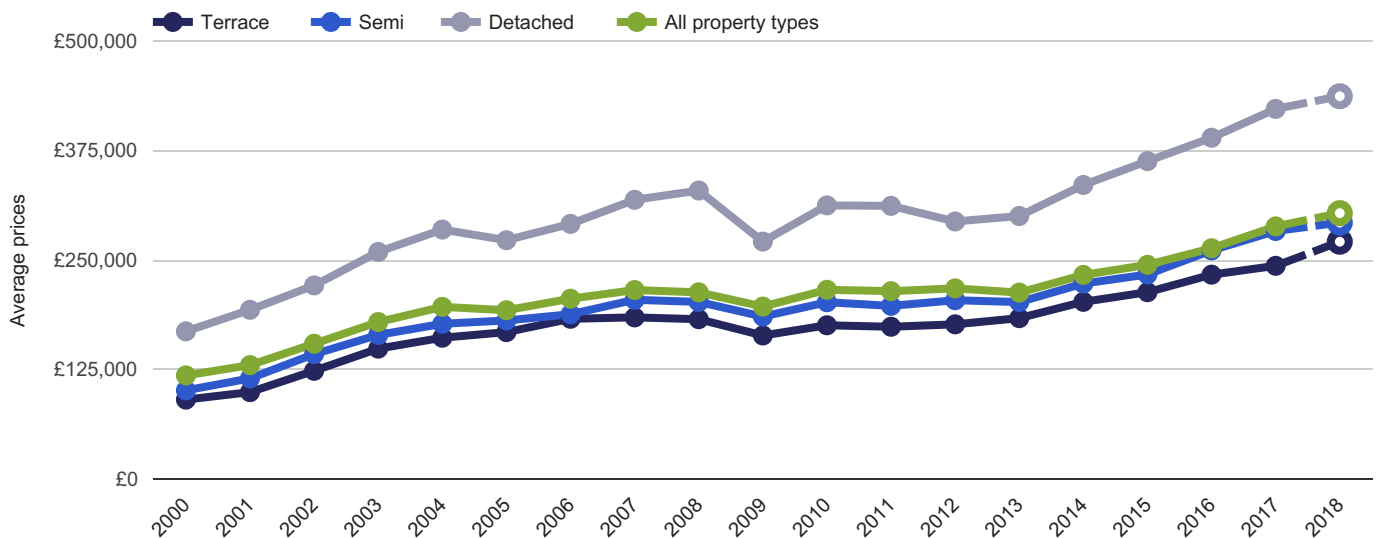




What is going on right now in the Fareham property market?



Here in our Fareham office, we're not sure if we can remember another time when there were so many opportunities out there in our property market. The last 12 months have been one heck of a time working hard with sellers to put a smile on their face, and we've done this by continuously keeping on top of all the latest movements in the market.

A key part of our approach is how we complement our unrivalled knowledge of local opportunities with a firm grasp of market movements. We do this by regularly looking at the various property-related statistics that are available to us. The most important source is the Land Registry, which records all home sales and tells us what's happening to sales rates and price levels.

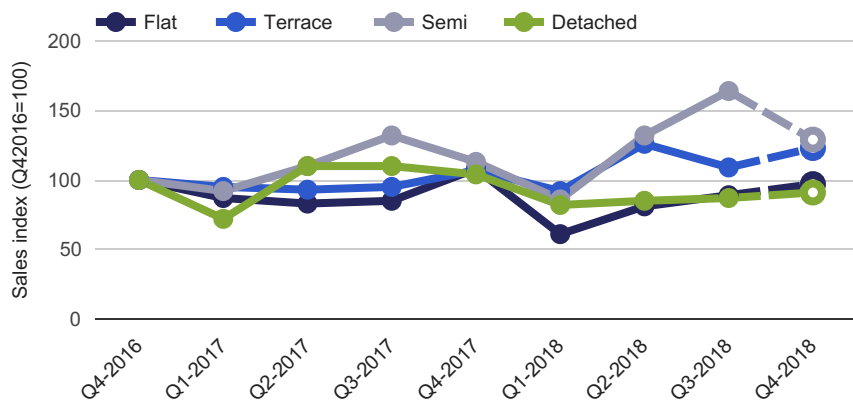
The chart above illustrates a very good reason to be happy. Long-term house price growth in the area has been strong, with the average annual rate of growth since 2000 sitting at an admirable 9.6 per cent. The broad base of the market and the solid fundamentals underpinning it mean we expect this to continue in the medium and long term.

