecast increase
- Forecast decrease



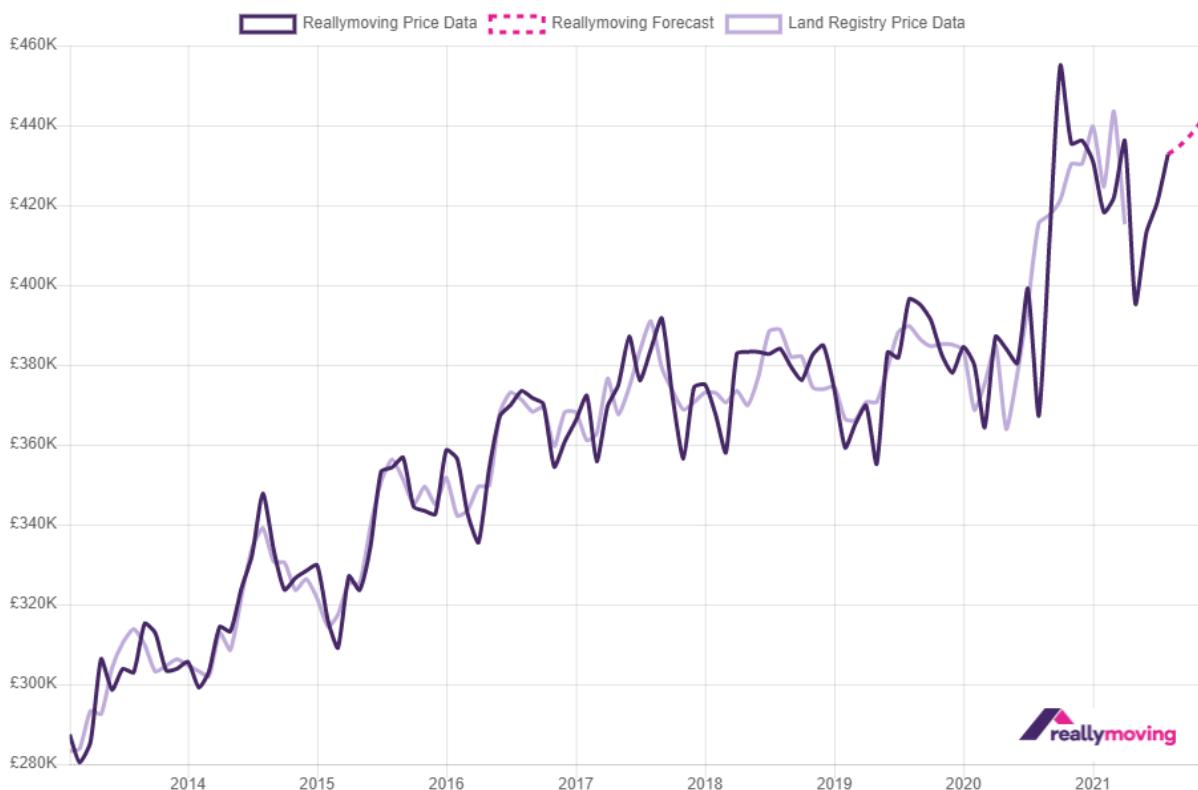


Regional 3-month price forecasts

A north/south divide is emerging across the English housing market heading into the autumn. The south is largely experiencing positive house price growth with gains in London (+0.1%), the South East (+1.9%) and the South West (+12.5%), but prices are dropping in the East Midlands (-2.2%), West Midlands (-1.3%), North East (-3.3%) and North West (-1.0%), presenting new opportunities for First Time Buyers. Wales, Scotland and Northern Ireland will all see prices rise over the next three months.

Reallymoving's online [House Price Forecast](#) is an interactive tool providing house price information and forecasts for every region of the UK alongside Land Registry Price Paid data. Highlighting the South East this month, the market will see steadily rising prices with increases of +0.5% in September, +0.6% in October and +0.8% in November, bringing the average price in the region to £440,761.

Graph 3: reallymoving House Price Index (South East) including 3-month price forecast



Analysis and commentary

Rob Houghton, CEO of reallymoving, comments: “*The rate of house price increases over the last year has been remarkable but it’s been a difficult period for First Time Buyers and we welcome a return to more stable levels of growth. The housing market is in good shape heading into the autumn as the impact of the stamp duty holiday works its way out of the system, demand returns to more normal levels and once again the market proves its underlying resilience.*

“*Competition among cash-rich mortgage lenders has reduced borrowing costs to record lows, alongside a strong economic recovery and jobs market – all of which are boosting consumer confidence and prompting people to make their move now and take advantage of five-year fixed rate deals available at less than 1%. While interest rates stay low and supply remains constrained, despite monthly fluctuations the overall market trend will be steadily upwards.*”

-- ENDS --



Notes to Editors

About the reallymoving House Price Forecast

The Index, which launched in May 2019, uses average house prices calculated from data submitted on conveyancing quote forms at [reallymoving.com](https://www.reallymoving.com). Registrations for conveyancing quotes are completed typically three months prior to the transaction date, giving reallymoving a unique perspective and forecast of house prices. As such, forecasted data for September to November 2021 is based on registrations from June to August 2021 respectively.

The data is mix adjusted but not seasonally adjusted. Seasonally adjusted data is available on request.

Reallymoving recognises that, as a price comparison site, its average user profile is skewed towards the lower end of the market. Therefore, forecast values are lifted by the average difference seen between reallymoving and Land Registry Price Paid data during the previous quarter. The difference is fairly constant in percentage terms.

Only non-commercial properties between £40,000 and £2,000,000 are included in the calculation, to account for errors in submitting the quote form.

Between June and August 2021, reallymoving analysed data from 21,000 completed conveyancing quote forms to form the basis of its average property price projections for September – November 2021.

About reallymoving

Launched in 1999, reallymoving has become the UK's leading provider of free instant quotes for home-moving services, serving over 2 million customers since its inception. It is an independent and privately financed company, majority owned by its management and directors.

During 2020 reallymoving received 280,000 registrations and generated almost a million quotes on behalf of its UK-wide network of partners, representing approximately £220 million worth of work in 12 months. Reallymoving believes approximately 9% of the UK's home movers receive quotes from the site.

Reallymoving provides instant quotes for Conveyancing, Surveys, Removals, Valuations, Home Reports (in Scotland) and Energy Performance Certificates.

Reallymoving also owns The Law Superstore, the comparison site for legal services.

www.reallymoving.com

For press information please contact: Sarah Lawrence sarah@lawrencepr.co.uk 07984 422 461