On the whole, the thing we're noticing most is how much sanity there is in the market at the moment. Because mortgage lending is a lot more sensible since the credit crunch, price froth hasn't built up, which is good news because it lessens the chance of a crash. We've got so much more to say, so why don't you pop into our office for more info?

“ The long-term view shows that the average annual rate of house price growth in Fareham is an enviable 9.6 per cent

Find out more and receive frequent local property market news

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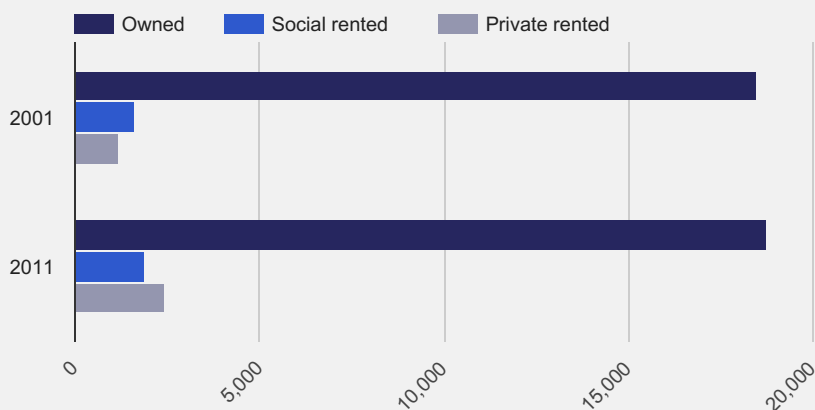
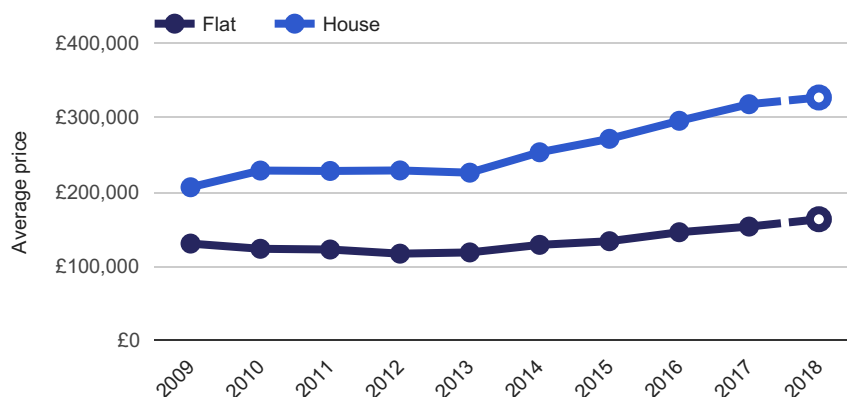


Index of sales over time

In this chart, we've compared sales levels for flats and houses in the last few years. Instead of looking at absolute numbers, we've indexed the rates. This means that flats and houses start at 100 at the start of the period and you can see how they've changed since, on an equal basis.

Prices by flats & houses over time

This chart shows how the price of flats and houses in the local area have moved over the last ten years. Looking at the change in prices over the longer term avoids some of the volatility that would be seen if we were looking at changes in the short term.



The profile of tenure

The mix of tenure of properties is a substantial yardstick of the attributes of homes in a local market. One of the best parts of the planning system in the UK is that social housing is heavily mixed in with the private stock, so we don't get large geographical divides between people as is the case in urban France.

Source: ResiAnalytics, Office for National Statistics & Land Registry © Crown copyright 2018. Dotted lines & outlined columns on charts indicate estimates based on historical trends. For full terms of use, please visit resianalytics.com/docs/terms



Clive Bryant M.N.A.E.A
Director



Darren Johnstone
Sales Director

Chapplins

A family business

01329 283330

fareham@chapplins.co.uk www.chapplins.co.uk

9-11 West Street, Fareham, Hampshire PO16 0BG

